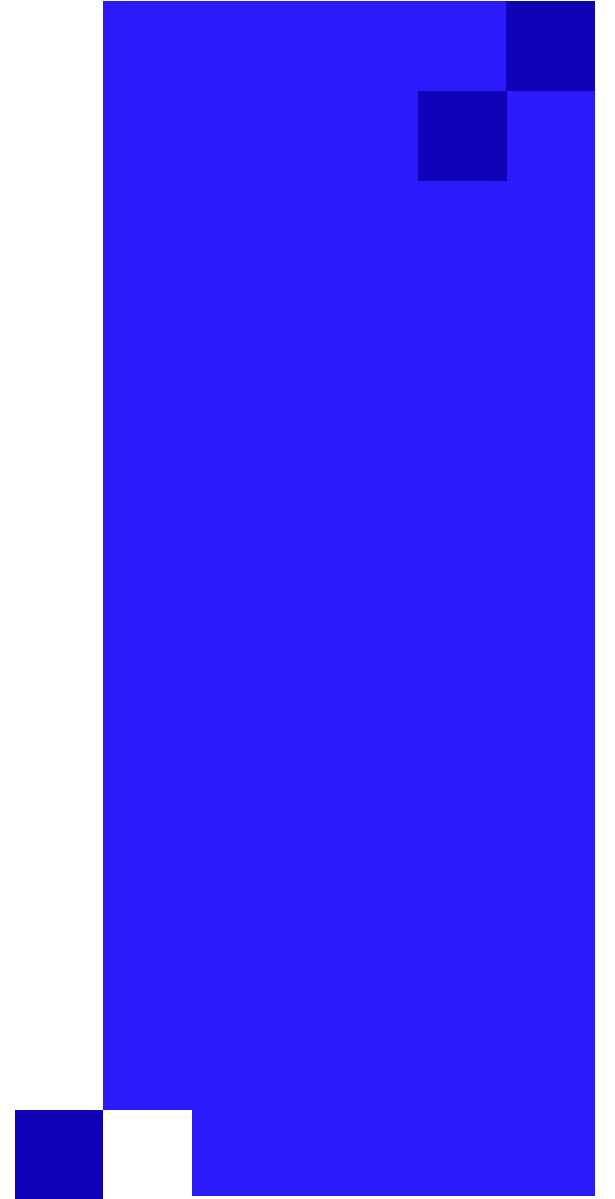


Shield Insurance Analysis

Virtual Internship Project

Ayush Lekhi





Agenda

01 Company Introduction

02 Objective

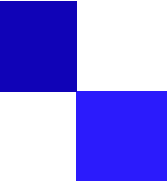
03 Resources

04 Mockup Dashboard

05 Dashboard

06 Insights

07 Recommendations



Introduction

Shield Insurance is a growing insurance provider based in India, offering a diverse portfolio of products across life, health, and general insurance. The company serves both individual and corporate clients through direct sales channels and digital platforms.

Business Focus:

- Enhancing customer experience through data-driven decision-making
- Expanding policy offerings tailored to different age groups and needs
- Streamlining claims and settlement processes
- Leveraging technology for predictive analytics and sales performance





Objective

This Power BI dashboard is developed to help Shield Insurance make data driven decisions through the following reports created in Power BI:

■ Overview

Monitoring Key Performance Indicators like Revenue and Customers and understanding their behaviour across Time Period.

■ Sales Mode Analysis

Calculating Revenue and Customer Split by Sales Mode and understanding how many customers prefer what sales mode.

■ Age Group Analysis

Figuring out which Age Group generates the most amount of revenue and prefer what policies for their insurance.



Dataset

Provided in .csv format.

■ dim_customer

This table contains all the information about the customers.

■ dim_date

This table contains the dates at daily, monthly levels and week numbers of the year.

■ dim_policies

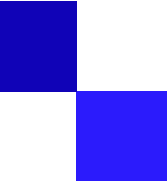
This table contains all policies data.

■ fact_premiums

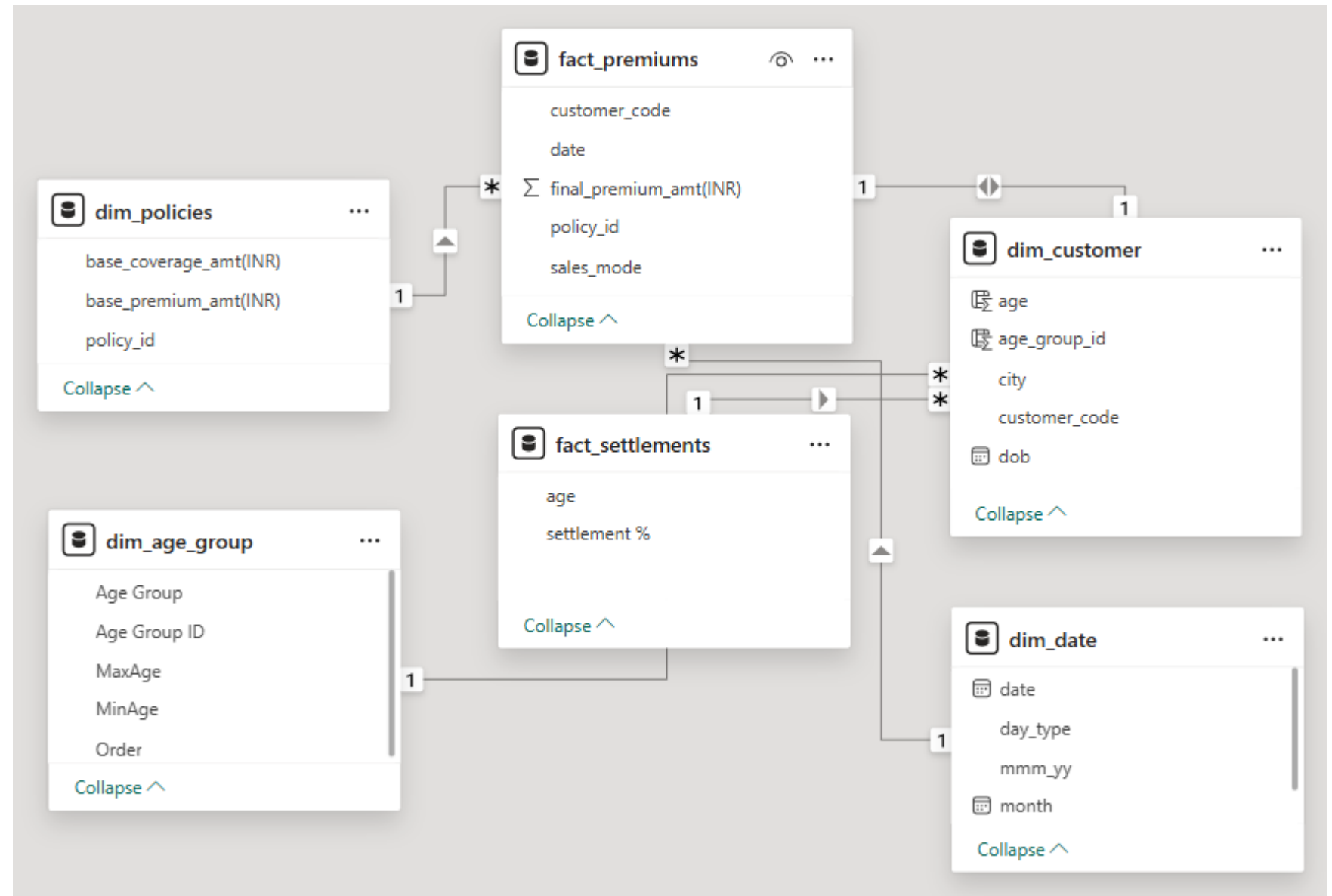
This table contains all information about policy orders.

