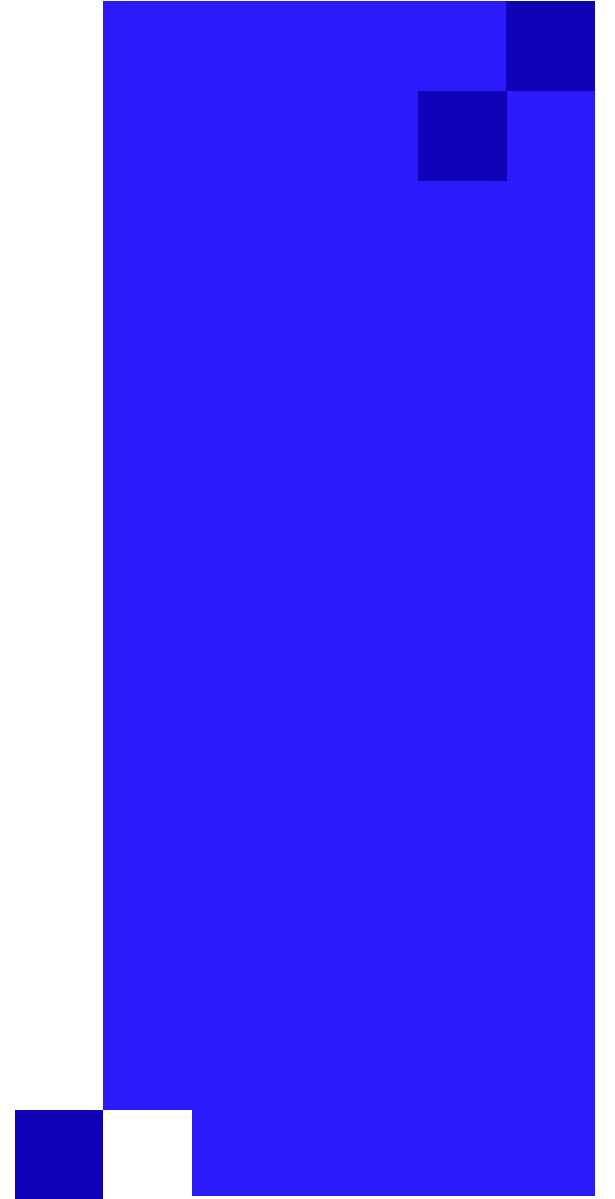


Shield Insurance Analysis

Virtual Internship Project

Ayush Lekhi





Agenda

01 Company Introduction

02 Objective

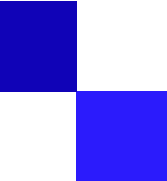
03 Resources

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

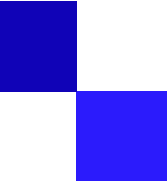
This table contains all policies data.

■ fact_premiums

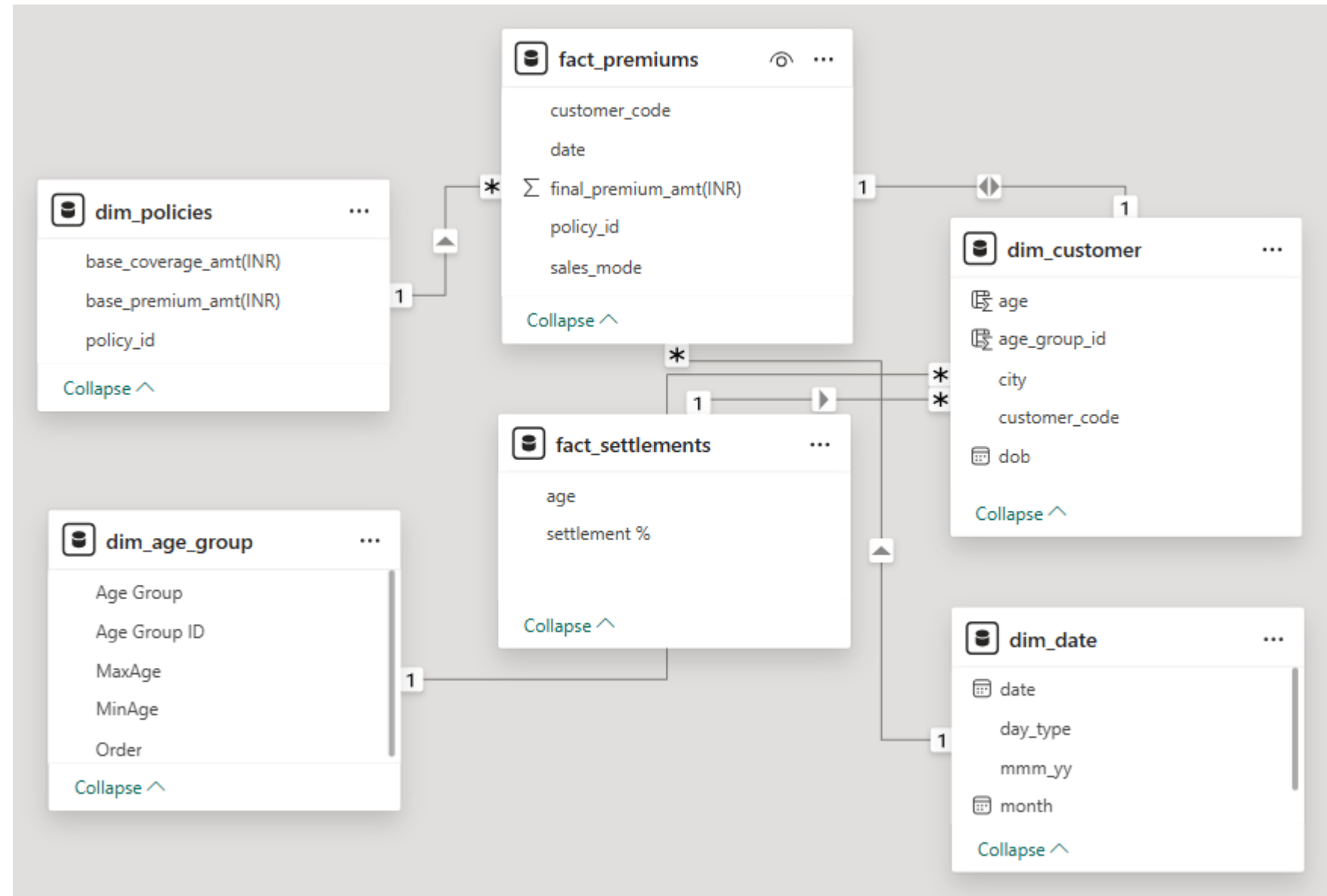
This table contains all information about policy orders.

