Shield Insurance

Sri Chandana Vodnala
Data Analyst Intern
AtliQ Technologies

Today's agenda

Project recap   ✓

Problem   ✓

Process   ✓

Insights   ✓

Summary   ✓

Project recap

Shield Insurance is a comprehensive insurance company that provides a range of policies aimed at supporting and protecting its customers.

AtliQ Technologies has begun a pilot project focusing on the analysis of data to help them monitor progress.

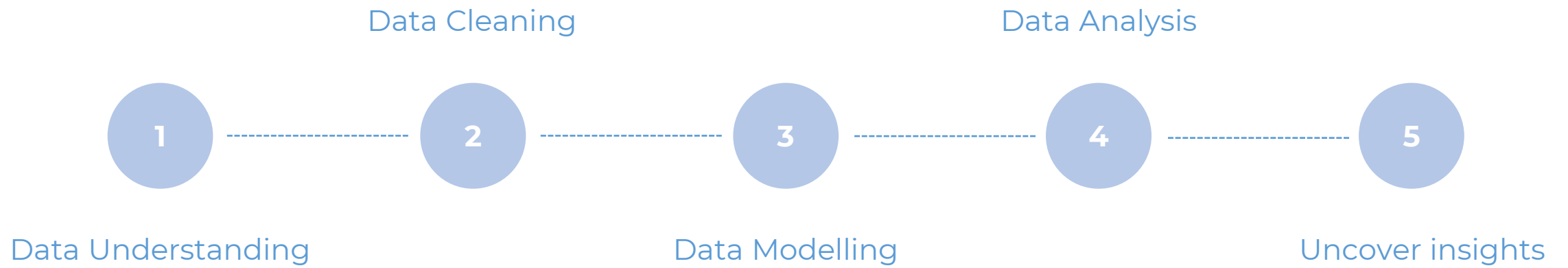# Problem

- 25000+ Customers

- Wide range of policies

- Operates in a variety of cities

How to optimize progress monitoring?

✓ Need to utilize analytical techniques

Process

1 Data Understanding

2 Data Cleaning

3 Data Modelling

4 Data Analysis

5 Uncover insights

Insights

26.84K

CUSTOMERS

989M

REVENUE

05

CITIES

09

POLICIES

18-65+

AGE GROUP

04

SALES MODES

Monthly trend

Mar_23 achieved peak revenue and witnessed significant number of customers

Revenue

- Nov_22: 131.69M
- Dec_22: 156.32M
- Jan_23: 141.02M
- Feb_23: 142.64M
- Mar_23: 263.84M
- Apr_23: 153.75M