■ fact_settlements

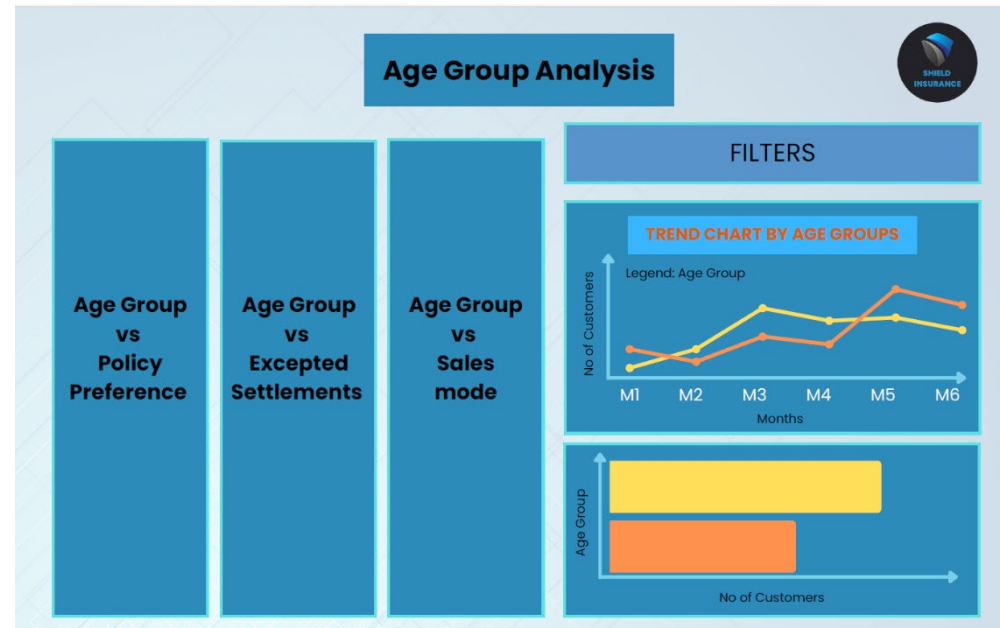
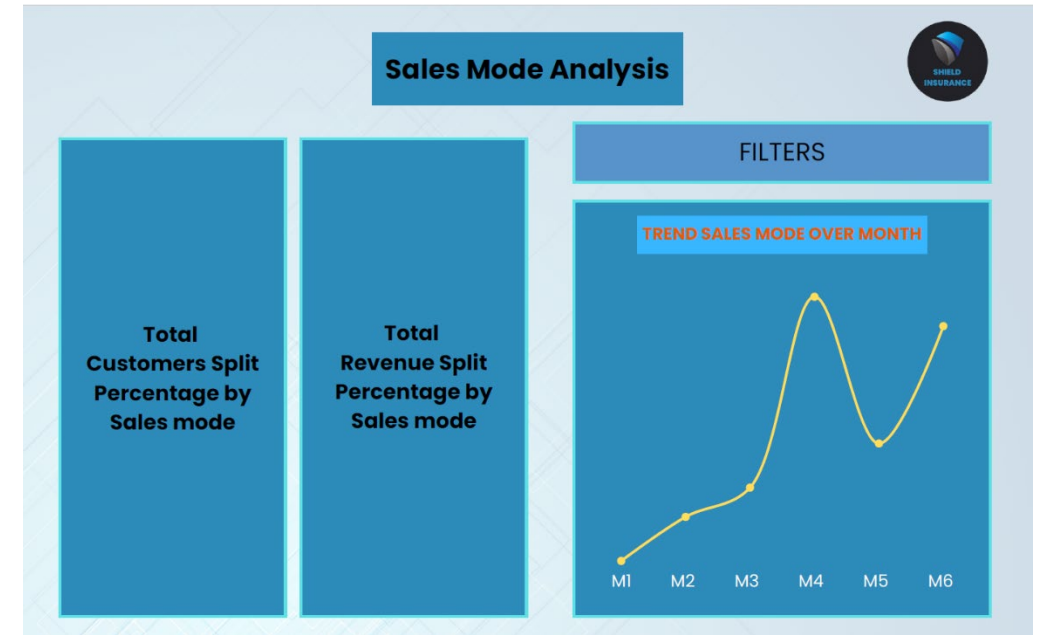
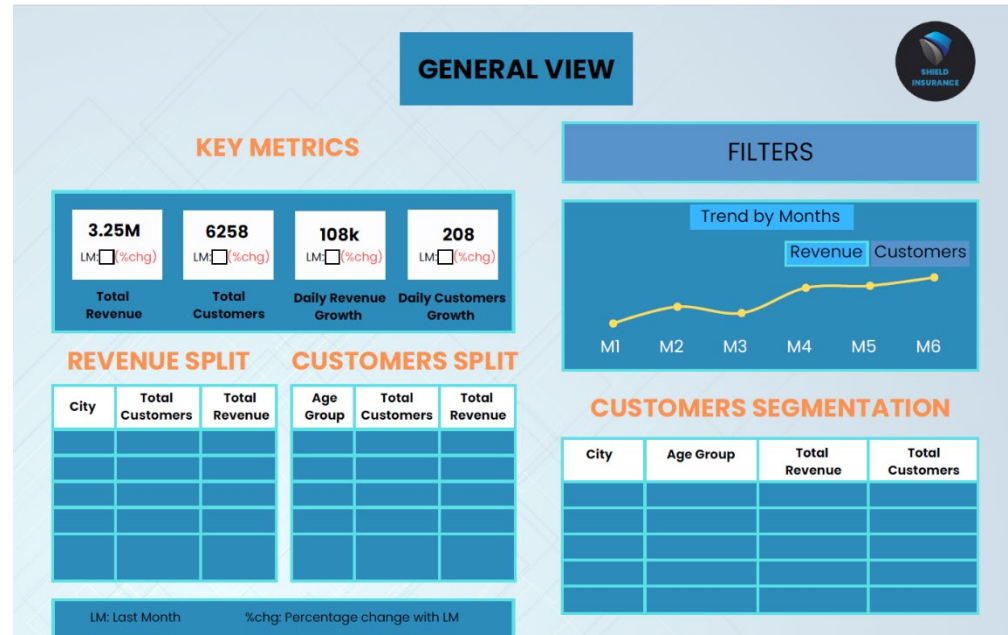
This table contains information about policy settlement



Data Modelling



Mockup Dashboard





Overview Analysis

In Dashboard



Shield Insurance Analysis

Overview

Sales Mode Analysis

Age Group Analysis 1

Age Group Analysis 2

Abbreviations:

LM: Last Month

Rev LM: Revenue LM

Filters

Sales Mode

All

month

All

City

All

Age Group

All

Policy ID

All

Total Revenue

989.25M✓

vs LM: (Blank) (+Infinity%)

Total Customers

26.84K✓

vs LM: (Blank) (+Infinity%)

Daily Revenue Growth

5.47M✓

vs LM: (Blank) (+Infinity%)

Daily Customers Growth

148.29✓

vs LM: (Blank) (+Infinity%)

Revenue Split

City	Total Customers	Total Revenue
Chennai	2966	106.31M
Delhi NCR	11007	401.57M
Hyderabad	4340	160.52M
Indore	2096	81.35M
Mumbai	6432	239.51M
Total	26841	989.25M

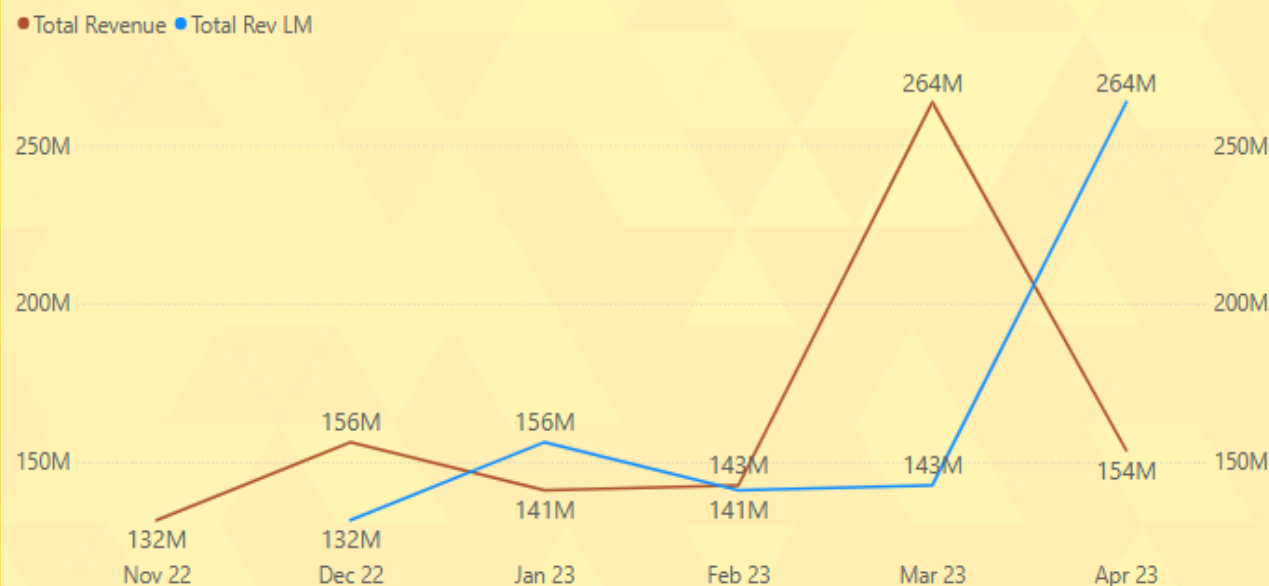
Customer Split

Age Group	Total Customers	Total Revenue
18-24	3154	45.64M
25-30	8818	234.34M
31-40	8218	281.91M
41-50	3097	146.58M
51-65	1635	95.90M
65+	1919	184.89M
Total	26841	989.25M