■ fact_settlements

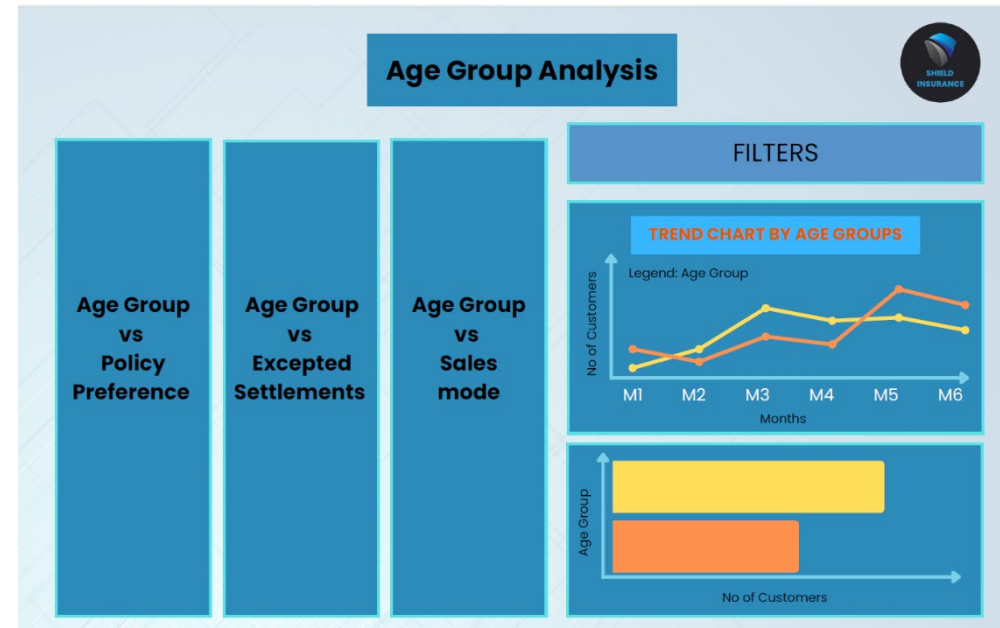
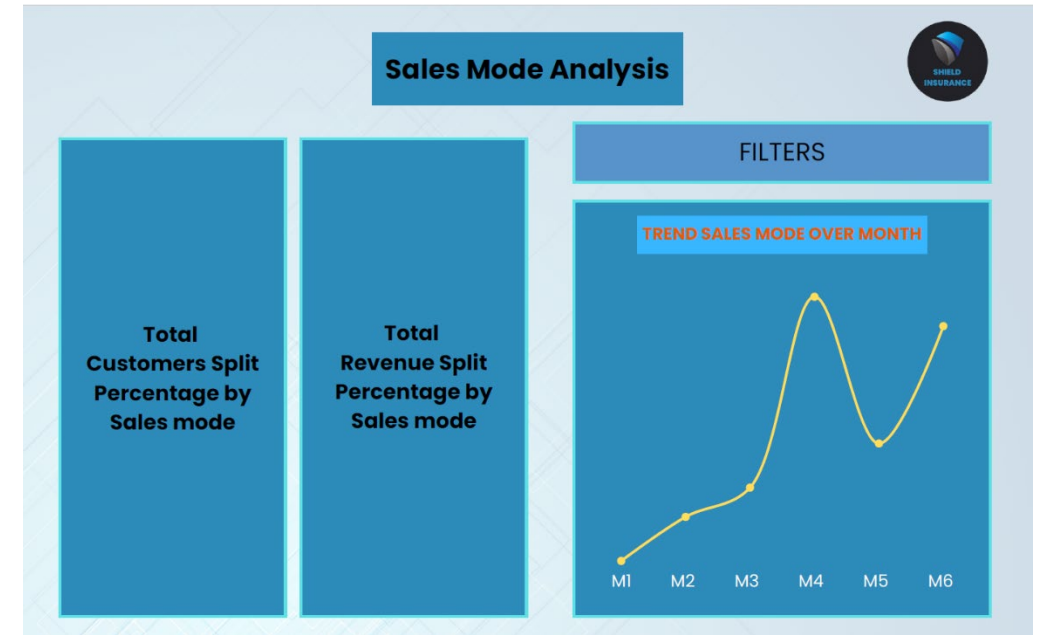
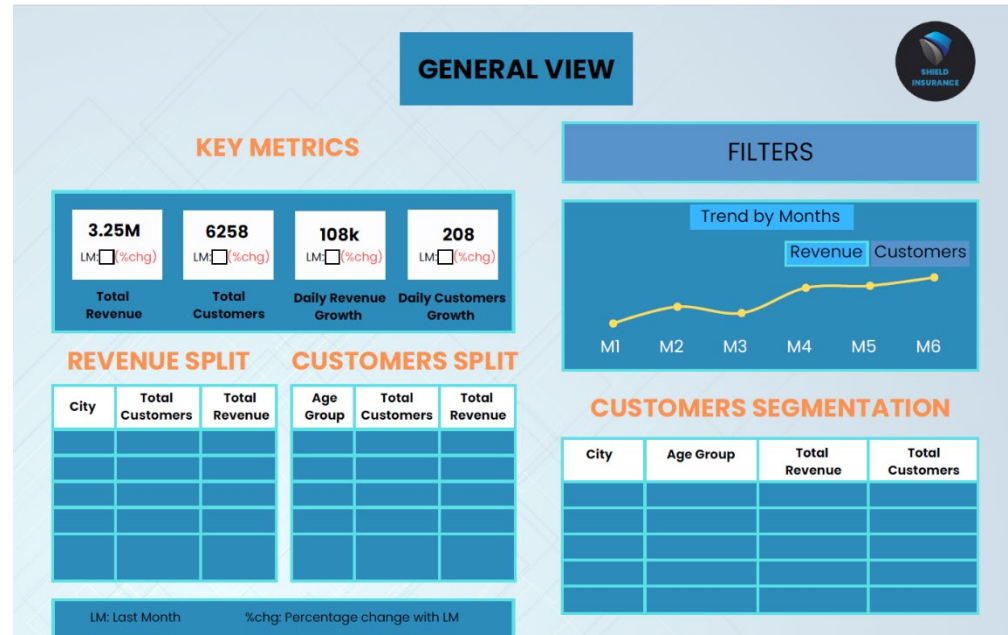
This table contains information about policy settlement



Data Modelling



Mockup Dashboard





Overview Analysis

In Dashboard



Shield Insurance Analysis

Overview

Sales Mode Analysis

Age Group Analysis 1

Age Group Analysis 2

Home

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	2640	36.19M
25-30	3617	67.71M
31-40	11455	356.03M
41-50	4699	196.02M
51-65	2511	148.41M
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

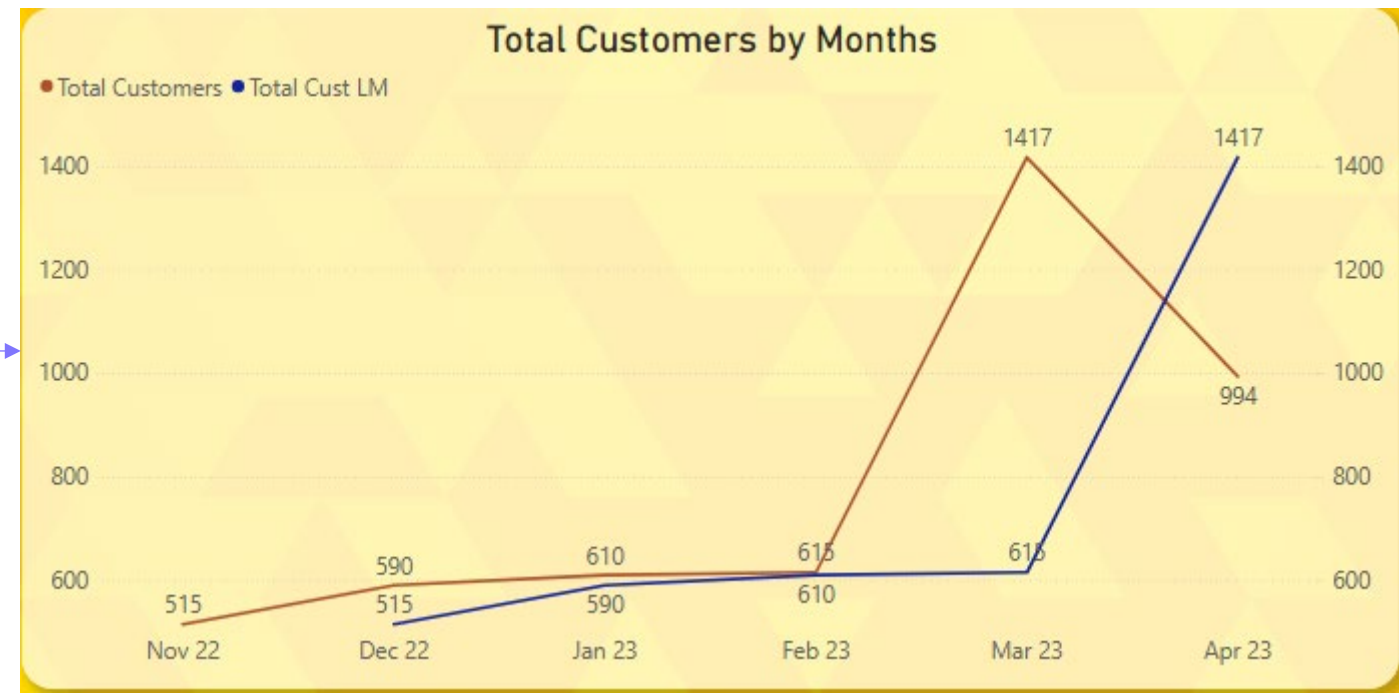


Insights

Revenue Split		
City	Total Customers	Total Revenue
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Total	26841	989.25M