Customers

- Nov_22: 3.8K
- Dec_22: 4.0K
- Jan_23: 3.9K
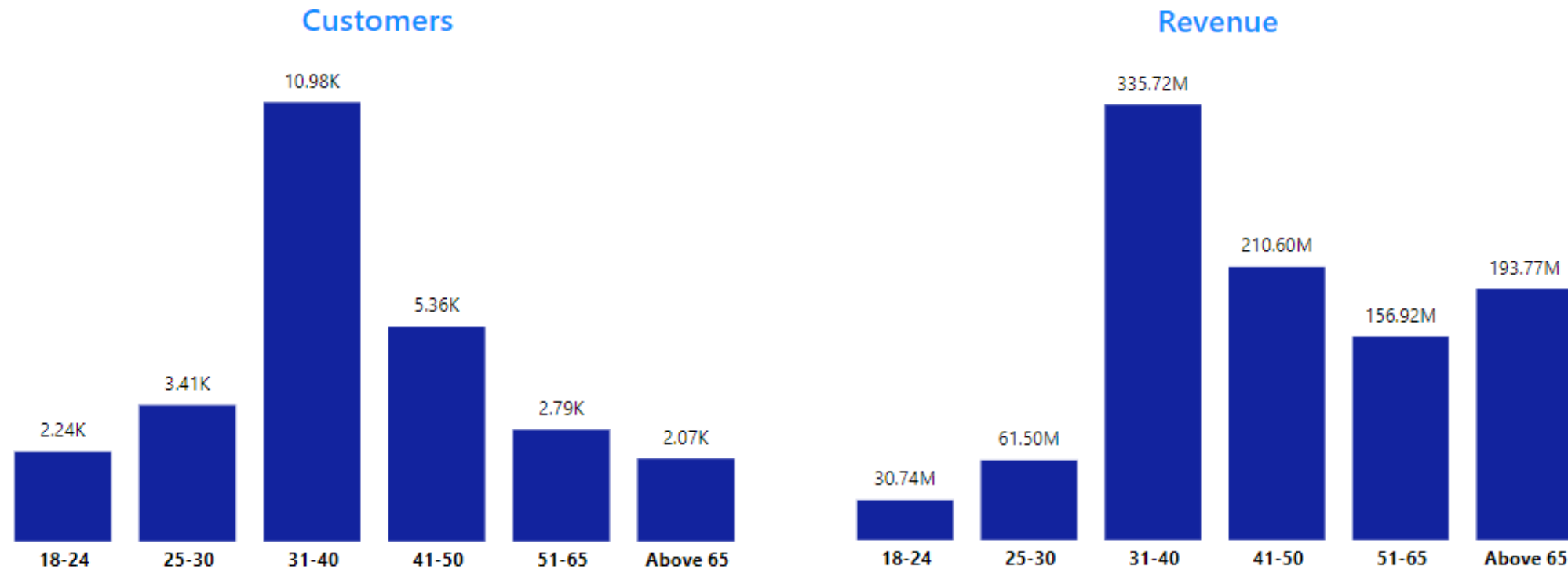- Feb_23: 3.9K
- Mar_23: 7.1K
- Apr_23: 4.1K
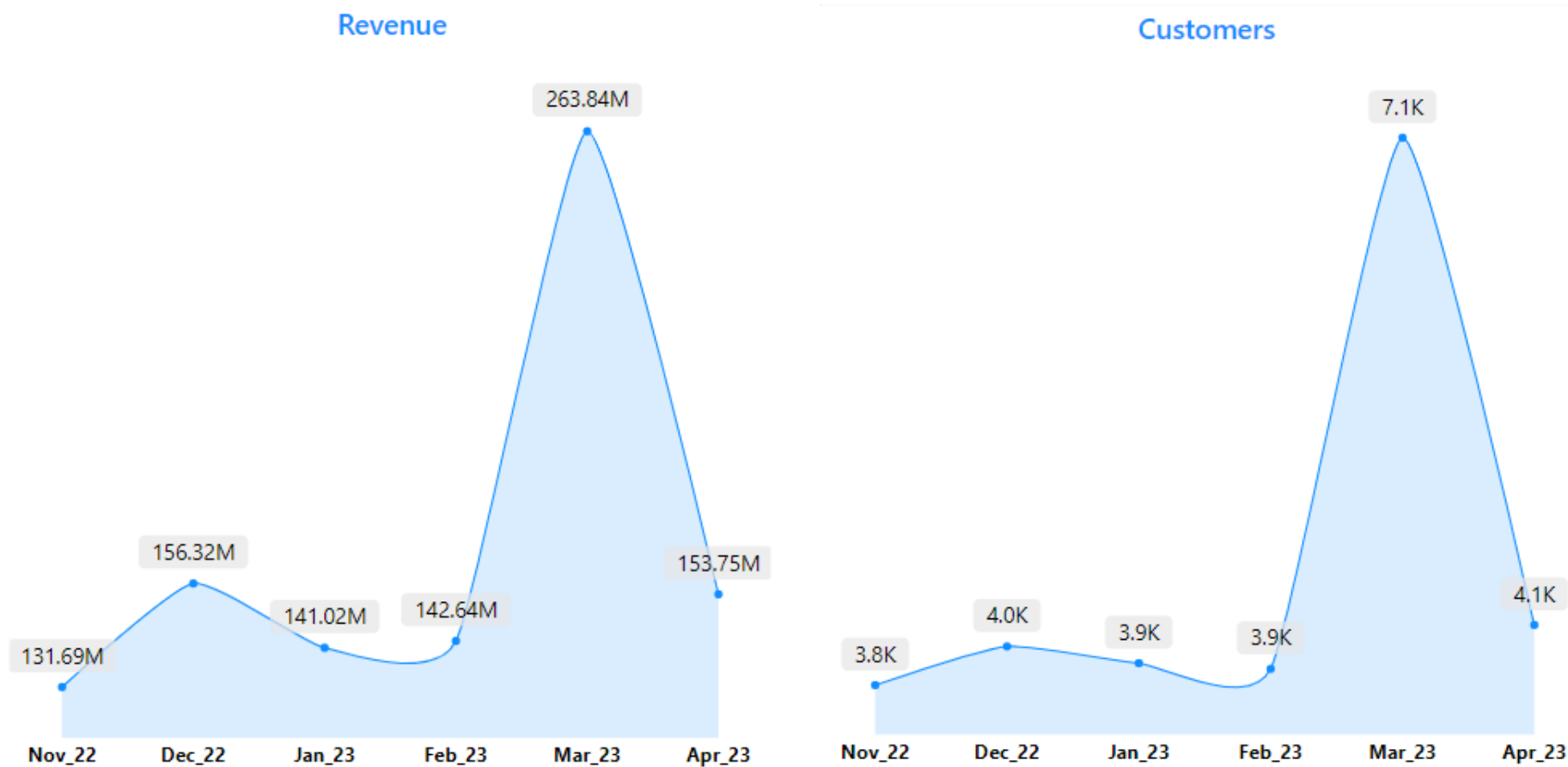
City Metrics

