



# **SHIELD INSURANCE**





# ABOUT SHIELD INSURANCE

Shield Insurance Company is a leading insurance provider, dedicated to offering comprehensive coverage and reliable policies to its customers. With a focus on customer satisfaction, Shield Insurance ensures that every individual is protected against unforeseen events. By leveraging advanced data analytics and a wide range of policies, Shield Insurance aims to deliver tailored solutions that meet the diverse needs of its customers.

---



# Project Overview

The objective of this project is to provide a comprehensive analysis of customer growth and revenue trends for Shield Insurance Company. Through meticulous examination of key metrics such as customer behavior, revenue generation, city-wise distribution, and age group-wise statistics, our aim is to furnish Shield Insurance with actionable insights to facilitate informed decision-making.

---

# Policies and Sales Overview

- **Sales Offices:** Shield Insurance operates in major cities like Delhi NCR, Indore, Chennai, Mumbai, and Hyderabad.
  - **Range of Policies:** 9 diverse policies catering to various consumer needs.
  - **Accessibility:** Customers can access policies through online platforms (website and app) or offline channels with agent assistance.
-

# ABOUT REPORT

**Report Timeline :** From Nov 1st 2022 to Apr 31 2023.

The Report is in 3 different parts :

- **General View:** Consolidated Report Summary
- **Sales Mode Analysis :** Contains Sales Performance
- **Age Group Analysis:** Age - Wise Sales Performance

To View the Live Dashboard : [Click Here](#)

---

# 1. Home Page



**Shield Insurance**



## **General View**

Get an overview of business performance with key metrics, daily growth rates, and trend analysis by city and age group.



## **Sales Mode Analysis**

Understand customer demographics and preferences through total customers, revenue split percentages, and monthly sales mode trends.



## **Age - Group Analysis**

Assess the impact of age demographics on business dynamics by analyzing settlement preferences, sales modes, and policy preferences for informed decision-making.

## 2. General View - Key Findings

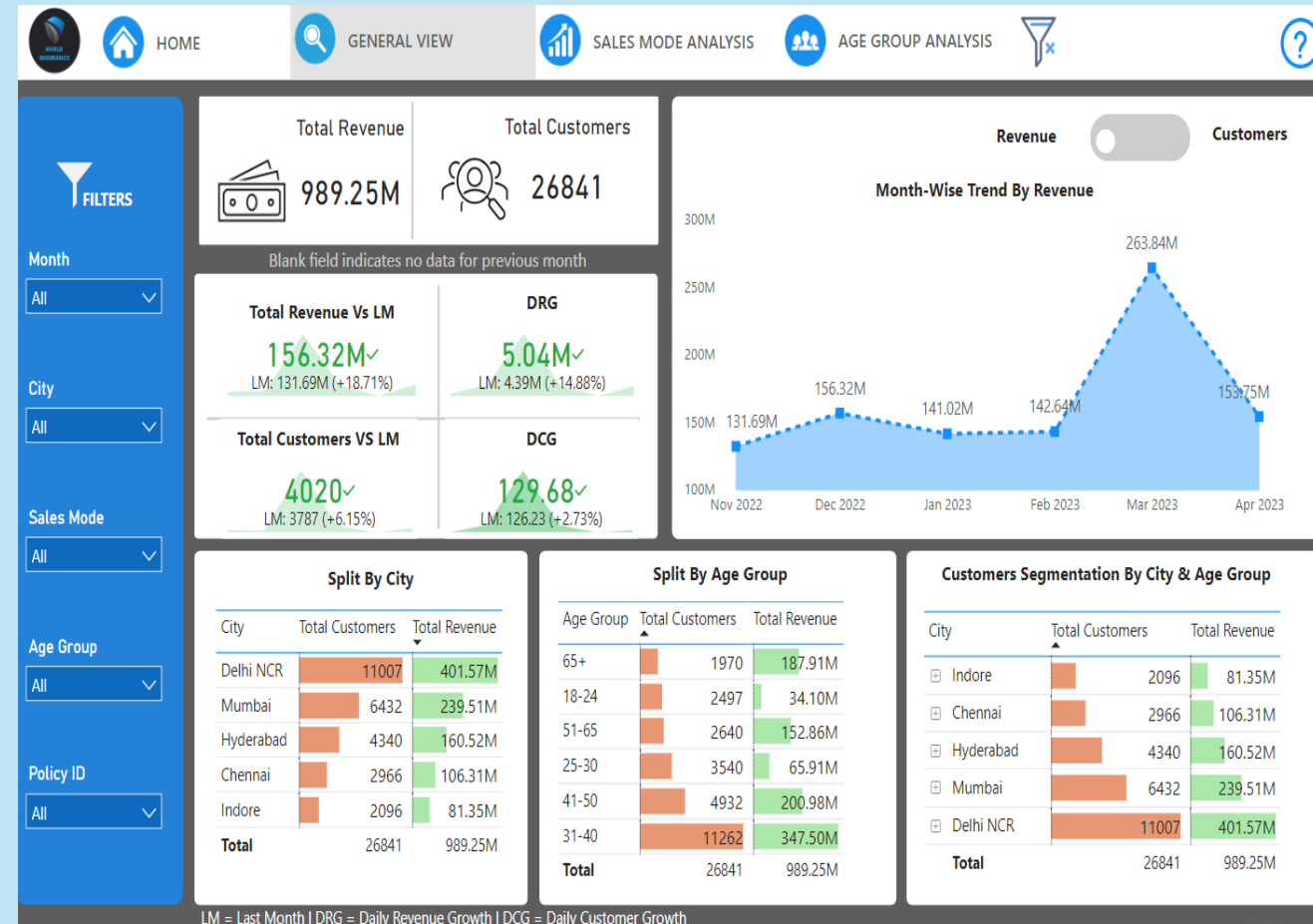
### KPIs:

- Total Revenue: ₹989.25 million
- Total Customers: 26,841
- Daily Customer Growth: 129.68
- Daily Revenue Growth: ₹5.04 million

### MONTHLY TREND ANALYSIS

#### March 2023 Surge:

- Total Customers: 7,000
- Total Revenue: ₹263.84 million



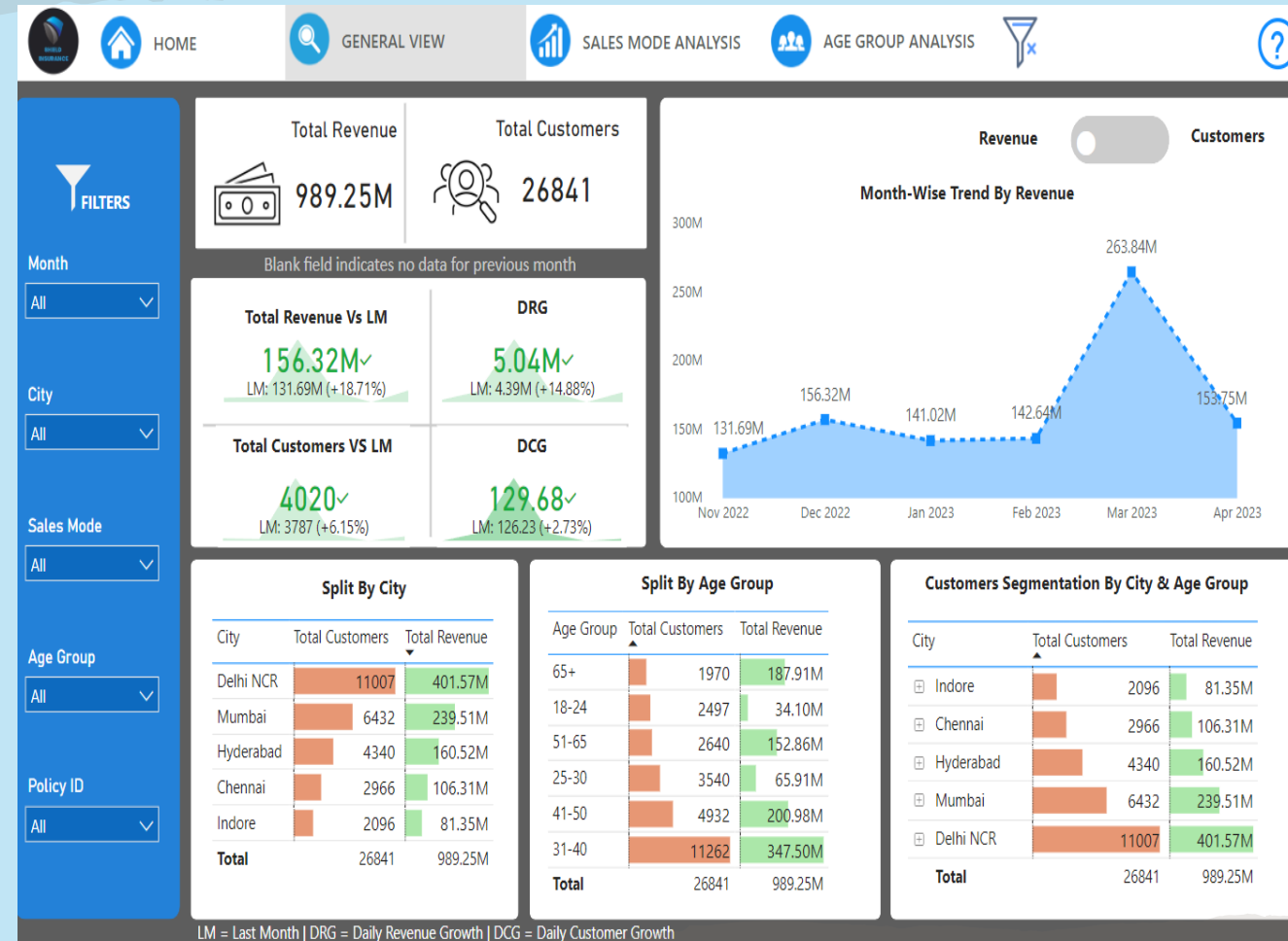
## 2. General View - Key Findings

### City Performance:

- Delhi NCR: Highest customer count and revenue, indicating strong market presence.
- Mumbai: Moderate customer base, significant revenue contribution, suggesting profitability.
- Hyderabad and Chennai: Fewer customers but substantial revenue contribution.

### Age Group Analysis:

- Majority of customers (31-40 age group) are primary revenue contributors.
- Age group 41-50 closely follows in revenue contribution.
- Customers above 51, although fewer, contribute significantly to overall revenue.