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

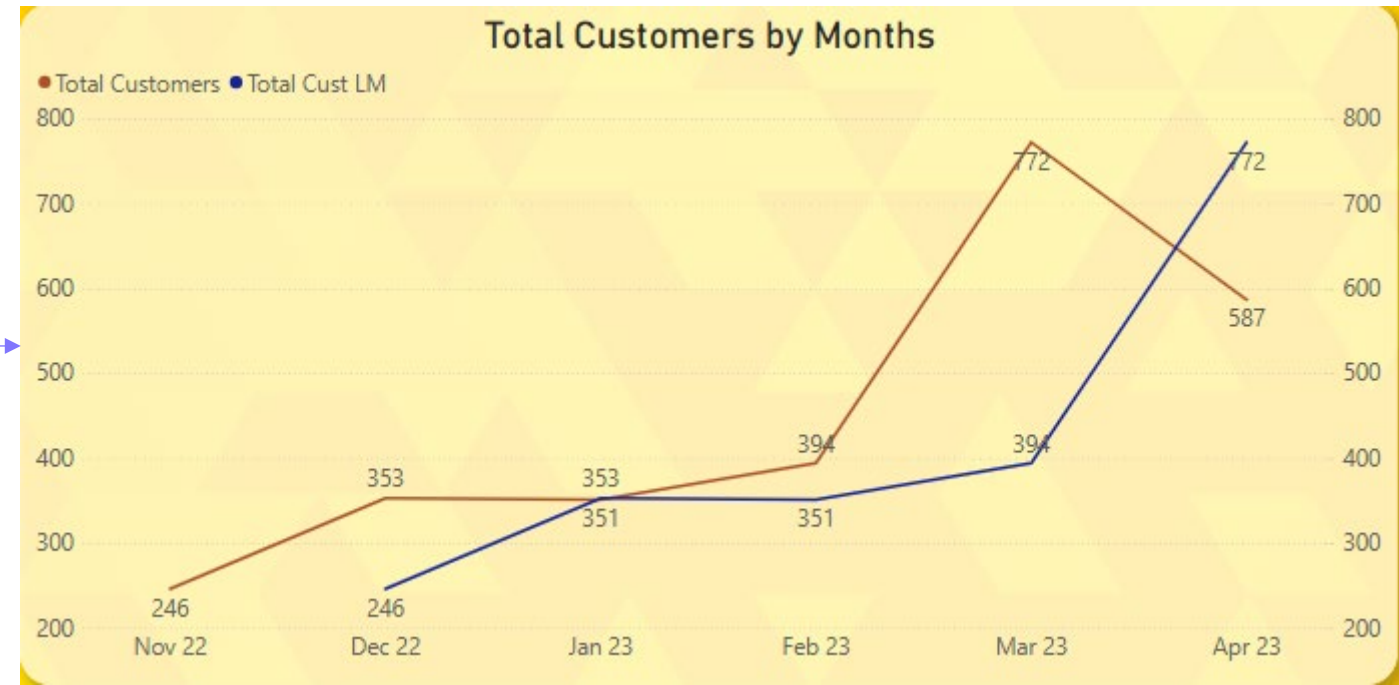


Insights

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51-65	2511	148.41M
65+	1919	184.89M
Total	26841	989.25M

