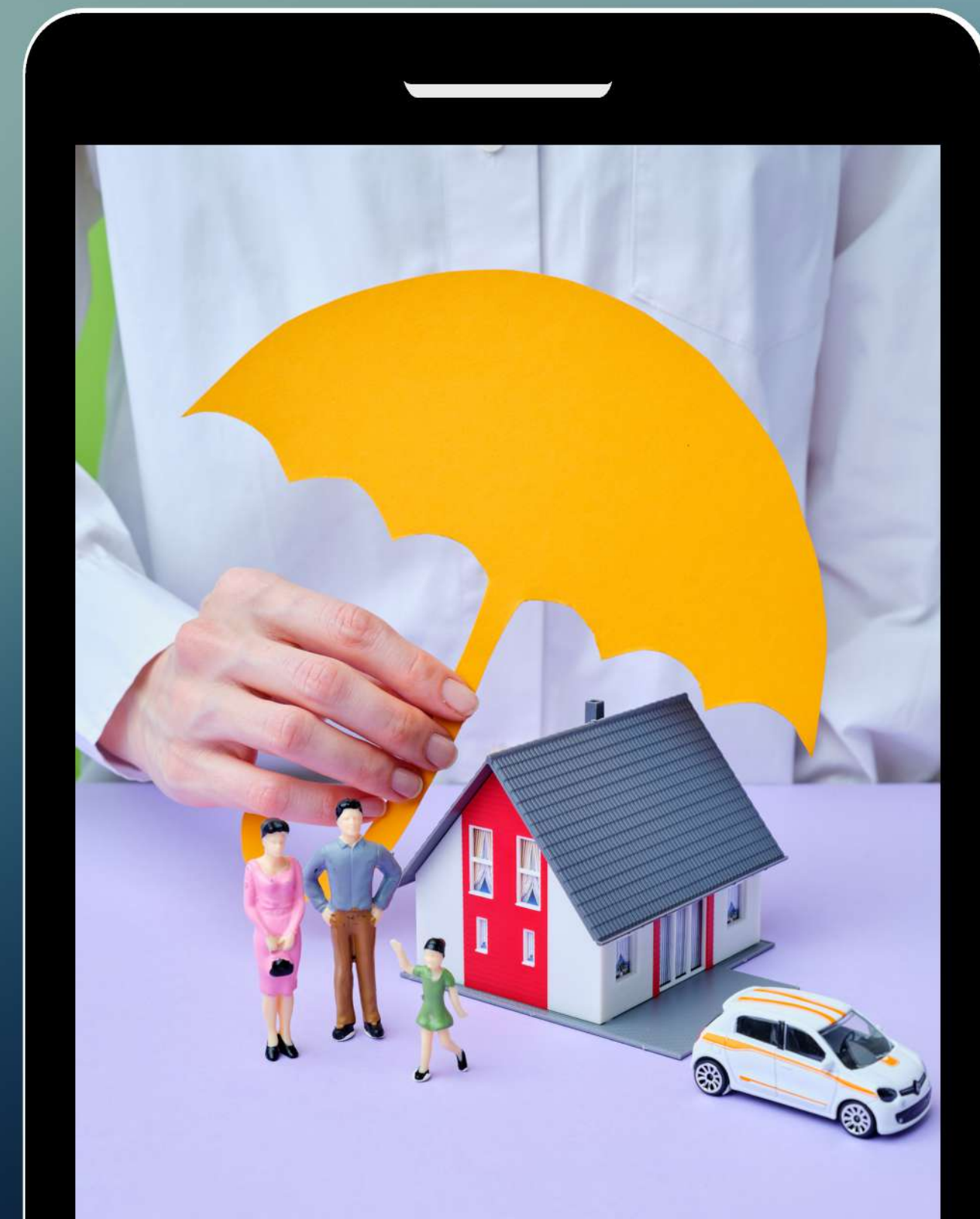SHIELD
INSURANCE

SHIELD INSURANCE

Presented By :
Esha Bhatpagar

ABOUT THE COMPANY

Shield Insurance is a customer-centric insurance company that offers a wide variety of affordable and flexible insurance plans tailored to the needs of all age groups.