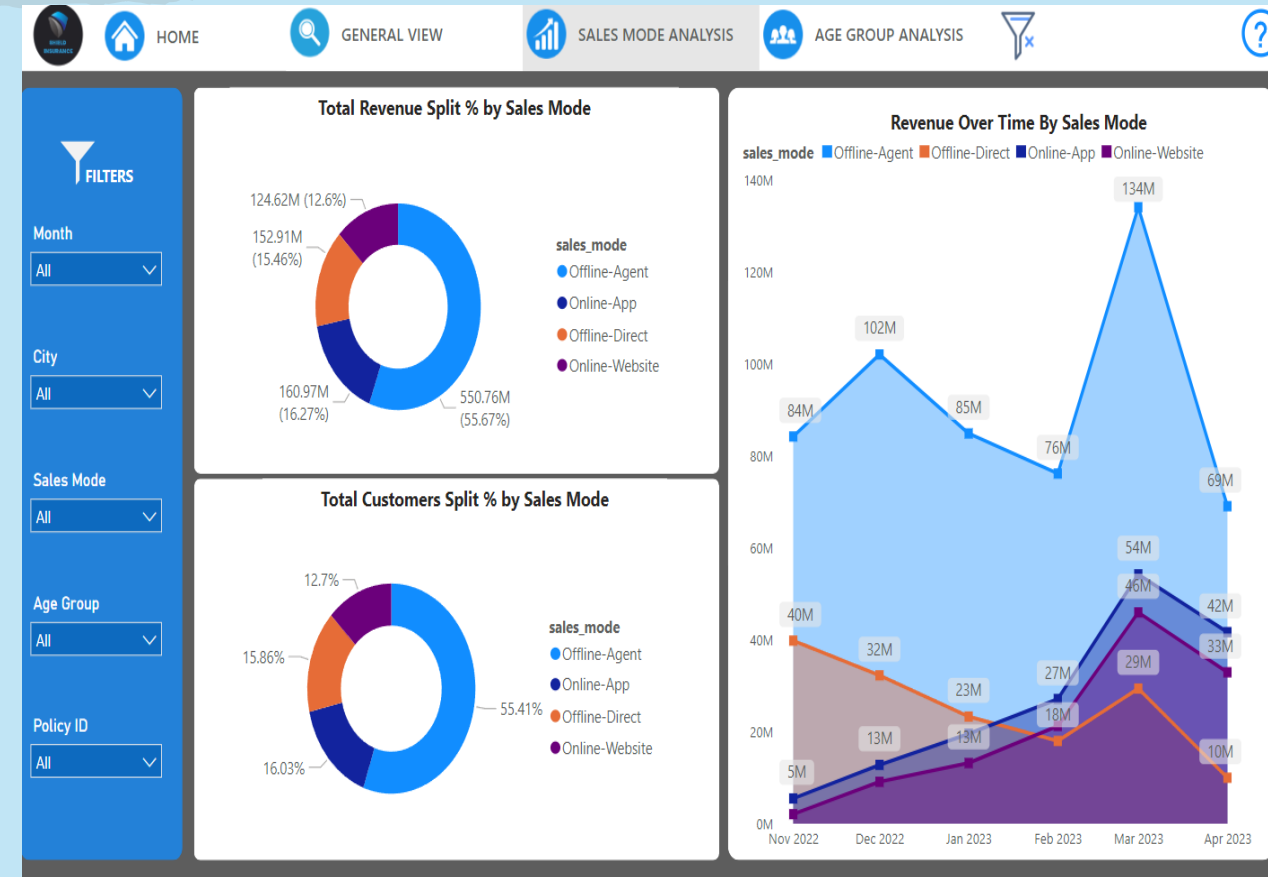
# 3. Sales Mode Analysis – Key Findings

## Offline Agent Dominance:

- Out of 26.84K customers, approximately 14K (55%) prefer the offline-agent mode, indicating its pivotal role in policy sales.
- Offline agents significantly contribute to revenue generation, emphasizing the effectiveness of direct agent-driven sales.

## Trend Analysis:

- Offline direct sales mode experiences a decline in both customers and revenue.
- Conversely, online app and website sales modes show slight increases in both customer numbers and revenue during the analyzed period.