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

Home

Filters

Sales Mode

All

Month

All

City

All

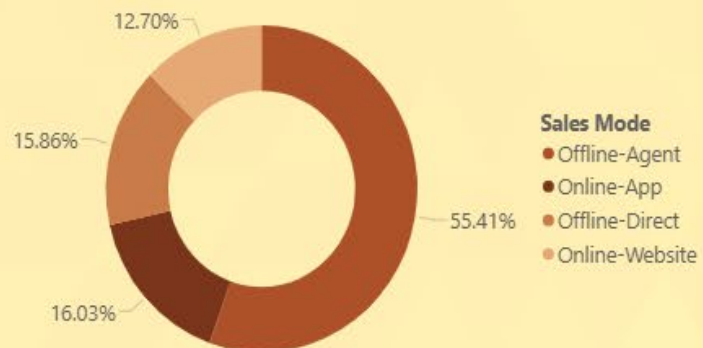
Age Group

All

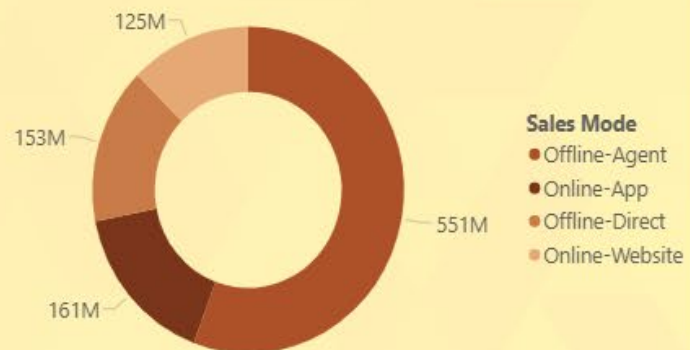
Policy ID

All

Customer Split % by Sales Mode

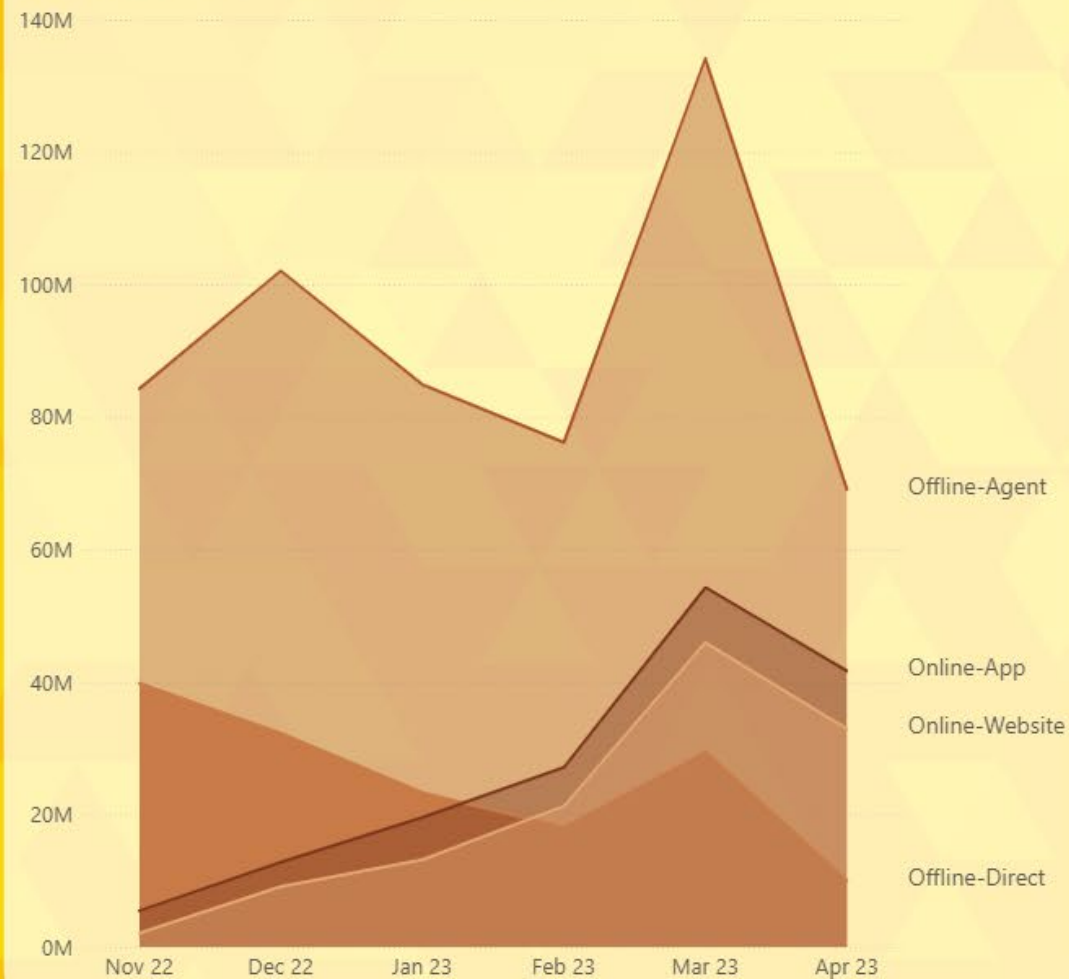


Revenue Split % by Sales Mode

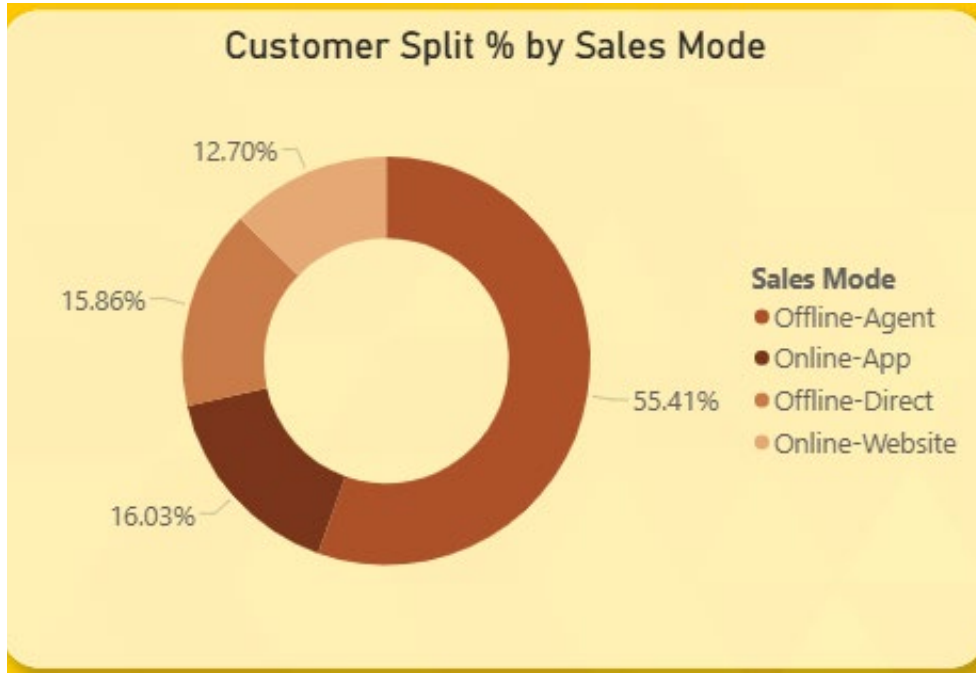


Total Revenue by Sales Mode

Sales Mode ● Offline-Agent ● Offline-Direct ● Online-App ● Online-Website



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.

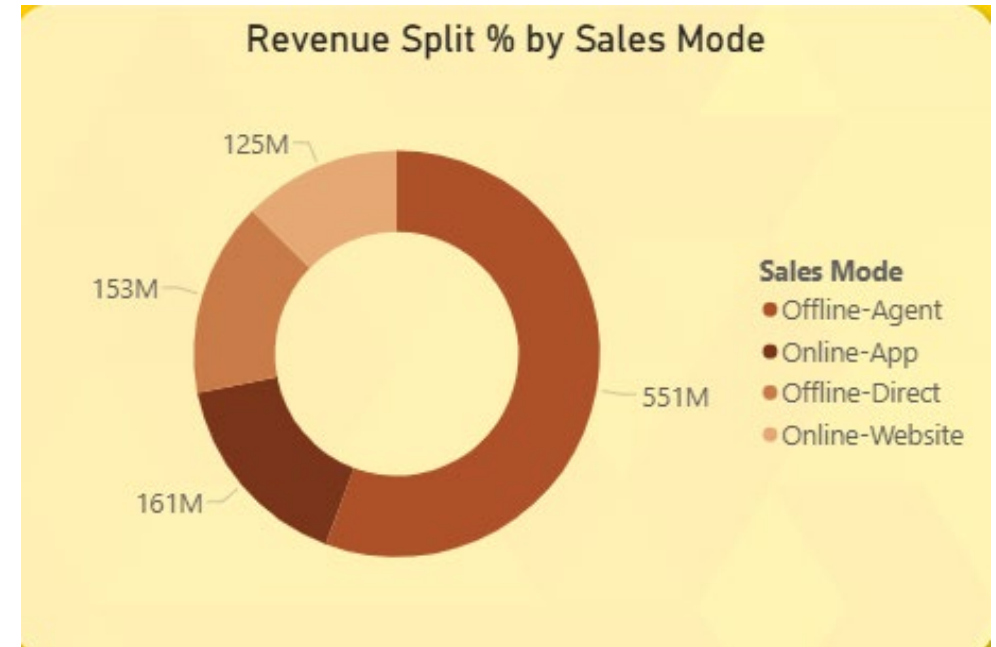
Online Apps are the **second most preferred** medium by Customers for their insurance related work.

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.