Revenue

Customers

Total Revenue by Months



Insights

Total Revenue

989.25M✓
vs LM: (Blank) (+Infinity%)

Total Customers

26.84K✓
vs LM: (Blank) (+Infinity%)

Monthly Revenue

153.75M!
vs LM: 263.84M (-41.73%)

Monthly Customers

4.15K!
vs LM: 7.08K (-41.41%)

Daily Revenue Growth

5.12M!
vs LM: 8.51M (-39.78%)

Daily Customers Growth

138.30!
vs LM: 228.42 (-39.45%)

For every metric **Revenue declined** rapidly in **April 2023** possibly due to mass layoffs by major IT companies like Amazon and Meta that started in 2022 and extended into 2023 and also Global Inflation and recession fears

Total Revenue by Months



Insights

Revenue Split		
City	Total Customers	Total Revenue
Delhi NCR	3392	116.27M
Total	3392	116.27M

Customer Split		
Age Group	Total Customers	Total Revenue
31-40	3392	116.27M
Total	3392	116.27M

Highest Revenue generating region- DELHI NCR by Age Group- 31-40 as the region itself comprises many cities.



Insights

Revenue Split		
City	Total Customers	Total Revenue
Mumbai	1923	67.40M
Total	1923	67.40M

Customer Split		
Age Group	Total Customers	Total Revenue
31-40	1923	67.40M
Total	1923	67.40M

Highest Revenue generating city **Mumbai**
by **Age Group- 31-40**. Mumbai as we know
is the Financial capital of India





Sales Mode Analysis

In Dashboard



Shield Insurance Analysis

Overview

Sales Mode Analysis

Age Group Analysis 1

Age Group Analysis 2

Filters

Sales Mode
All

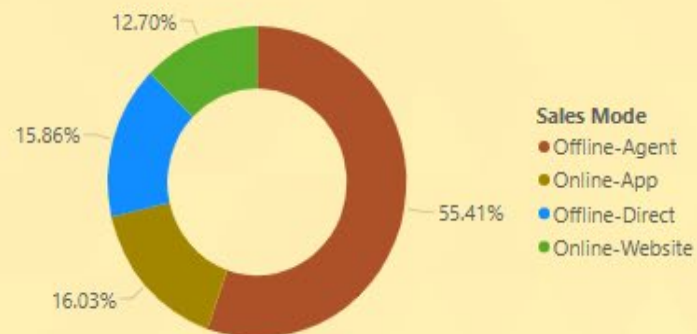
Month
All

City
All

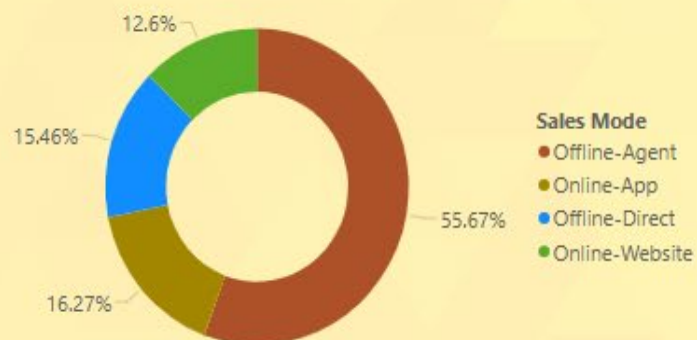
Age Group
All

Policy ID
All

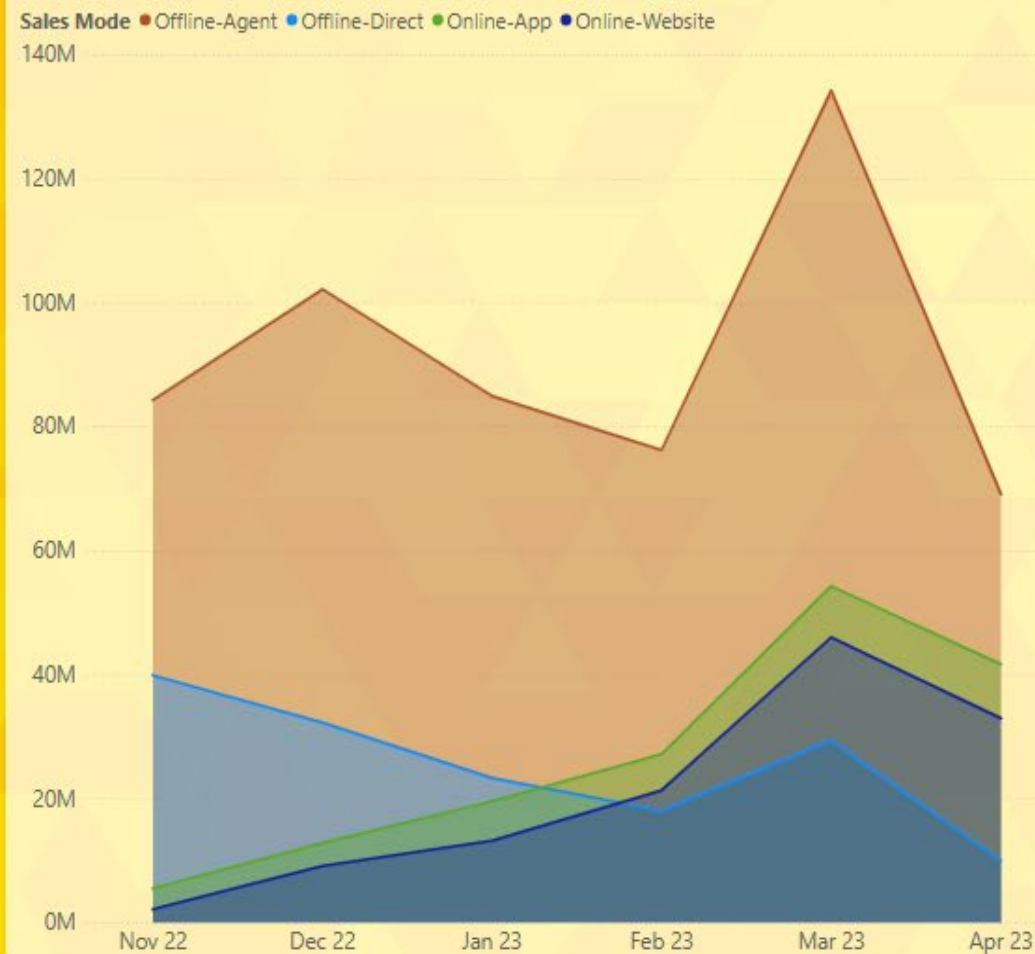
Customer Split % by Sales Mode



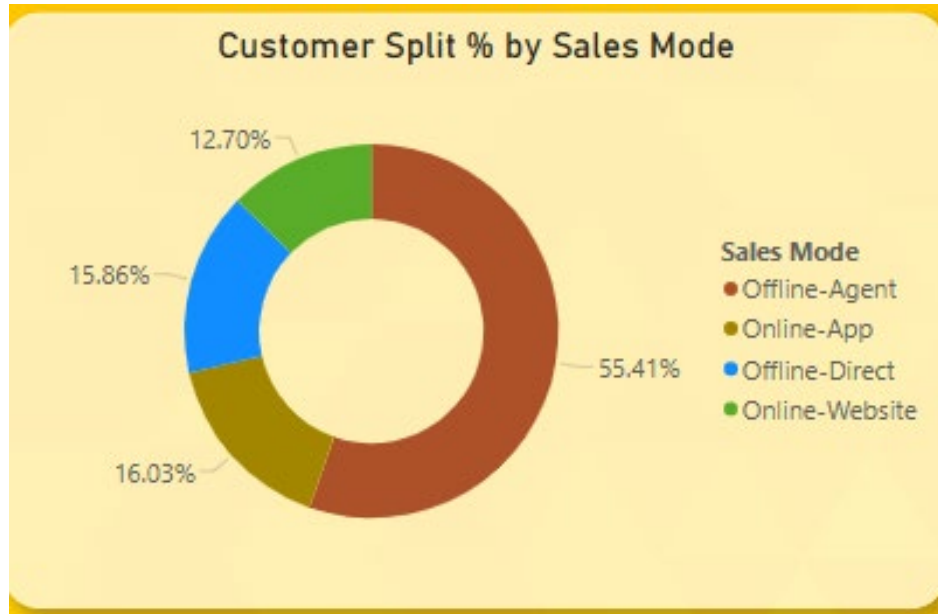
Revenue Split % by Sales Mode



Total Revenue by Sales Mode



Insights



Offline Agent is still the **most preferred** medium by Customers for their insurance related work.