Operating across major Indian cities, the company aims to make insurance accessible through both online and offline channels. With a focus on reliability and personalized service, Shield Insurance strives to protect individuals and families at every stage of life.

SHIELD
INSURANCE

REGIONAL COVERAGE

SHIELD INSURANCE

INDORE **DELHI-NCR** **HYDERABAD** **MUMBAI** **CHENNAI**

PROBLEM STATEMENT

- SHIELD INSURANCE WANTS TO BETTER UNDERSTAND ITS CUSTOMER BASE, REVENUE TRENDS, AND SALES PERFORMANCE ACROSS DIFFERENT CITIES, AGE GROUPS, AND SALES CHANNELS. THE GOAL IS TO IDENTIFY KEY GROWTH PATTERNS, TRACK PERFORMANCE OVER TIME, AND UNCOVER INSIGHTS THAT CAN GUIDE FUTURE BUSINESS DECISIONS AND IMPROVE CUSTOMER ENGAGEMENT.

Pilot Project Requirements

Hemanand,

I hope this email finds you well. I'm summarizing the requirements for the pilot project as discussed in the last call.

To begin, we would like to focus on understanding the number of customers we have and the total revenue we are generating. It would also be beneficial to track the daily revenue growth rate and daily customer growth rate to monitor our progress.

Monitoring changes in policies on a month-over-month basis is also important to identify trends and areas for improvement. It would be helpful to segment our customer base by age group and analyze revenue and customer numbers by city and age group.

To analyze trends in customer and revenue growth over time, it would be great to create a switch between revenue trend graphs and customer trend graphs. Additionally, using filters to analyze sales mode, age group, city, month, and policy ID would make the analysis more efficient.

It would be valuable to have a separate page for sales mode analysis to better understand our customer demographics. We can calculate total customers and total revenue split percentages by sales mode and analyze the trend of sales mode over the month.

Having a separate page for age group analysis would also be helpful to understand the impact of age groups on our business. We can analyze age group data to understand expected settlement, sales mode, and policy preference, which will help us make informed business decisions.

We believe that this pilot project will help us gain valuable insights and build confidence in our collaboration. I would be happy to answer any questions that you may have.

I'm also attaching the data & metadata for your reference.

Best regards,

Mathew
Business Analyst I Shield Insurance

INSIGHTS

1. REVENUE TRENDS

- March 2023 recorded the highest revenue (₹263M), while November 2022 saw the lowest (₹132M).

2. REGIONAL PERFORMANCE

- Delhi NCR led in both revenue and customer count.
- Indore had the lowest figures, mainly due to fewer customers.

3. AGE GROUP INSIGHTS

- The 31–40 age group is the largest and most valuable customer segment.
- Younger groups (18–24 and 25–30) had the smallest contribution in terms of revenue and customers.

INSIGHTS

4. SALES CHANNEL INSIGHTS

- Offline agents were the top performers, generating 55% of revenue and customer base.
- Online sales are growing steadily, showing a shift in buying preference.

5. POLICY HIGHLIGHTS

- POL2005HEL generated the most revenue, despite having fewer users.
- POL4321HEL had the highest number of users, mostly aged 17–40, likely due to affordability.

6. CLAIMS SETTLEMENT

- Customers aged 65+ had the highest claim settlements.

RECOMMENDATIONS

SHIELD INSURANCE

1. FOCUS ON KEY REGIONS

- Improve performance in Indore by running local campaigns and offering special plans for first-time buyers.
- Strengthen presence in Delhi-NCR with targeted offers and loyalty programs, as it's the top revenue region.

2. TARGET BY AGE GROUP

- For 18–30 year olds, create simple, affordable plans and promote them through social media and influencers.
- For 31–40 year olds, offer bundled plans and share real customer stories to build trust.

RECOMMENDATIONS

SHIELD INSURANCE

3. IMPROVE DIGITAL EXPERIENCE

- Make the app and website faster and easier to use.
- Offer online-only discounts or cashback to encourage more people to buy policies digitally.

4. USE POLICY INSIGHTS

- Promote POL2005HEL with flexible pricing options like EMIs to reach more buyers.
- Add upgrades to POL4321HEL to increase value for customers and grow revenue.