Delhi NCR generated majority of the revenue and also observed to have a higher customer base
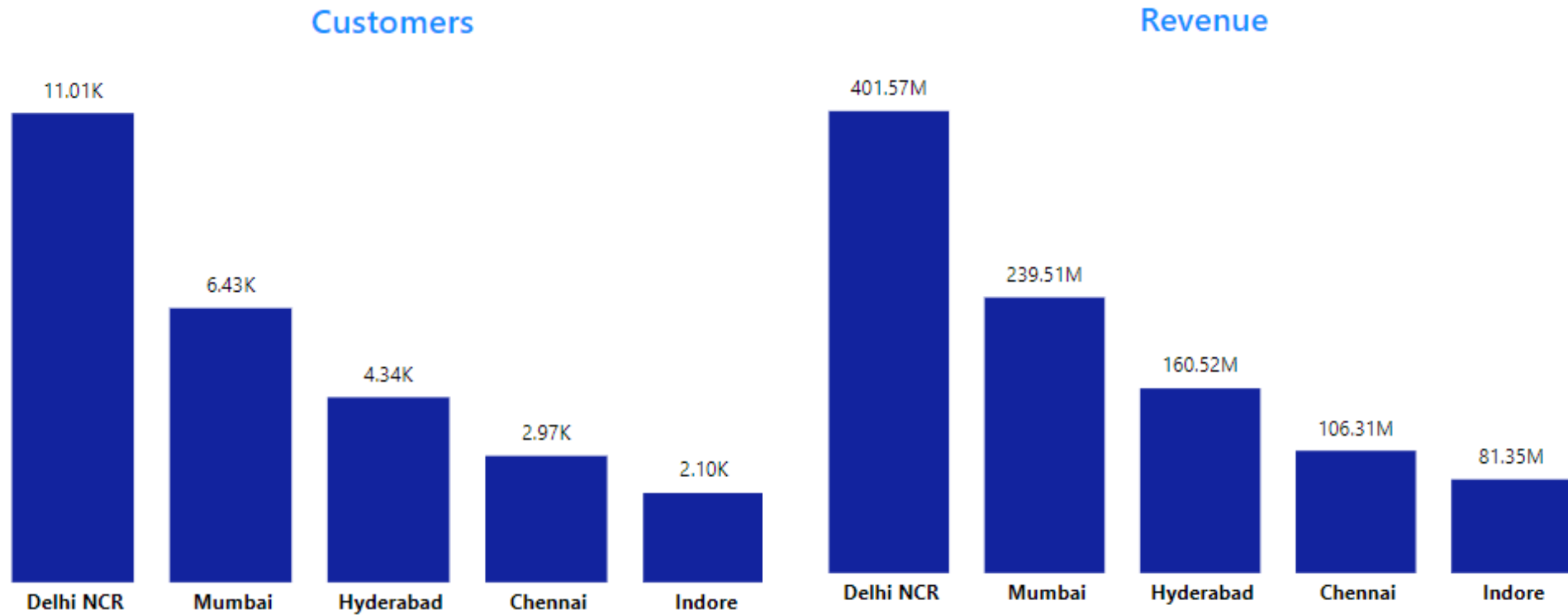
Age Group Metrics

The age group between **31 - 40** is leading in revenue generation and customer acquisition

Customers

18-24	2.24K
25-30	3.41K
31-40	10.98K
41-50	5.36K
51-65	2.79K
Above 65	2.07K

Revenue

18-24	30.74M
25-30	61.50M
31-40	335.72M
41-50	210.60M
51-65	156.92M
Above 65	193.77M

Sales Mode

Offline-Agent sales mode exhibits a larger customer base and significant revenue generation