Hence, **Revenue** generated by this medium is the **highest**.

There aren't many people who are technologically aware.

Hence, they prefer an agent to do their insurance for them.

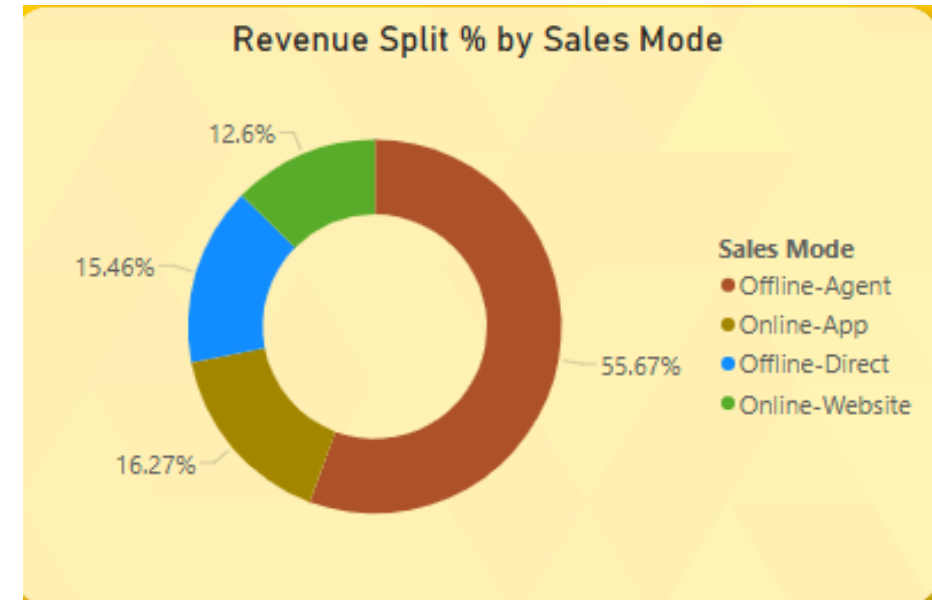
Online Apps are the **second most preferred** medium by Customers for their insurance related work.

Insights

Online Website is the **least preferred** medium by Customers for their insurance related work.

Possible Reasons:

- Especially in countries like India, **smartphone usage** far **outpaces desktop** use.
- Many people either don't own laptops or don't regularly access websites on them.
- The app becomes their primary or only interface for digital transactions.
- Apps offer **1-click access**, biometric login, and real-time notifications.
- Unlike **websites**, apps don't require a browser or **repeated logins**, making it **much faster** for users to check policies, pay premiums, or file claims.

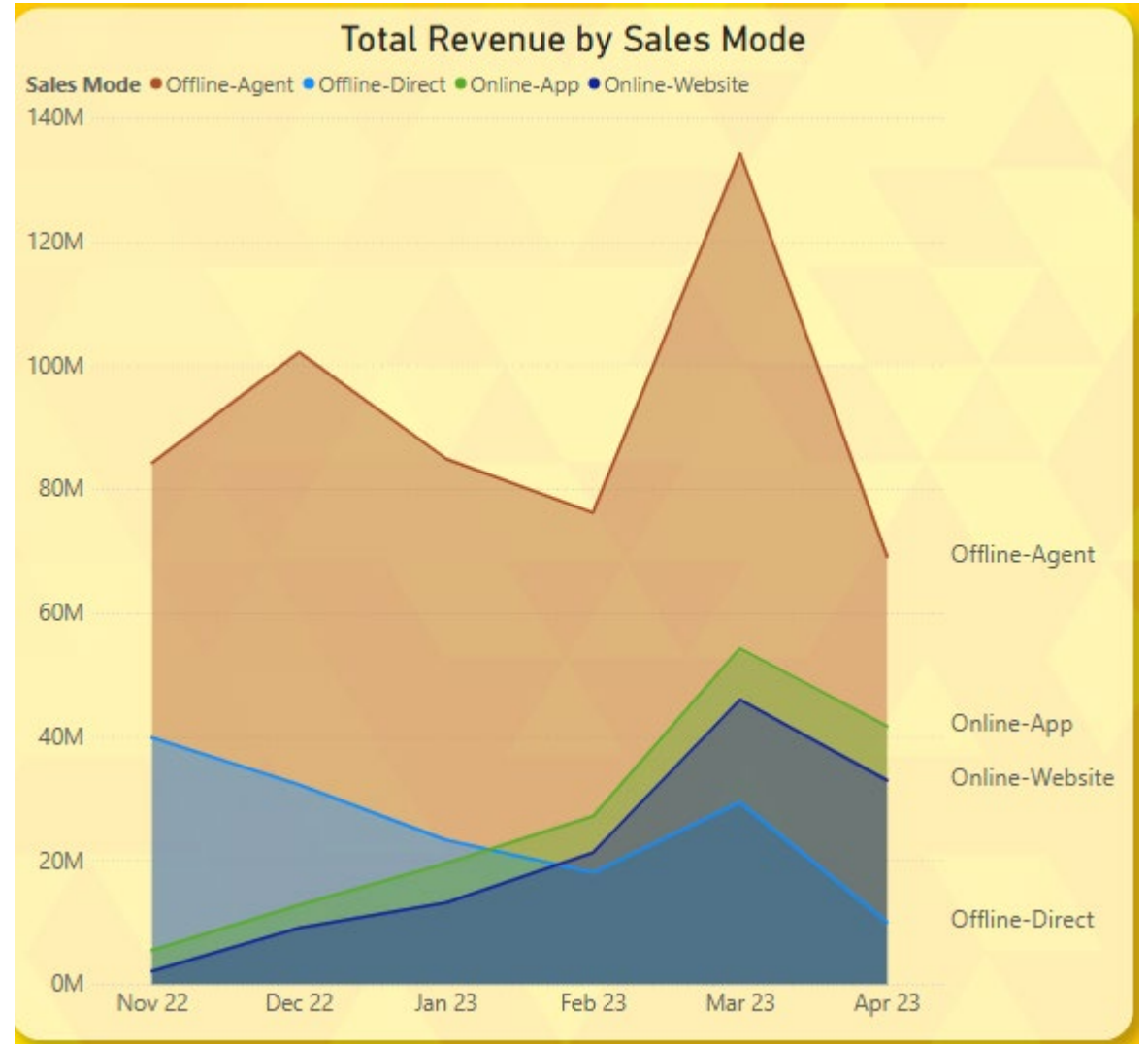


Insights

Offline Agent although a most preferred medium by customers started declining sharply in April 2023.