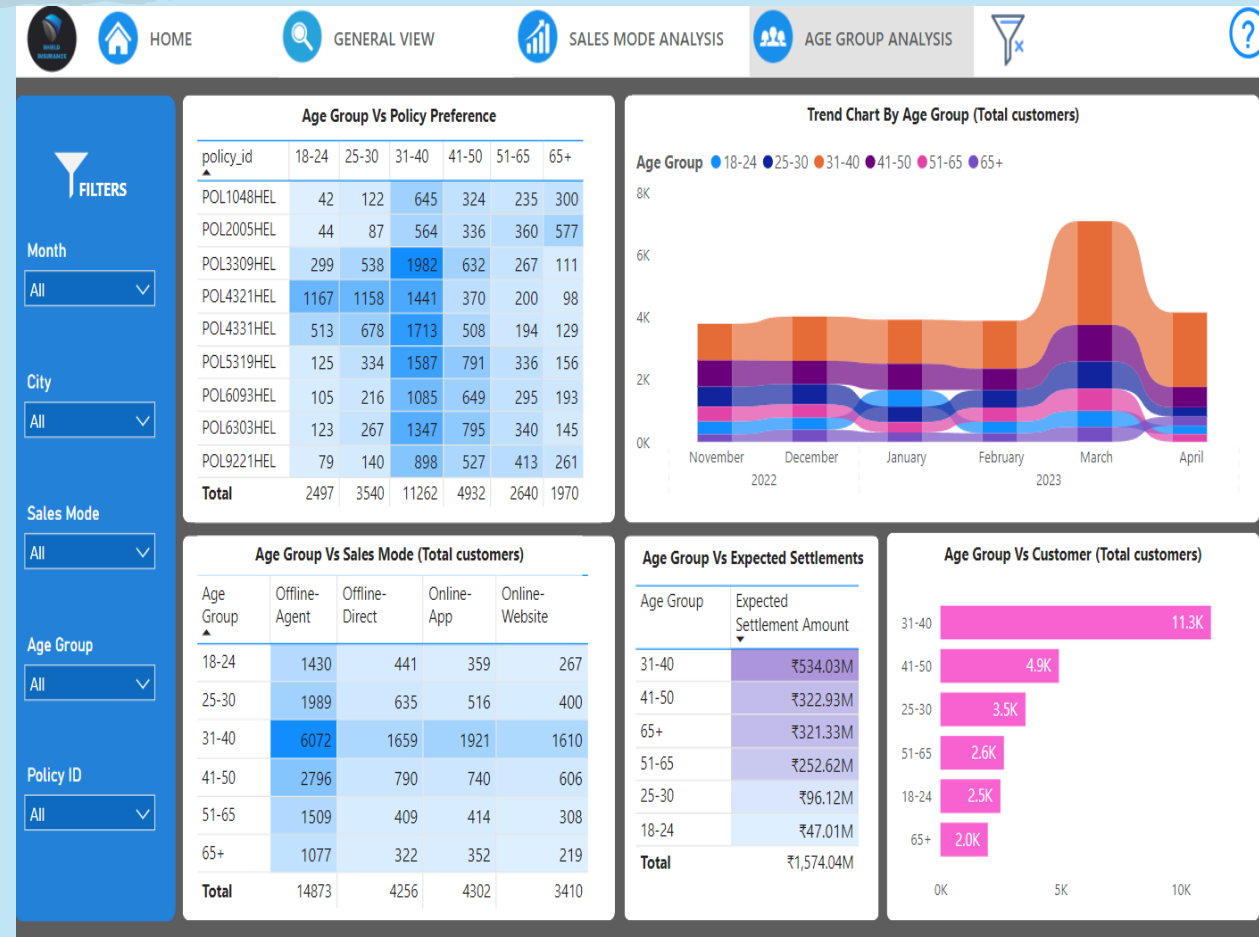
# 4. Age Group Analysis – Key Findings

## ➤ Most Sought-after Policy:

'POL3309HEL' emerges as the most sought-after policy among customers in the 31-40 age bracket.

## ➤ Preference in 31-40 Age Group:

The majority of customers in the 31-40 age group prefer the 'Offline-Agent' sales mode, making it their preferred option.