Revenue & Customers by Sales Mode

Sales Mode	Revenue	Customers
Offline-Agent	550.76M	14.87K 55%
Online-App	160.97M	4.30K
Offline-Direct	152.91M	4.26K
Online-Website	124.62M	3.41K
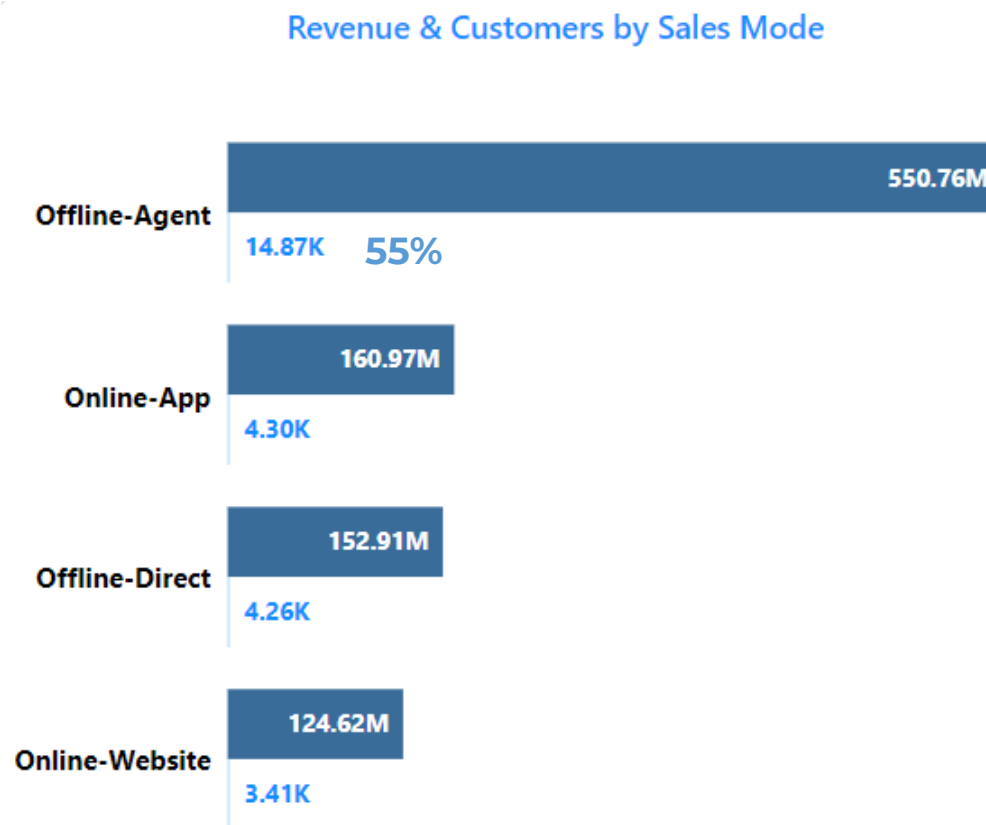
Sales Mode Monthly Trend

Offline-Direct sales mode experienced a decline in both revenue and customer acquisition

Online-App and **Online-Website** demonstrated growth in revenue generation and customer acquisition

Customers & Revenue

Sales Mode	Offline-Agent		Offline-Direct		Online-App		Online-Website	
Month	Customers	Revenue	Customers	Revenue	Customers	Revenue	Customers	Revenue
Nov_22	2446	84M	1111	40M	160	5M	70	2M
Dec_22	2542	102M	851 ⬇	32M	379 ⬆	13M	248 ⬆	9M
Jan_23	2329	85M	686 ⬇	23M	557 ⬆	20M	347 ⬆	13M
Feb_23	2100	76M	499 ⬇	18M	701 ⬆	27M	585 ⬆	21M
Mar_23	3582	134M	843	29M	1389 ⬆	54M	1267 ⬆	46M
Apr_23	1874 ⬇	69M	266 ⬇	10M	1116	42M	893	33M

Age Group Analysis

Policy_ID	Revenue
POL2005HEL	**324.26M**
120000	
POL1048HEL	**167.86M**
76500	
POL9221HEL	**128.33M**
42500	
POL6093HEL	**102.55M**
31700	
POL6303HEL	**81.76M**
21500	
POL5319HEL	**69.60M**
16700	
POL3309HEL	**55.92M**
12000	
POL4331HEL	**33.50M**
7500	
POL4321HEL	**25.47M**
5000	

