SHIELD INSURANCE

PRESENTED BY - AKASH SINGH

LET ME TALK WITH THE DATA AND
GET INSIGHTS FOR YOU

Data Enthusiast Guy

Let's Connect   heyiamakash19@gmail.com

#OPENTOWORK

Akash Singh (He/Him)

Aspiring detail-oriented Data Analyst 📊 | Advanced Excel, Power BI, SQL, Python | Decoding insights from complex datasets to optimize business processes

Durgapur, West Bengal, India · Contact info

Check Out My Portfolio 📄 ⧉

ABOUT COMPANY?

Shield Insurance, an insurance provider, operates across five major cities in India: Mumbai, Delhi NCR, Chennai, Hyderabad, and Indore.

They utilize various sales channels to reach their customers, including Offline Agent, Offline Direct, Online App, and Online Websites. The company offers a total of nine different policies.

My task was to assist Shield Insurance in making data-driven decisions by analyzing their data from November 2022 to April 2023.

policy_id	base_coverage_amt(INR)	base_premium_amt(INR)
POL4321HEL	200000	5000
POL4331HEL	300000	7500
POL3309HEL	500000	12000
POL5319HEL	750000	16700
POL6303HEL	1000000	21500
POL6093HEL	1500000	31700
POL9221HEL	2500000	42500
POL1048HEL	5000000	76500
POL2005HEL	10000000	120000

DATA SETS AND DATA MODEL

- **Dim_customer**
- **Dim_date**
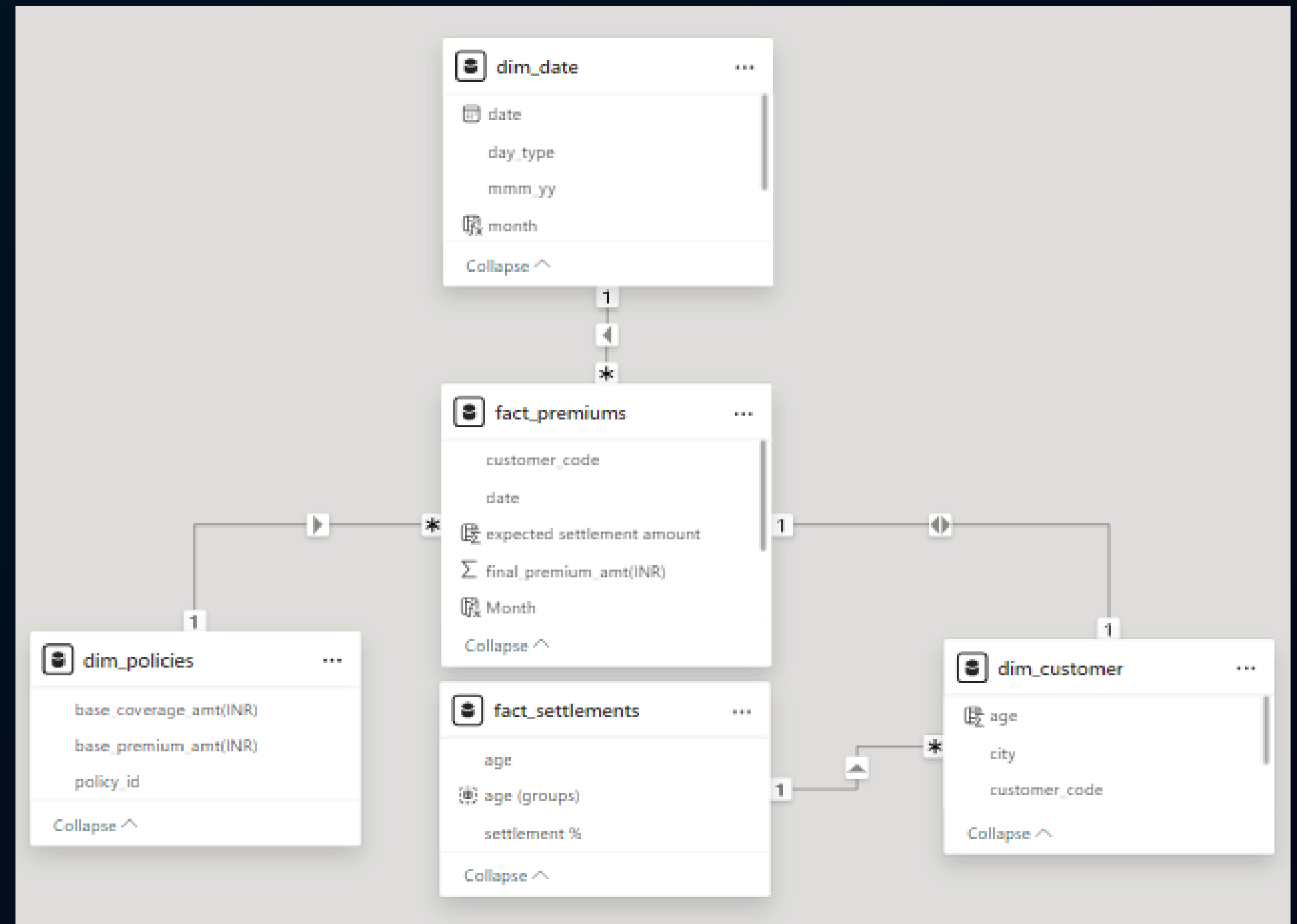- **Dim_policies**

dim_customer   dim_date   dim_policies

fact_premiums   fact_settlements

- **Fact_premiums**
- **Fact_settlements**

INSIGHTS AND RECOMMENDATIONS

Age Group Analysis:

Maximum Revenue: The 31-40 age group generates the highest revenue.

Recommendations:

- Focus marketing efforts on the 31-40 age group.
- Tailor policies to attract the 41-50 and 65+ age groups, considering their specific preferences.

Sales Mode Analysis:

Maximum Revenue: Offline agents generate the most revenue.

Growth Observation: Online app and website sales have shown growth since February 2023.

Recommendations:

- Improve customer support and features on the online app and website.
- Implement a system where customers receive policy suggestions based on their provided details to boost online platform popularity.

City Analysis:

Revenue and Customer Base: Delhi NCR leads in revenue and customer base, followed by Mumbai and Hyderabad.

Recommendations:

- Apply successful strategies from Delhi NCR, Mumbai, and Hyderabad to other cities to increase overall revenue.

Policy Analysis:

Top Policy: The POL2005HEL policy generates the highest revenue.

Recommendations:

- Develop variations of the POL2005HEL policy to attract a wider customer base.
- Offer different rider options to enhance the appeal of the policy.