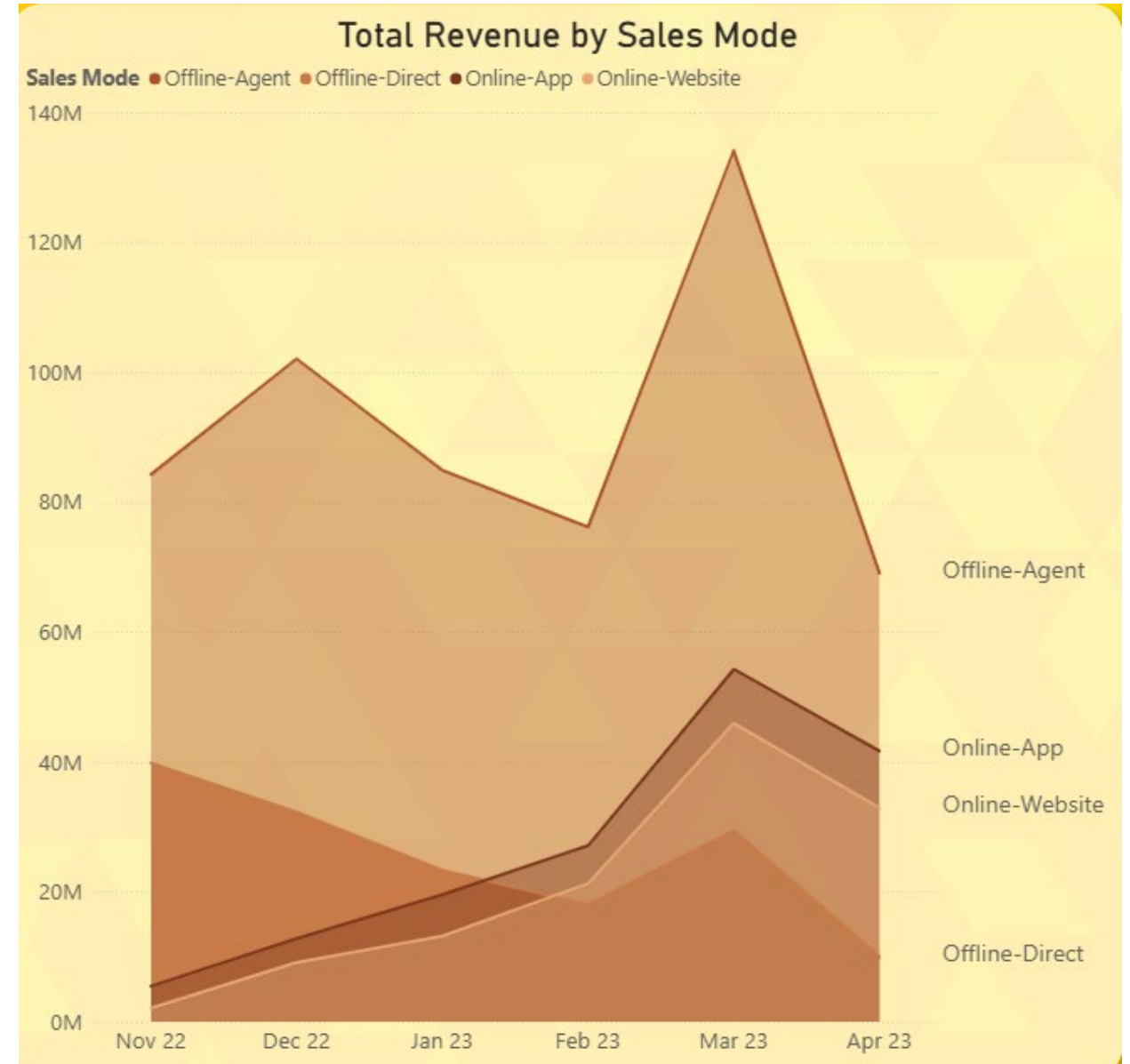


Insights

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

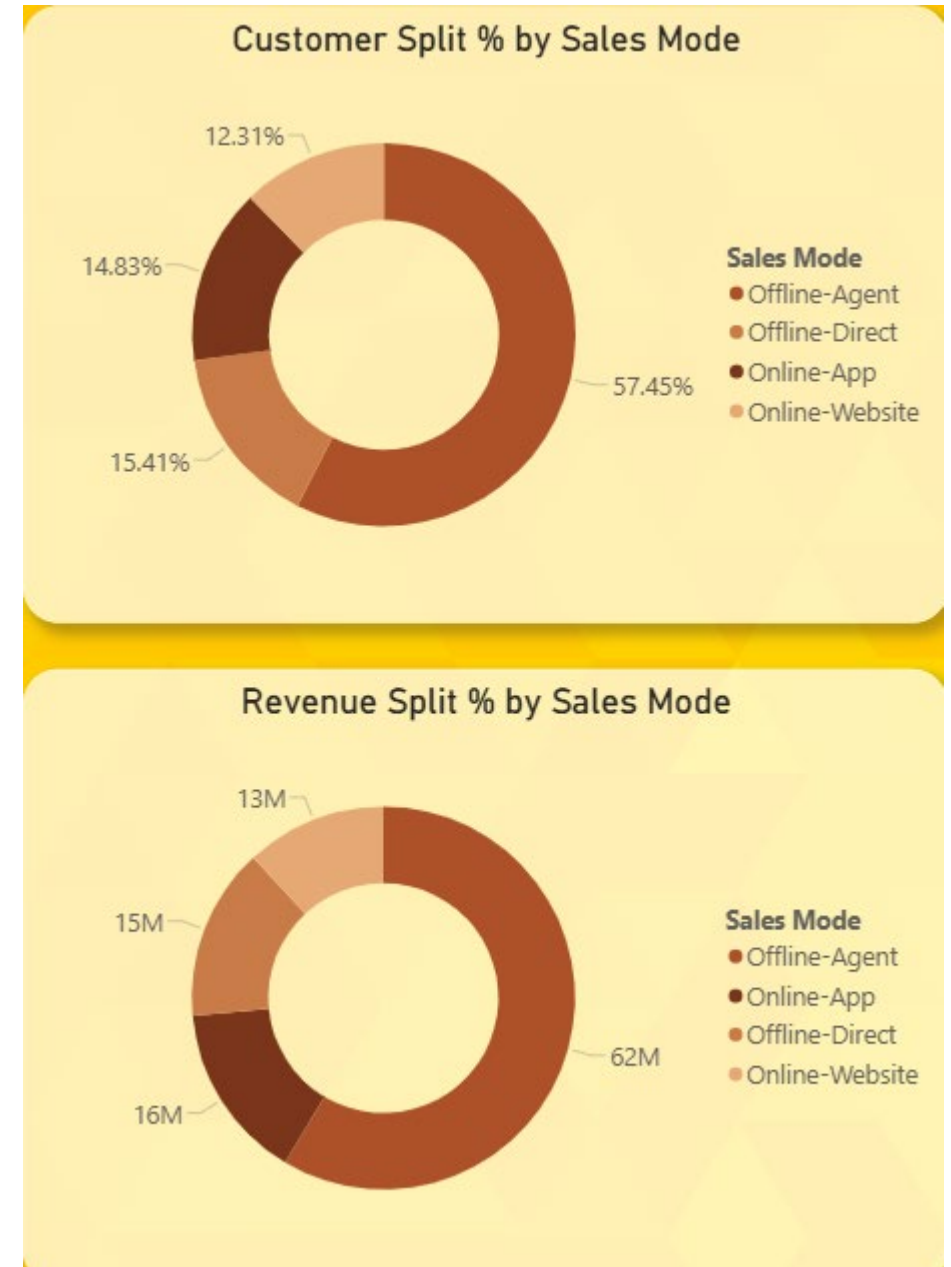
Offline Direct by time has started becoming the **least preferred** medium by customers starting from being the second most preferred medium due to:

- 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

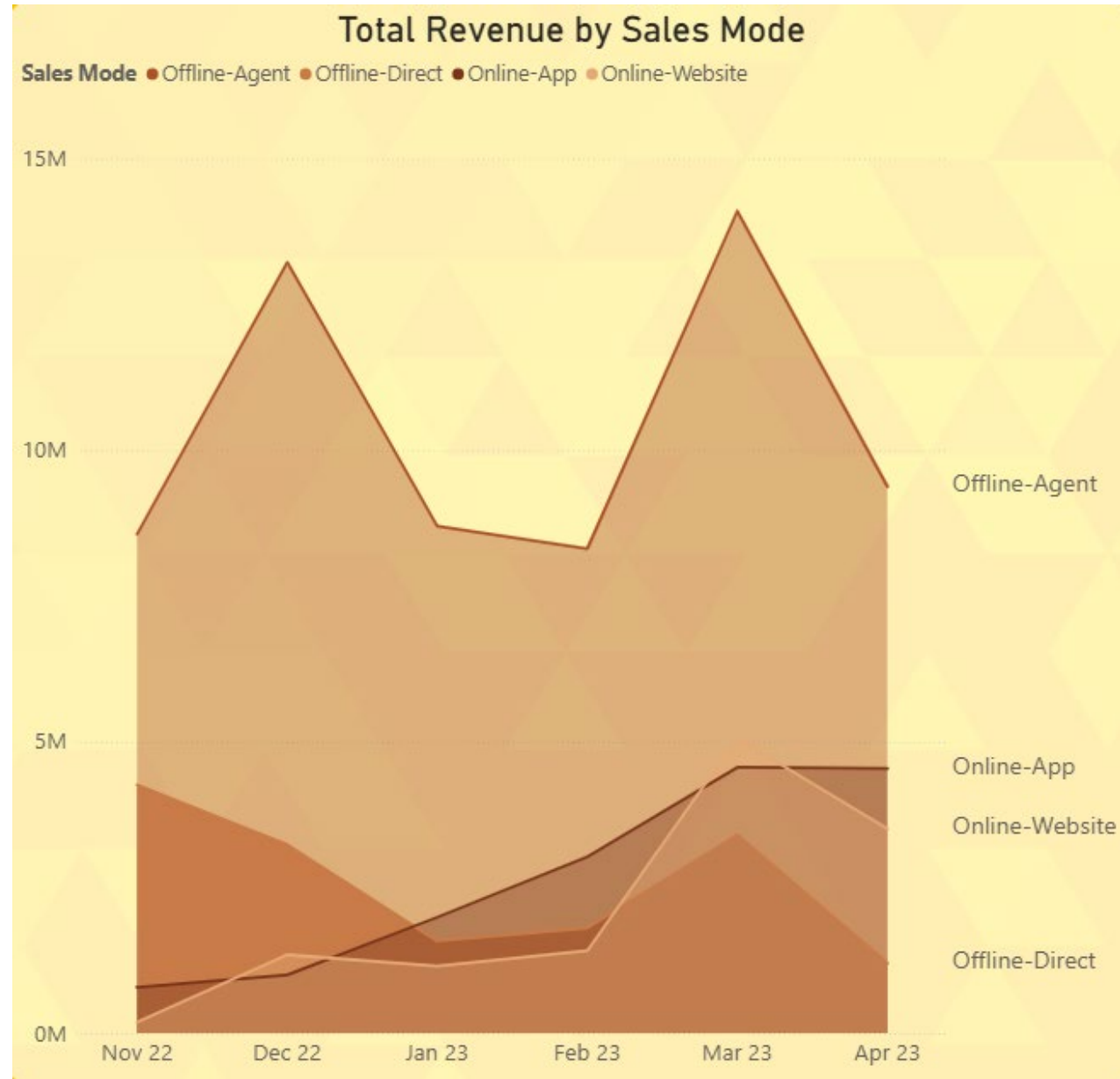


Insights

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



Insights



Age Group Analysis- Part 1

In Dashboard





Shield Insurance Analysis

Overview

Sales Mode Analysis

Age Group Analysis 1

Age Group Analysis 2

Home

Filters

Sales Mode

All

Month

All

City

All

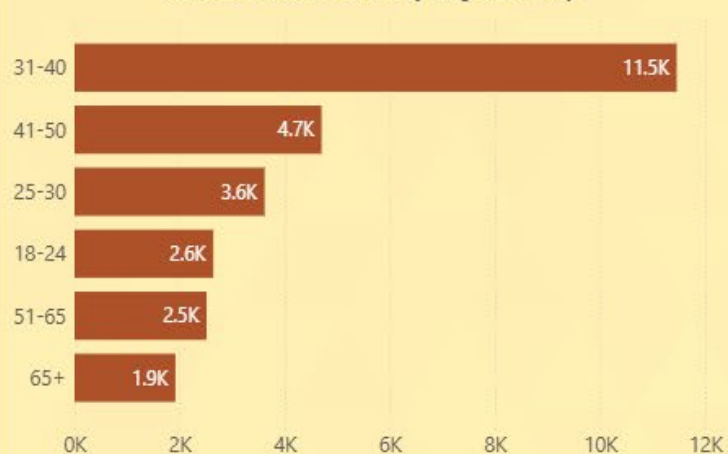
Age Group

All

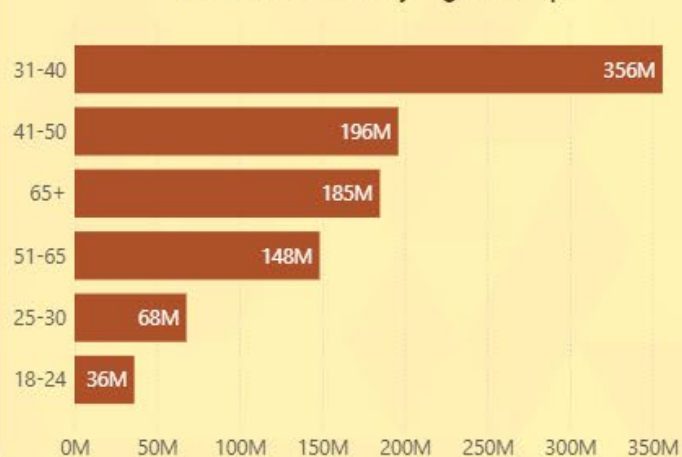
Policy ID

All

Total Customers by Age Group



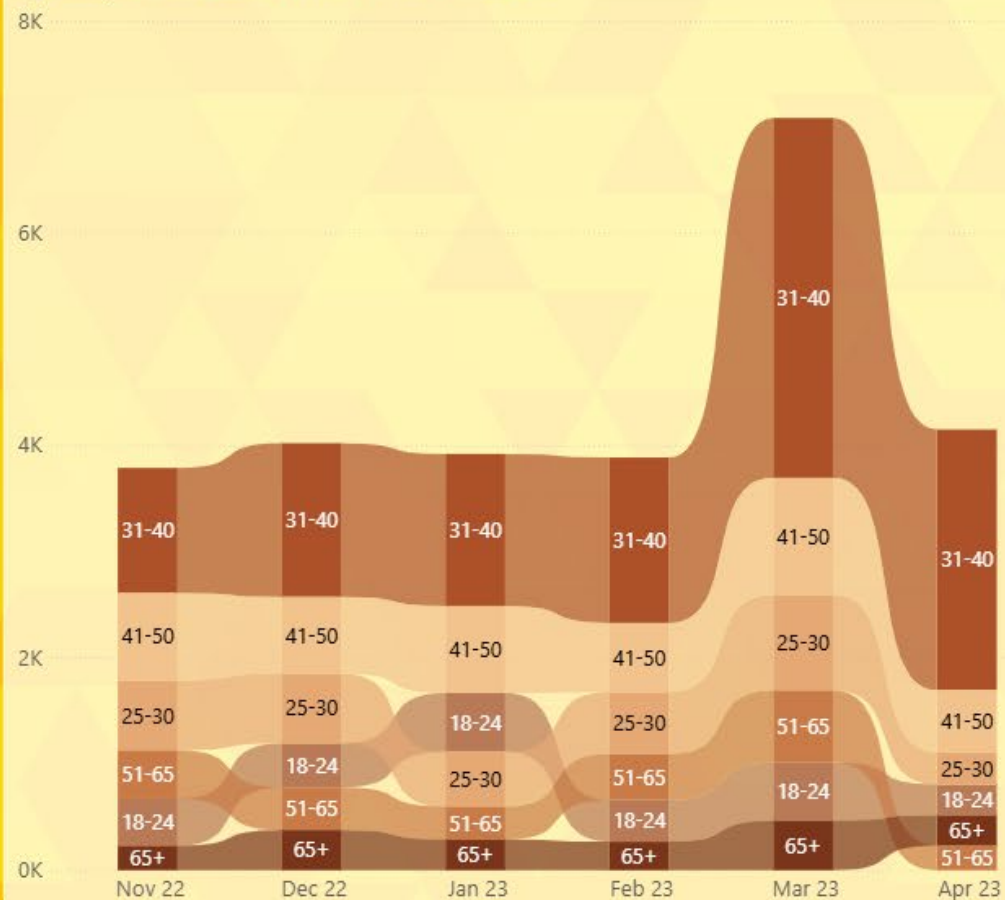
Total Revenue by Age Group



Show Revenue Trend

Total Customers Trend

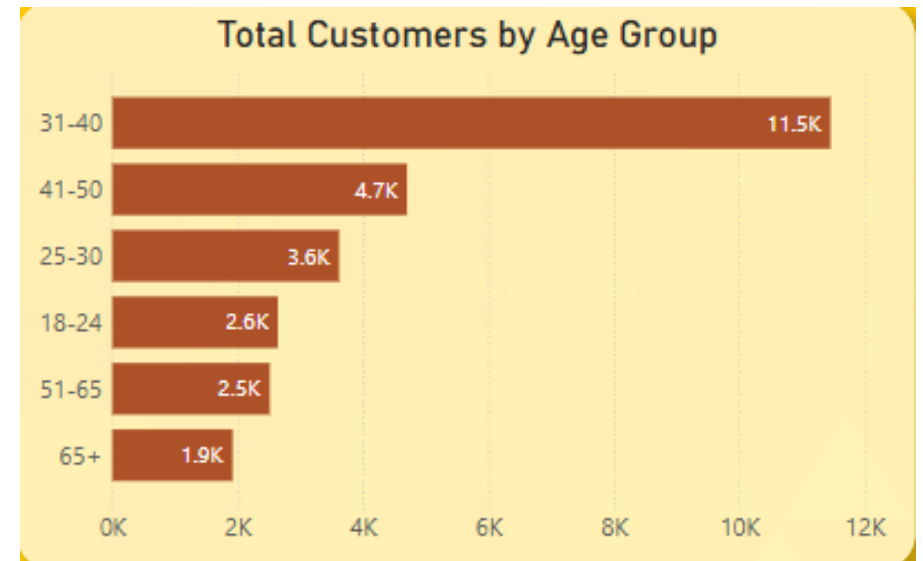
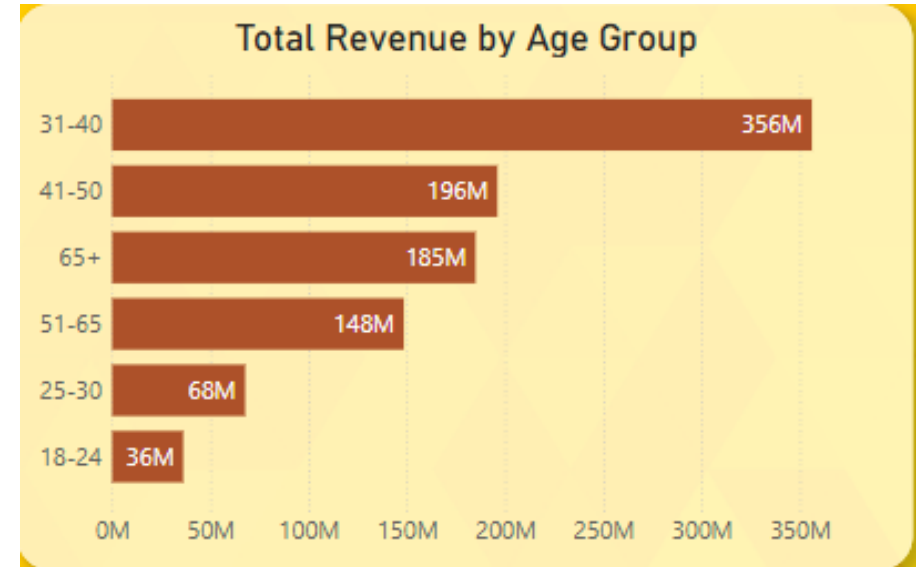
Age Group ● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65+



Insights

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

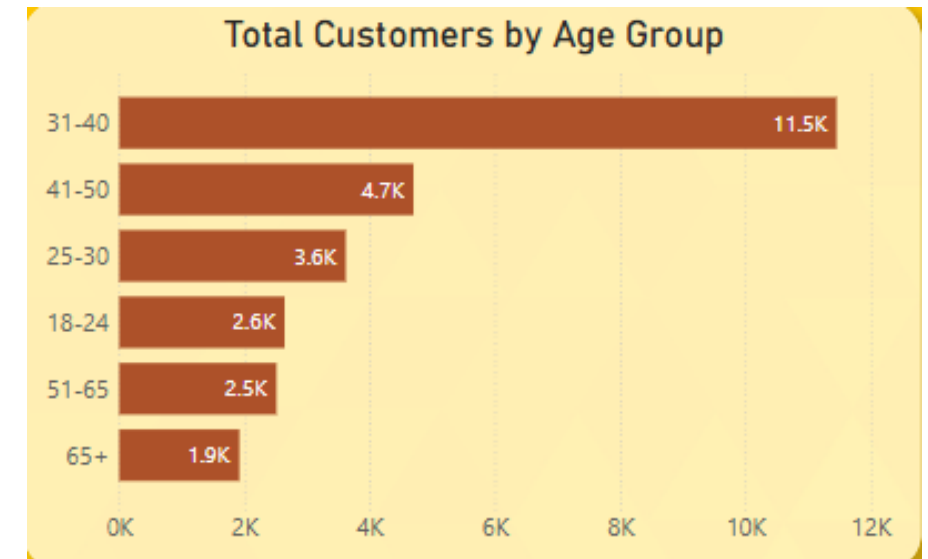
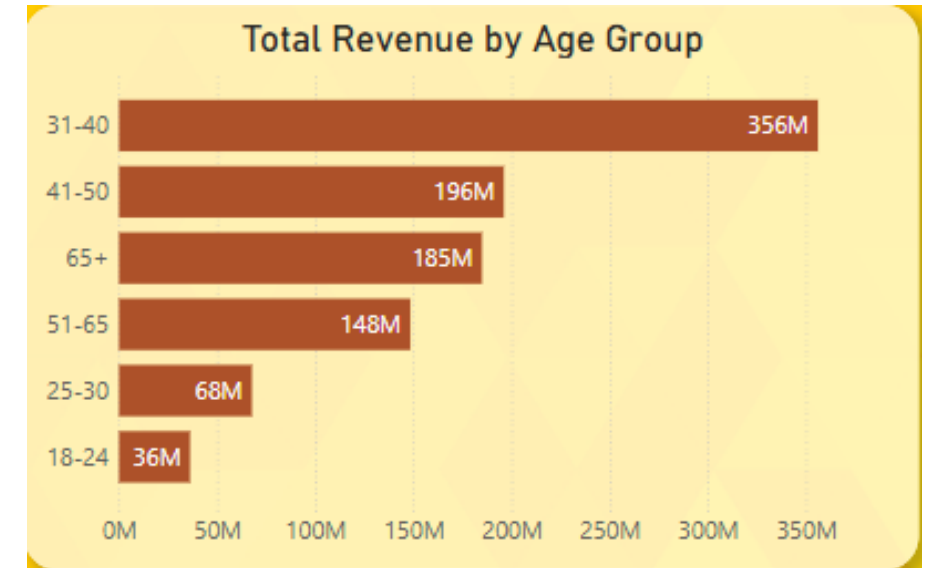
The **Second-Highest** number of **Customers** and **Revenue** came from the people in the group **41-50** who may purchase long-term premium policies and have higher coverage needs.



Insights

The **65+** segment shows **lowest customer volume** maybe due to high rejection and strict underwriting but **third highest revenue**, reflecting **larger premiums** and comprehensive plans common in older age groups.

The **18-24** group shows **lowest** revenue volume and low customer volume but above 51+ segment. They are likely students or early professionals buying low-premium policies and likely added dependents by parents boosting customer volume.



Insights





Insights

31–40 Segment Peak

- Continues to **lead consistently** in revenue across all months.
- Driven by sheer **volume and value** — large number of buyers + mid-high premium plans.
- ₹109M from one group is a strong indicator of **premium-heavy policies** or **bundled offerings**.

65+ Segment Spike

- Even with **modest customer growth**, revenue jumps to **₹46M** in March.
- Suggests sale of **very high-premium policies** (e.g., health, retirement, or guaranteed return plans).
- **Underwriting** might have been **temporarily relaxed**, or a **niche product** launched.



Insights

March 2023 Spike (All Age Groups)

1. Likely a major campaign month, possibly tied to:
 - **End-of-financial-year (March)** push — many customers buy policies to claim tax deductions under Section 80C, 80D (India).
 - Sales teams may aggressively target all segments.
2. **High-value policies** were likely sold, especially to **31–40** and **65+**.