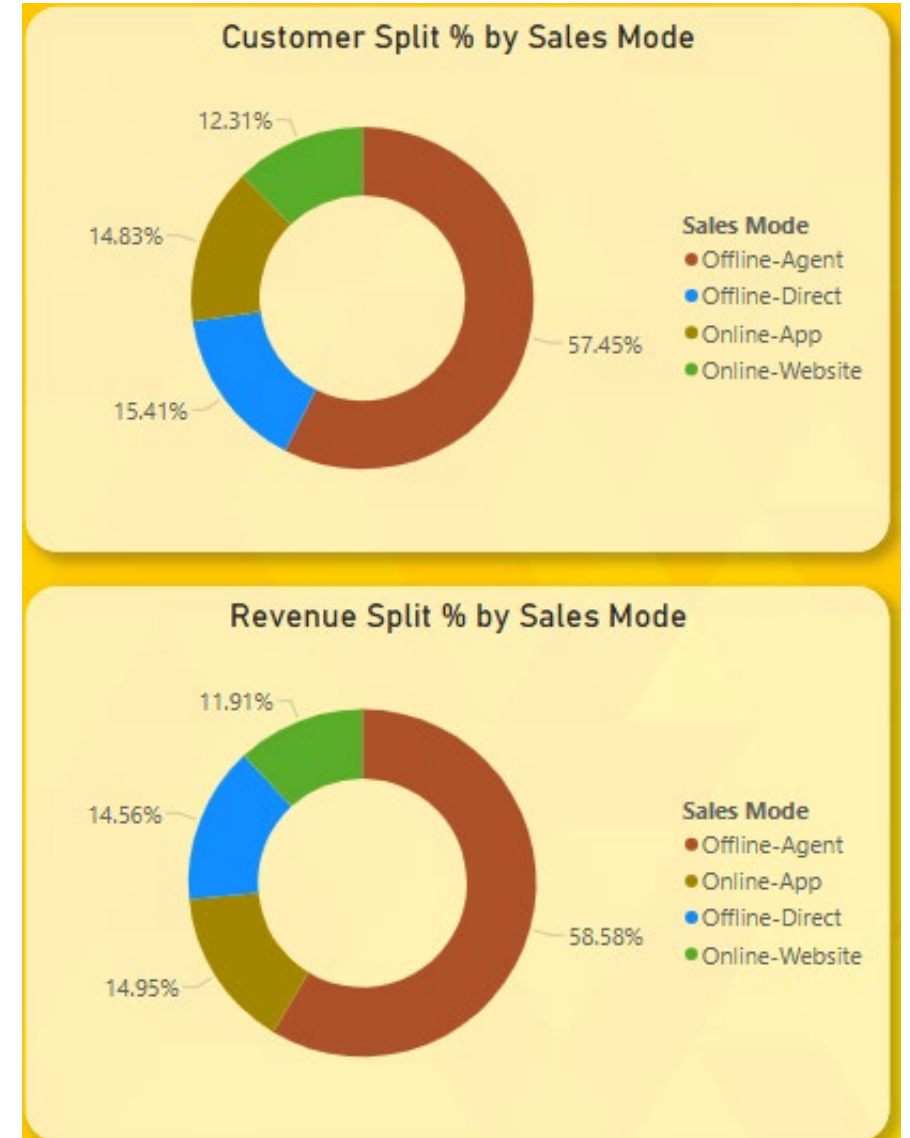
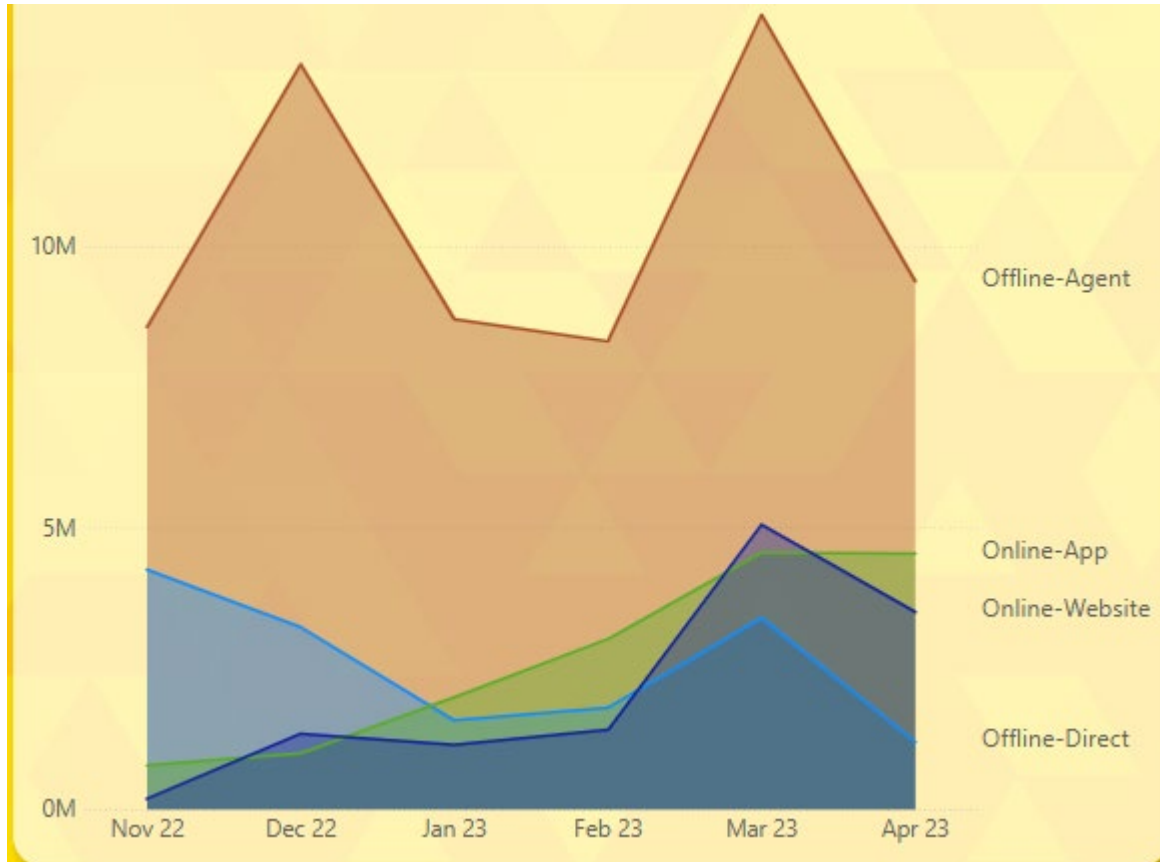
Offline Direct by time has started becoming the **least preferred** medium by customers starting from being the second most preferred medium due to:

- The rise of **Online Apps** and **Online Websites**.
- Time investment needed to visit insurance companies and understanding complex policies on your own.
- Commission charged by the insurance agents.
- Transparency
- Slow Process



Insights

Chennai generated the **highest** amount of **revenue** and **customers** through **Offline Agent** sales mode due to slow reach of Online Apps and Websites.



