**PROBLEM STATEMENT**

The aim of this project is to develop an insightful vehicle insurance cross-sell analysis dashboard using Tableau. The dashboard will provide stakeholders with a comprehensive overview of client demographics, insurance coverage, and interest in vehicle insurance, enabling informed decision-making for targeted marketing strategies.

**KPIs (Presented inside a Donut Chart):**

The donut chart represents the percentage of the total of all metrics, with the remaining portion indicating clients not falling into the specified categories.

1. Total Clients having Health Insurance: The percentage of clients who already possess health insurance.
2. Total Clients not Having Previous Vehicle Insurance: The percentage of clients who do not have previous vehicle insurance.
3. Total Clients Interested in Vehicle Insurance: The percentage of clients who express interest in purchasing vehicle insurance.
4. Average Premium if Car not Damaged: The average premium for clients whose vehicles have not sustained damage.
5. Total number of Clients Based on Gender: The distribution of clients based on gender.

**Charts:**

1. Client Age-wise Count of Vehicle - Stacked Column Chart broken by Vehicle Age: This visualization displays the distribution of clients' ages with respect to their vehicles, represented as a stacked column chart. The chart breaks down the count of clients by age groups and further categorizes them based on the age of their vehicles.
2. Vehicle Damage Percentage: This chart visualizes the percentage of vehicles that have sustained damage, providing insights into the prevalence of vehicle damage among clients.

By analyzing these KPIs and visualizations, stakeholders can gain valuable insights into client demographics, insurance coverage status, and interest in vehicle insurance. This information can guide targeted marketing efforts, product development, and customer engagement strategies to maximize cross-selling opportunities and enhance overall business performance.