Age Group Analysis- Part 2

In Dashboard



Shield Insurance Analysis

Overview

Sales Mode Analysis

Age Group Analysis 1

Age Group Analysis 2

Home

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

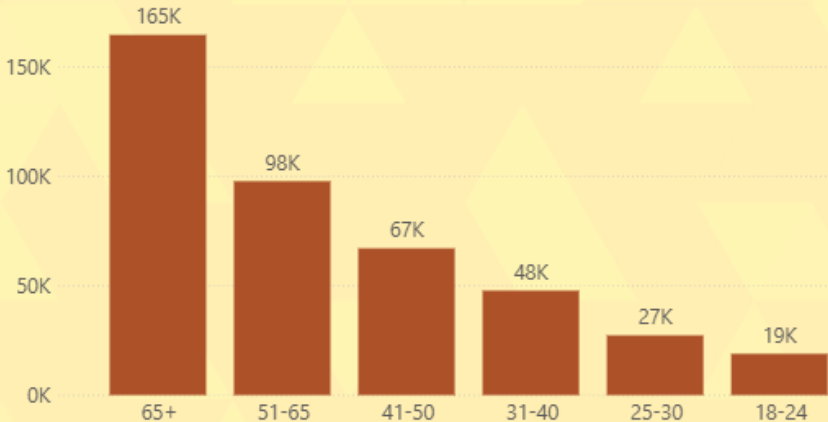
18-24	45	47	315	1223	551	134	111	131	83
25-30	127	86	555	1172	679	347	223	281	147
31-40	659	578	2026	1405	1741	1628	1114	1383	921
41-50	313	333	571	351	460	755	633	772	511
51-65	228	354	256	187	179	314	273	314	406
65+	296	570	106	96	125	151	189	136	250
Total	1668	1968	3829	4434	3735	3329	2543	3017	2318

Age Group vs Sales Mode

Age Group Offline-Agent Offline-Direct Online-App Online-Website

31-40	6164	1687	1954	1650
41-50	2679	758	698	564
25-30	2036	645	523	413
18-24	1507	465	390	278
51-65	1444	386	393	288
65+	1043	315	344	217
Total	14873	4256	4302	3410

Expected Settlement by Age Group



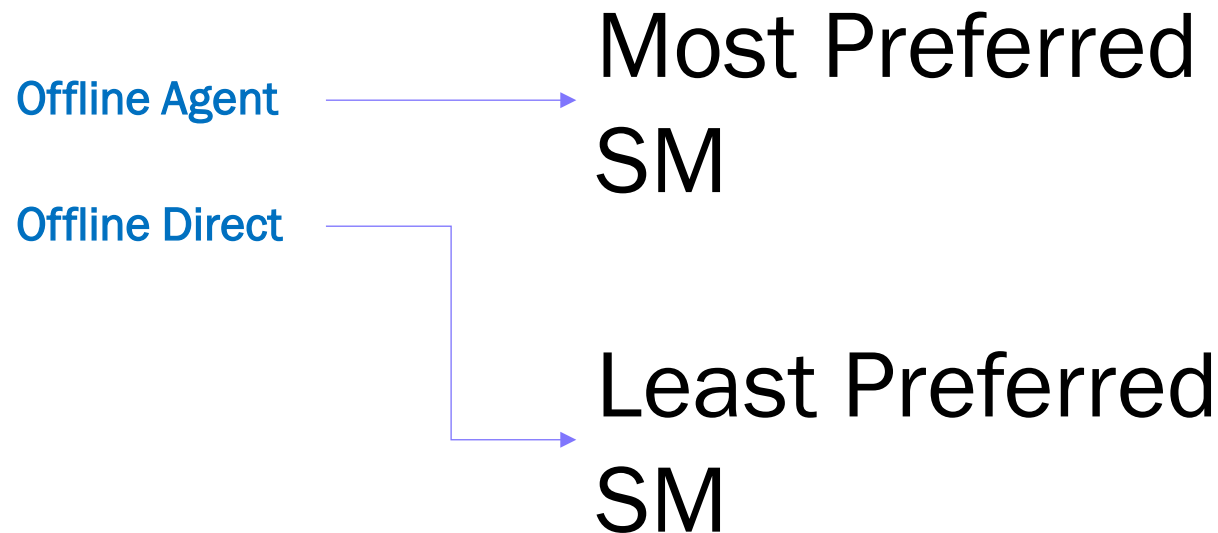
Age Group vs Policy Preference									
Age Group	POL1048HEL	POL2005HEL	POL3309HEL	POL4321HEL	POL4331HEL	POL5319HEL	POL6093HEL	POL6303HEL	POL9221HEL
18-24	45	47	315	1223	551	134	111	131	83
25-30	127	86	555	1172	679	347	223	281	147
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65+	296	570	106	96	125	151	189	136	250
Total	1668	1968	3829	4434	3735	3329	2543	3017	2318

POL4321HEL → Most Preferred Policy

POL1048HEL → Least Preferred Policy

As of April 2023- Current Time

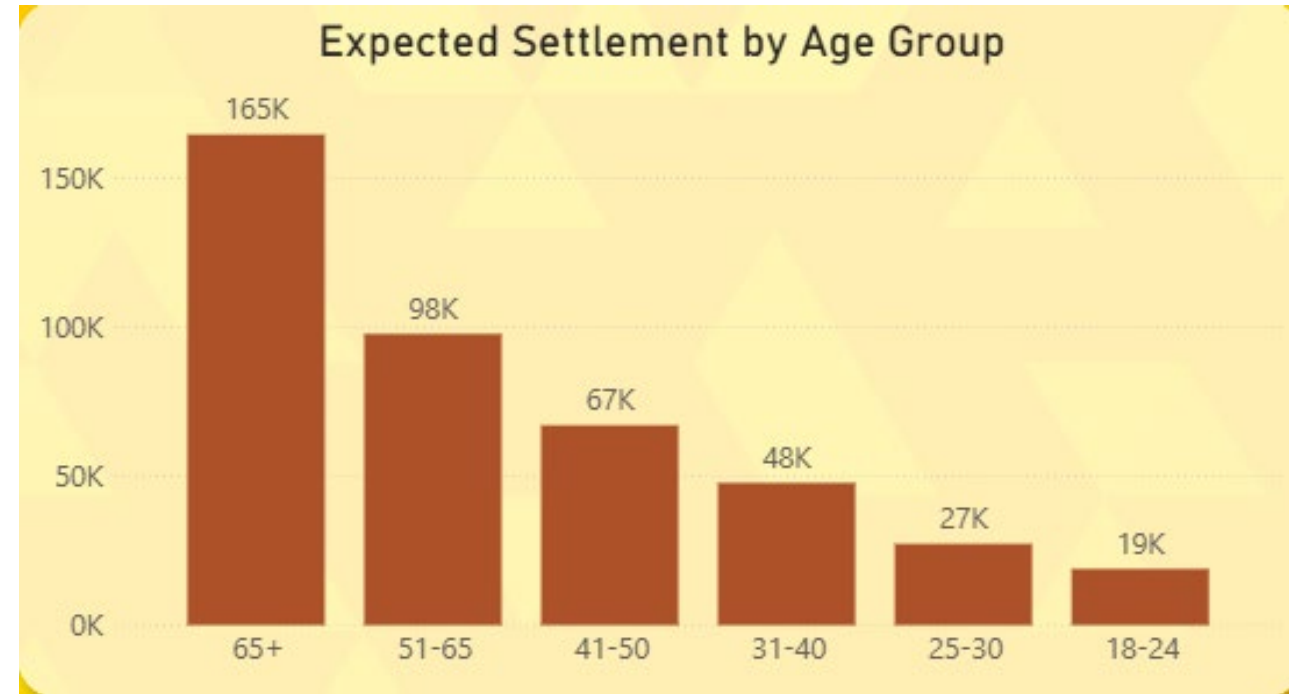
Age Group vs Sales Mode				
Age Group	Offline-Agent	Offline-Direct	Online-App	Online-Website
31-40	1113	145	632	564
41-50	273	35	161	117
25-30	141	24	85	52
18-24	130	25	76	59
65+	116	22	88	59
51-65	101	15	74	42
Total	1874	266	1116	893



Insights

Expected Settlement is the **Highest** for **Age Group 65+** generating 164.58k which is **38.89%** of expected settlement amount.

Lowest for **Age Group 18-24** generating only 18.88k which is **4.46%** of expected settlement amount.



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 **38%** 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**



Recommendations

Area	Recommendation
Core Growth Segment	Prioritize 31–40 for high revenue and customer base
Channel Strategy	Strengthen Online; optimize Offline-Direct usage
Product Bundling	Promote top-selling policies with age-fit add-ons
Risk Management	Reinforce underwriting for 65+ group
Tax Season Playbook	Annual campaigns in Feb–Mar to replicate March spike
Youth Segment Growth	Digital acquisition + affordable plans

Thank You