Age Group Analysis- Part 1

In Dashboard





Shield Insurance Analysis

Overview

Sales Mode Analysis

Age Group Analysis 1

Age Group Analysis 2

Filters

Sales Mode
All

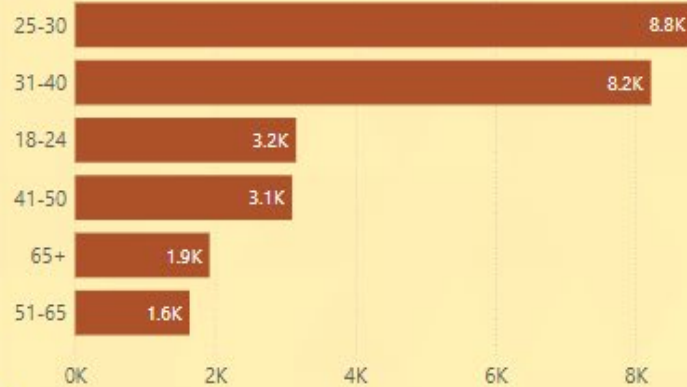
Month
All

City
All

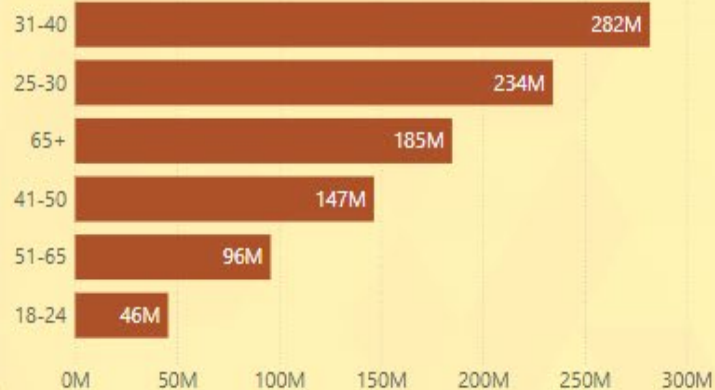
Age Group
All

Policy ID
All

Total Customers by Age Group



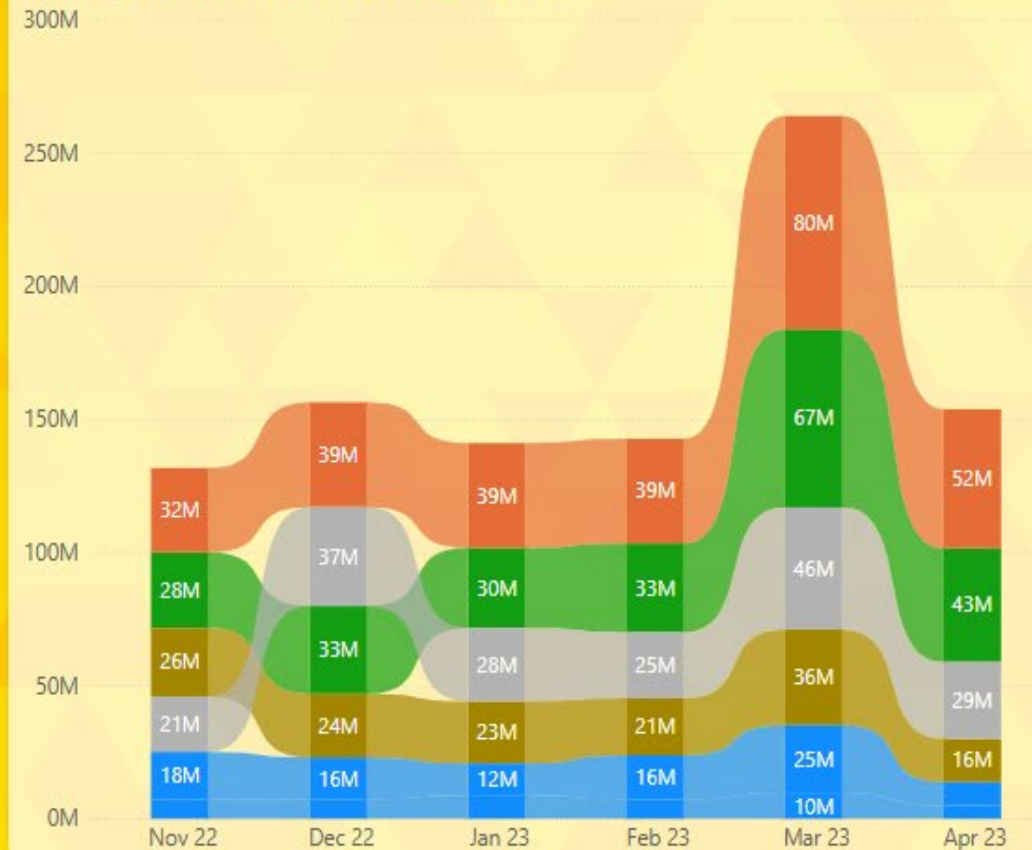
Total Revenue by Age Group



Show Customer Trend

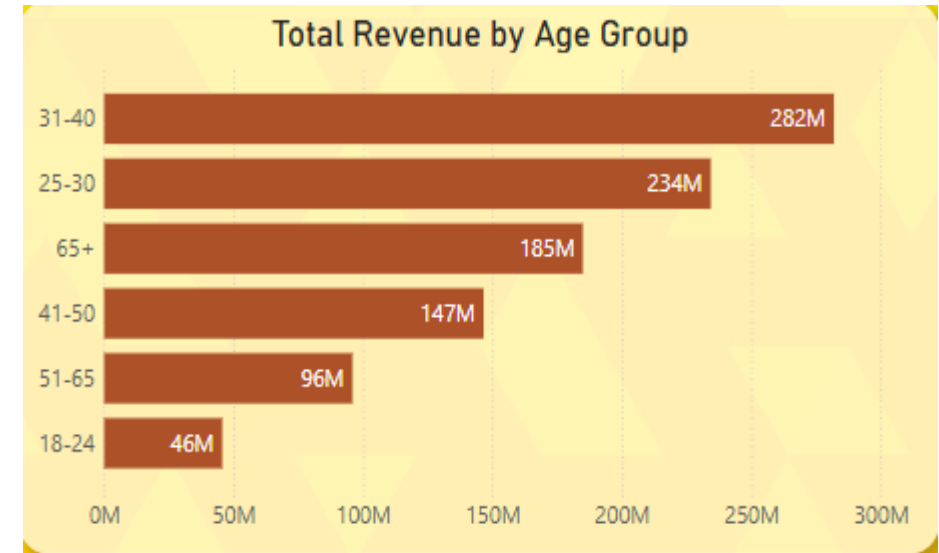
Total Revenue Trend

Age Group ● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65+

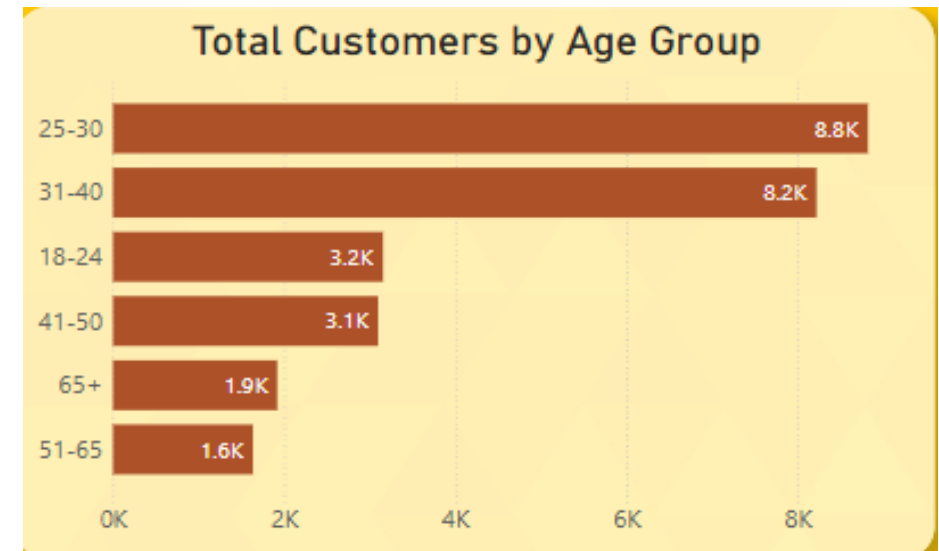


Insights

Highest Revenue generating Age Group- **31-40**. People in 31-40 are well settled people looking towards a protected life for themselves and their kids.



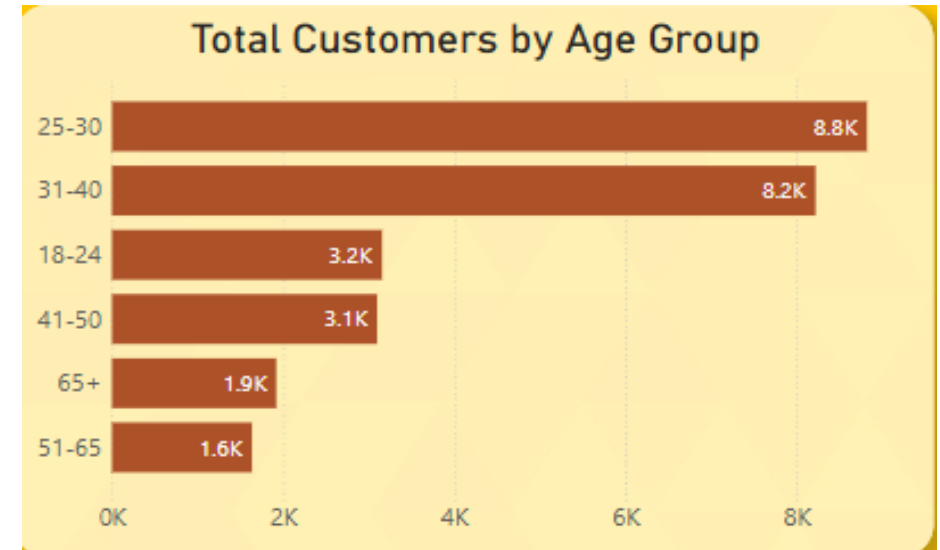
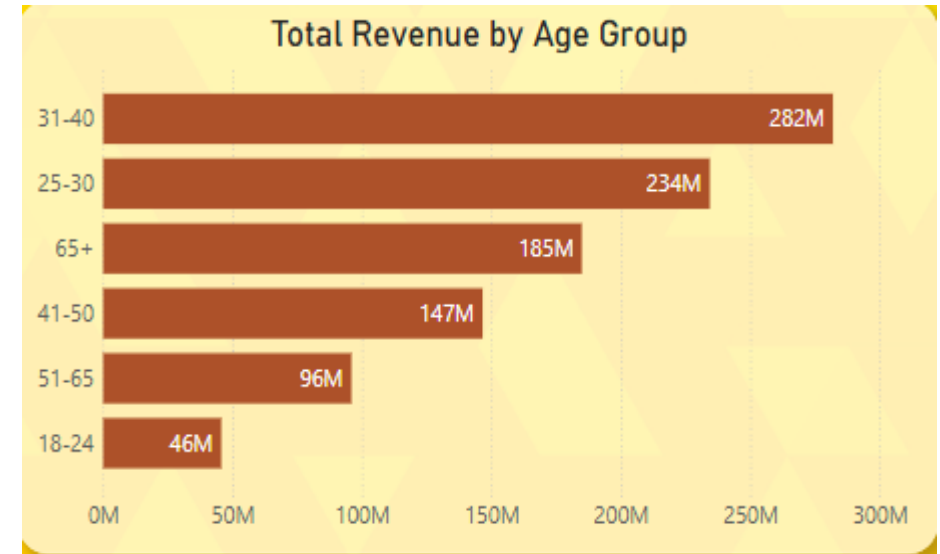
The **Highest** number of **Customers** came from the people in group **25-30** who have just started earning or are looking to start their business or invest in new something.



Insights

The **65+** segment shows low customer volume but **third highest revenue**, reflecting **larger premiums** and comprehensive plans common in older age groups with greater risk and financial planning needs.