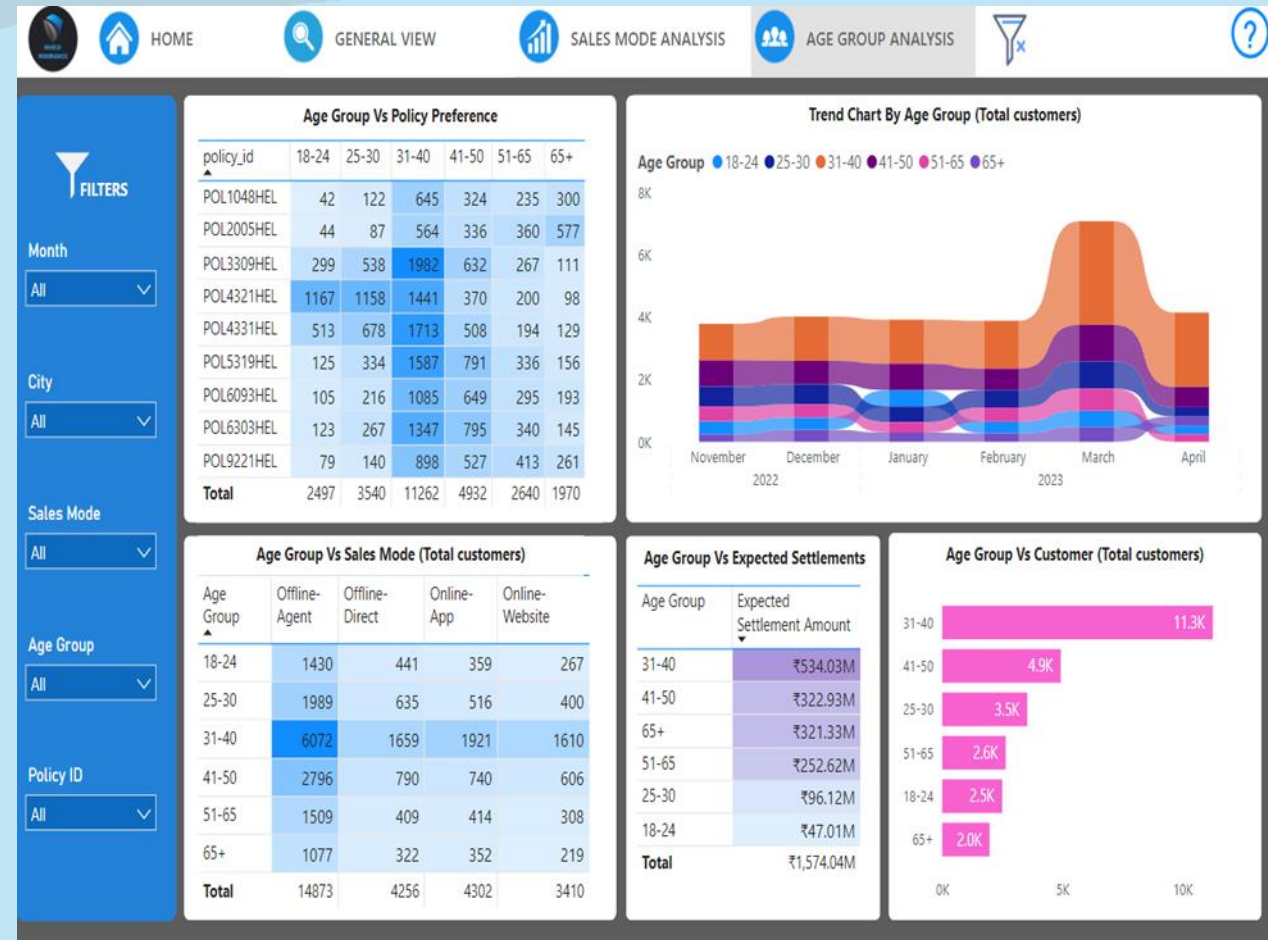
# 4. Age Group Analysis – Key Findings

## ➤ Revenue Analysis:

Analysis reveals that the 31-40 age group holds the highest expected settlement amount, totaling ₹534.03M million, underscoring their significance in revenue generation.

## ➤ Customer Acquisition Peak in March 2023:

March 2023 witnessed the highest peak in customer acquisition among the 31-40 age group, indicating its importance in the company's growth trajectory.



# Recommendations



Leverage Offline Agents' Effectiveness: Invest in training and equipping offline agents to enhance their sales performance and customer interaction skills.



2. Monitor Sales Mode Trends Closely: Continuously analyze sales mode data to identify shifts in customer preferences and adapt sales strategies accordingly.