POL4321HEL is the most popular policy with a total of **4434** policyholders

Policy Preference

Policy_ID	18-24	25-30	31-40	41-50	51-65	Above 65	Total
POL4321HEL	1044	1175	1449	453	209	104	**4434**
POL3309HEL	276	490	1945	707	287	124	**3829**
POL4331HEL	455	661	1686	592	207	134	**3735**
POL5319HEL	109	318	1511	862	361	168	**3329**
POL6303HEL	110	249	1297	824	381	156	**3017**
POL6093HEL	95	197	1051	670	326	204	**2543**
POL9221HEL	71	123	864	558	419	283	**2318**
POL2005HEL	39	83	545	351	358	592	**1968**
POL1048HEL	40	111	629	340	244	304	**1668**

Primary sales mode utilized by most of the customers is **Offline-Agent**, with

Online-App sales mode following behind

Sales Mode

Age Group	Offline-Agent	Offline-Direct	Online-App	Online-Website
18-24	1283	393	323	240
25-30	1921	612	493	381
31-40	5914	1635	1868	1560
41-50	3019	842	817	679
51-65	1596	439	430	327
Above 65	1140	335	371	223
Total	**14873**	**4256**	**4302**	**3410**

Age group of **31-40** exhibits a higher estimated settlement amount

Estimated Settlement Amount

Age Group	Amount
18-24	42.50M
25-30	89.80M
31-40	516.77M
41-50	338.33M
51-65	259.27M
Above 65	331.77M
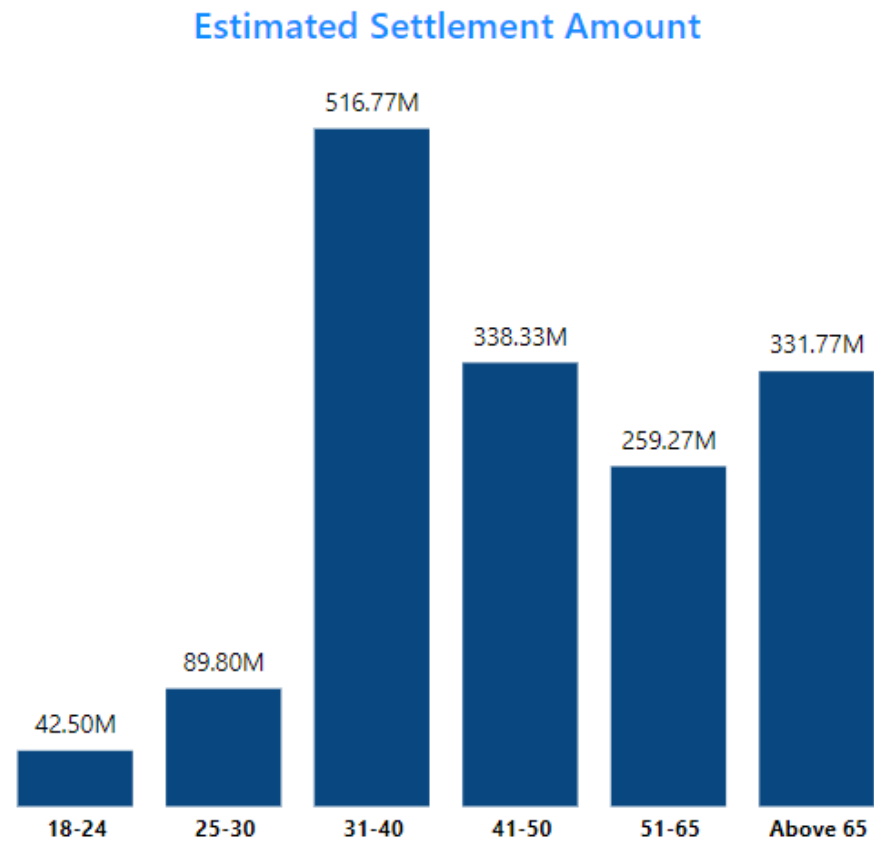
Summary

Insights and Recommendations

March_23 demonstrates strong performance in revenue generation and customer acquisition metrics.

Delhi NCR exhibits robust performance in both revenue generation and customer acquisition.

31-40 age group excels in revenue generation and customer acquisition. It is important to focus on acquiring and retaining customers of this age group. For example, you can create marketing campaigns relevant to their needs.

Offline-Agent sales mode capture 55% of revenue and customer acquisition, emphasizing significant trust and reliance on agent-mediated transactions. So, you should continue to invest in this sales mode and explore ways to improve its performance.

While **Offline-Direct** sales have declined, there is a notable rise in **Online-App** sales, indicating a preference for online policy purchases. You can focus on promoting Online-App and Online-website to customers as they are comfortable making online purchases.

POL4321HEL policy has a larger customer base, whereas **POL2005HEL** leads in revenue generation.

Thank You

Any Questions?