The **51-65** group shows **lowest customer** volume and **second-lowest revenue** as it may **already have insurance coverage** from earlier stages in life, resulting in lower policy purchases now.





Insights

Reasons behind Third Highest number of customers in Age Group 18-24 while generating Lowest Revenue:

1. Low-Cost Entry-Level Policies

- Young customers in this age group typically opt for **basic** or **minimal coverage** plans (e.g., term life, motor insurance, health coverage with low premiums).
- These policies generate **less revenue per customer** despite higher sign-ups.

2. Group or Family Add-Ons

- Some might be **added as dependents** under family plans but still count as individual customers — without significantly boosting revenue.



Insights

Reasons behind Customer Decline in Age Group 31-40 while generating Highest Revenue:

1. Policy Renewals vs. New Customers

- Age group **31–40** may include many **existing long-term customers** who **renewed** policies, contributing to revenue but not new customer count.
- Meanwhile, **25–30** might have seen an influx of new buyers, boosting the count but possibly with **lower-premium policies**.

2. Economic or Life Stage Impact

- Customers in the 31–40 group might have **paused** or **deferred purchases** due to financial planning for other needs (e.g., home, kids).
- 25–30 group individuals may have just reached **income stability** or **awareness** prompting their **first policy purchase**.



Age Group Analysis- Part 2

In Dashboard



Shield Insurance Analysis

Overview

Sales Mode Analysis

Age Group Analysis 1

Age Group Analysis 2

Filters

Sales Mode

All

Month

All

City

All

Age Group

All

Policy ID

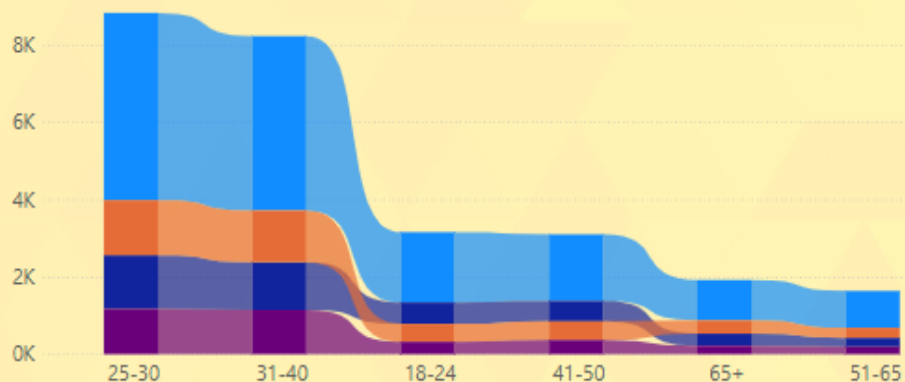
All

Age Group vs Policy Preference

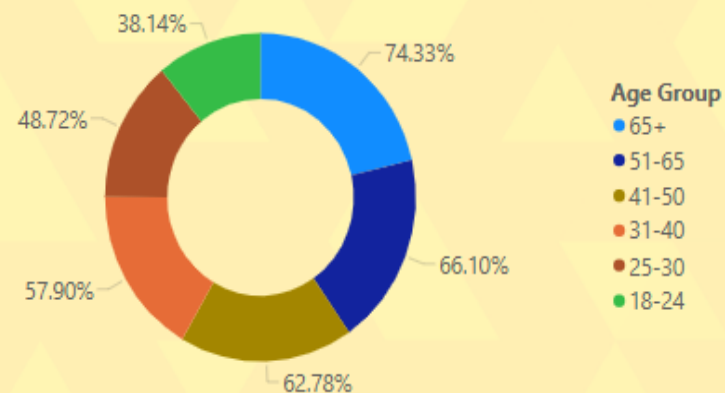
Age Group	POL1048HEL	POL2005HEL	POL3309HEL	POL4321HEL	POL4331HEL	POL5319HEL	POL6093HEL	POL6303HEL	POL9221HEL
18-24	64	61	395	1404	638	187	141	169	95
25-30	422	359	1487	1686	1494	1093	764	919	594
31-40	524	453	1316	899	1099	1214	865	1114	734
41-50	220	299	348	235	259	490	406	465	375
51-65	142	226	177	114	120	194	178	214	270
65+	296	570	106	96	125	151	189	136	250
Total	1668	1968	3829	4434	3735	3329	2543	3017	2318

Age Group vs Sales Mode

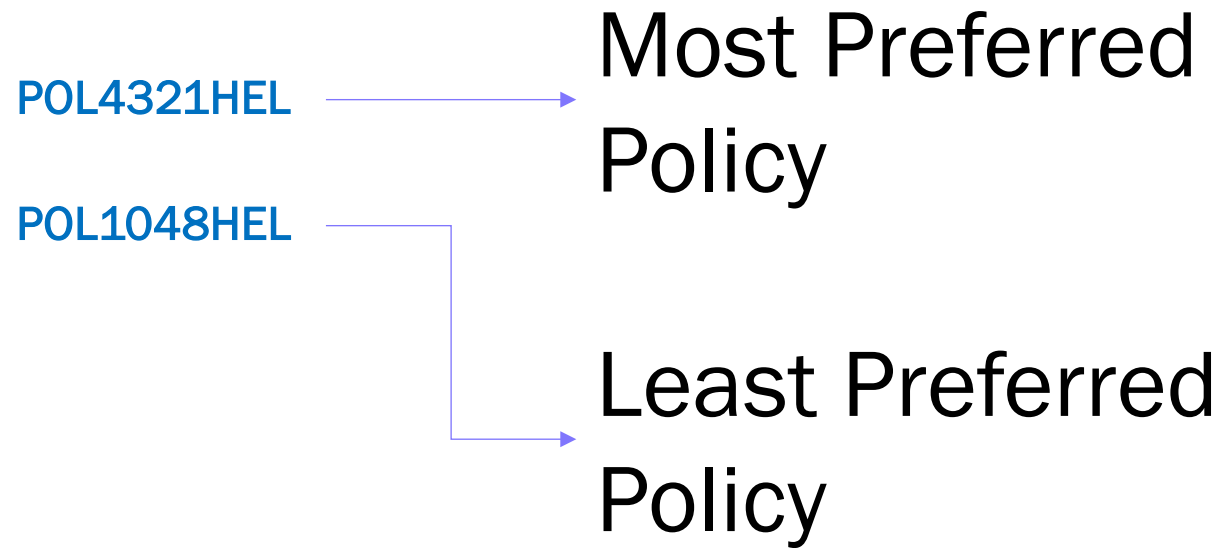
sales_mode ● Offline-Agent ● Offline-Direct ● Online-App ● Online-Website