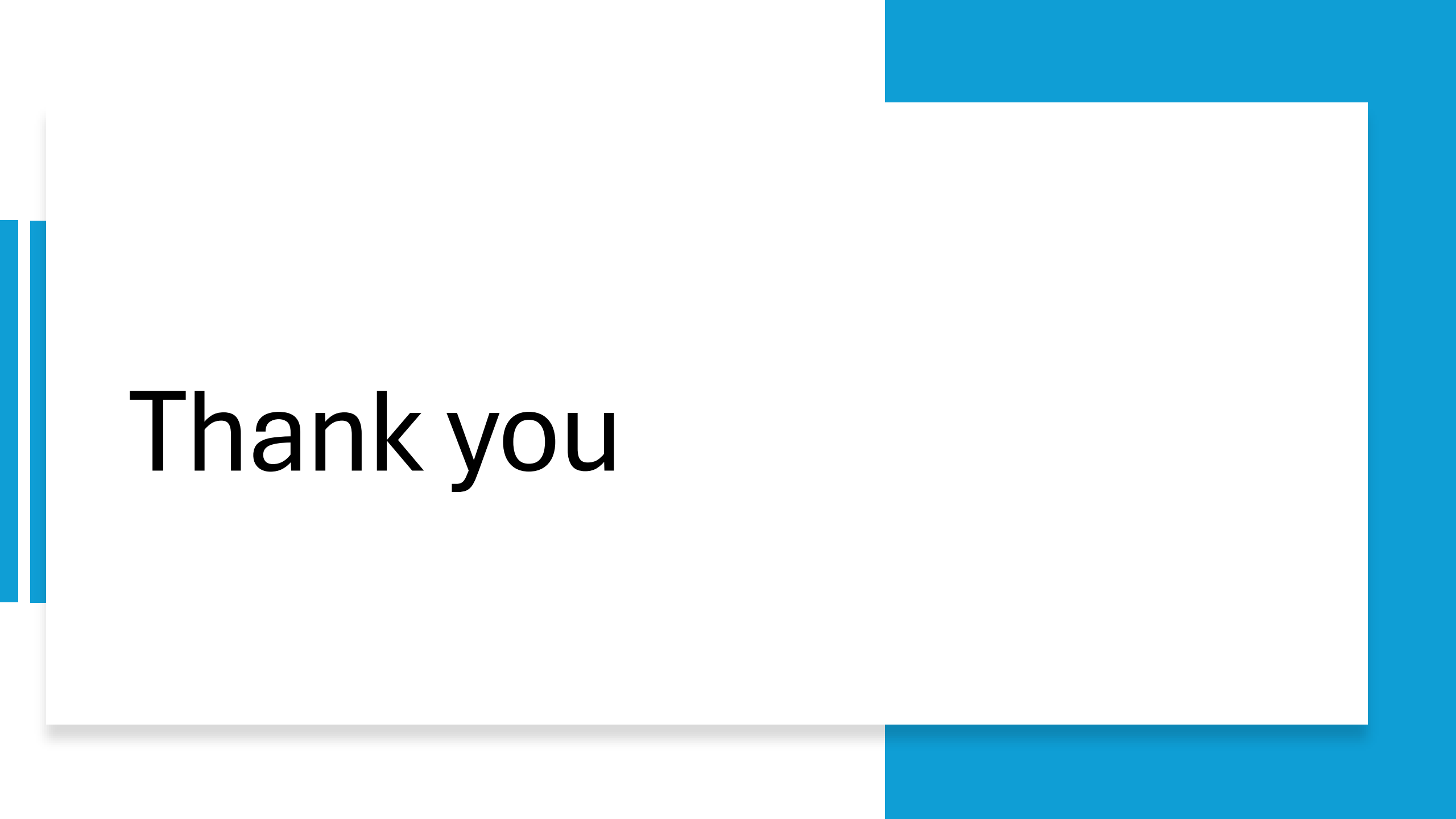
3. Capitalize on Preferences of 31-40 Age Group: Tailor marketing strategies and product offerings to align with the preferences of the 31-40 age group, focusing on personalized interactions and targeted messaging.



4. Enhance Online Sales Channels: Improve user experience and functionality of online app and website sales channels to attract and retain customers in the digital space.



5. Diversify Product Portfolio: Introduce new insurance products or enhance existing ones to meet evolving customer needs and stay competitive in the market.



Thank you