Expected Settlement by Age Group



Insights



Policy Preference

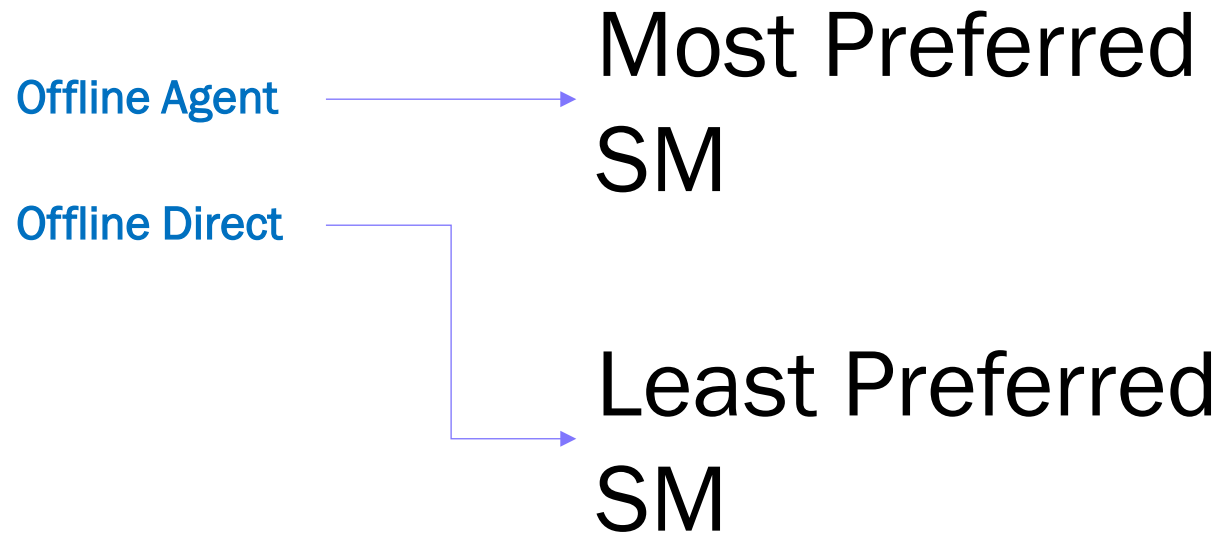
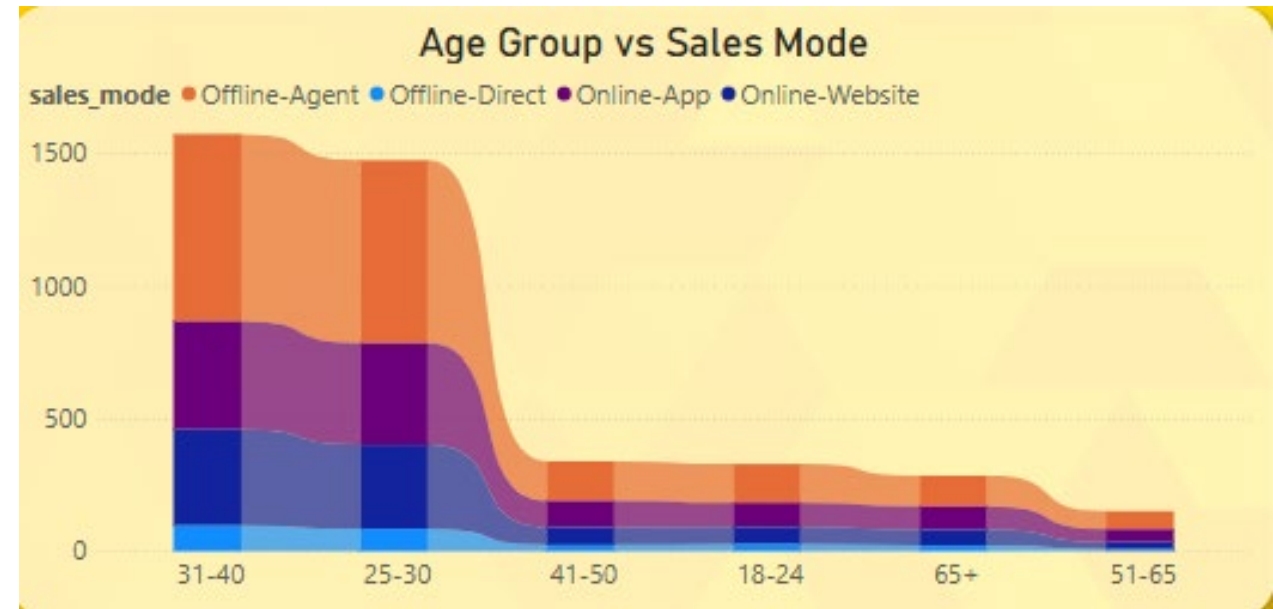
Age Group	POL1048HEL
18-24	64
25-30	422
31-40	524
41-50	220
51-65	142
65+	296
Total	1668

Age Group	POL4321HEL
18-24	1404
25-30	1686
31-40	899
41-50	235
51-65	114
65+	96
Total	4434

Insights

Sales Mode Preference

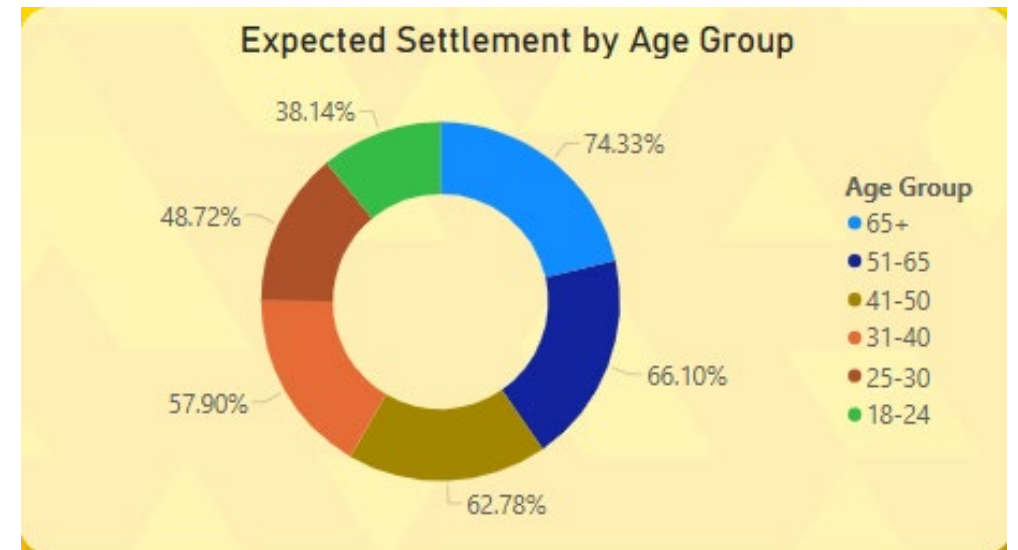
As of April 2023- Current Time



Insights

Expected Settlement is the **Highest** for **Age Group 65+** generating **74.33%** expected policy settlements.

Lowest for **Age Group 18-24** generating only **38.14%** expected policy settlements.



Insights

Reasons behind Highest expected settlements in Age Group 65+ and Lowest in 18-24

1. Higher Age = Higher Expected Settlements

- The **65+ group dominates** with over **70%** of total expected settlement percentage.
 - Older policyholders are **more likely to claim settlements** due to health risks, policy maturity, or mortality.
 - Many insurance products (life, health, pension) are **more actively utilized or mature in older age**.

2. Steady Decline with Age Decrease

- As you go younger (51–65 → 18–24), the expected settlement percentage gradually declines.
 - Younger individuals are less likely to file claims.
 - **Policies** may still be in **early stages** (e.g., in lock-in period or not matured).
 - **Lower incidence** of health events or death.

3. Demographic Distribution vs. Risk Exposure

- Even if younger age groups have **many customers**, they still contribute less to expected settlement. This could reflect
 - **Lower risk exposure**
 - **Lower policy amounts** (younger people may opt for cheaper premiums)
 - **Fewer claim-triggering events**



Insights

Reasons Age Group 25-30 dominating in all sales modes

1. First-Time Buyers Needing Guidance

- They **prefer offline agents** for **personalized explanation**, trust-building, and handholding through unfamiliar processes.

2. Exploration Stage = Multiple Touchpoints

- They're often in the **research** and **exploration phase**, interacting with **multiple channels** before buying — agent, online, call center, etc.

3. Higher Trust in Human Interaction

- Younger adults might **lack financial literacy** or confidence in making solo decisions, so they **rely more on agents**.

4. Life Events Triggering Action

- Age 25–30 is when people are **starting families**, getting married, or **buying homes**.
- These life events often prompt insurance needs, and many **prefer talking to an agent** to ensure proper coverage.

Recommendations

1. Focus on Delhi NCR & Mumbai – Your Top Revenue Cities

- **Delhi NCR** (401.57M) and **Mumbai** (239.51M) together contribute over **64%** of total revenue.
- **Recommendation:** Increase **targeted marketing**, build **dedicated agent teams**, and run **city-specific promotions** in these areas to **retain and expand** the customer base.

2. Low Revenue Potential in Indore – Consider Cost Optimization

- **Indore** contributes only **8%** of total revenue with the **lowest customer count (2096)**.
- **Recommendation:** Evaluate **agent performance**, **acquisition costs**, and consider **consolidating operations** or focusing only on high-intent leads here.

3. Age Group 31–40: Your **Golden Segment**

- Generates the **highest revenue** consistently.
- **Recommendation:** Tailor **loyalty programs**, offer **top-up plans**, and create **custom packages** to deepen engagement.

Recommendations

4. Age Group 25–30: High Engagement, Lower Revenue

- Engages across **all sales modes** actively, especially **Offline Agent**.
- **Recommendation:** Provide **cross-sell opportunities**, **educational content**, and **early-investor plans** to boost revenue per customer

5. 65+ Segment: Low Volume, High Revenue

- High-value customers needing retirement & medical coverage.
- **Recommendation:** Offer **simplified renewal**, **senior care products**, and **offline support**, possibly with family-involvement incentives.

6. Sales Mode Optimization

- Decline in **Offline Direct** and **Offline Agent** modes could be due to:
 - Cost of in-person channels
 - Shift toward **online preferences**
- **Recommendation:** Invest in **digital transformation**, train agents for **hybrid engagement**, and incentivize app usage.

Recommendations

7. Performance Dip in April 2023

- Possibly due to seasonal/campaign effects or economic triggers.
- **Recommendation:** Investigate further — check campaign history, external events, or policy changes during that period.

8. Expected Settlement Trends

- Highest in Age Groups 65+ due to high claims.
- **Recommendation:** Use this to **upsell** more comprehensive or **premium settlement products** to similar profiles.

Thank You