Jumbo & Company

Monthly Analysis

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Objective

This analysis evaluates insurance attachment rates for 163 different sellers across six branch regions to identify performance patterns, understand regional variations, and provide actionable insights for strategic decision-making.

Key Objectives:

- Benchmark and compare regional performance to identify top-performing branches
- Analyze statistical significance of performance differences across regions
- Segment stores into performance clusters for targeted interventions
- Identify trends and forecast future attachment rates to support proactive planning

Through comprehensive data analysis and visualization, this report delivers evidence-based recommendations to optimize insurance sales effectiveness across all regions.

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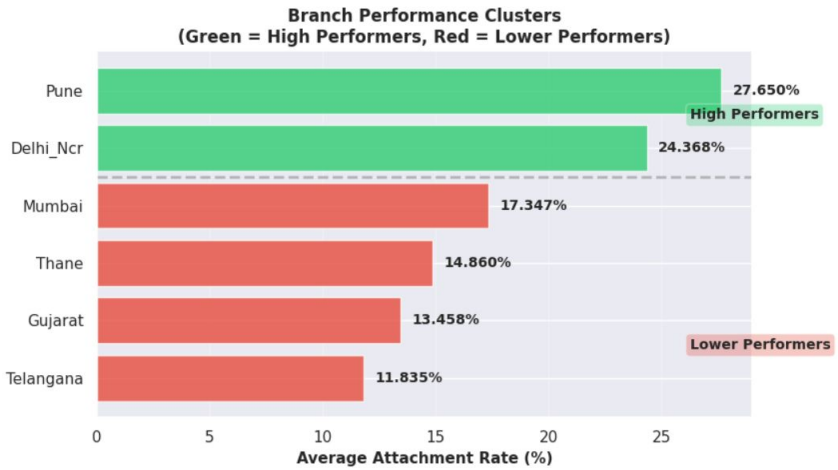
Dataset Overview

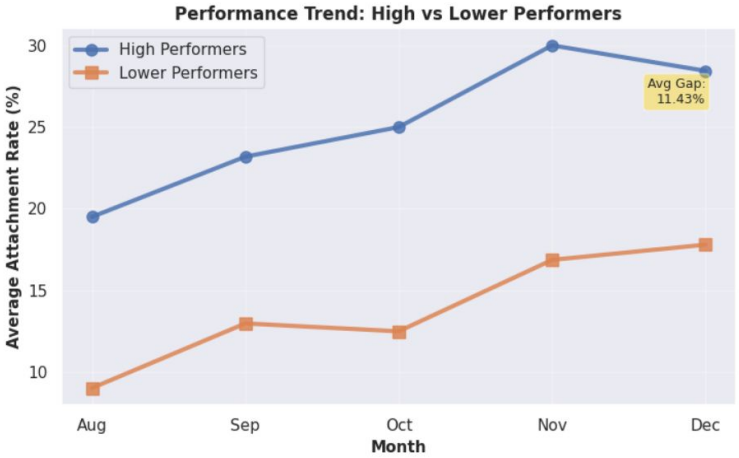
- **Scope:** 163 stores across 6 branch regions, tracking insurance attachment rates over 5 months
- **Overall Trend:** Moderate improvement observed in early months, followed by stabilization, indicating improving sales effectiveness
- **Recent Performance:** Growth has plateaued in the last 2 months, coinciding with reduced transaction volumes and increased performance variability (higher standard deviation)
- **Outlier Presence:** Significant outliers detected with maximum attachment rates substantially exceeding the third quartile across regions
- **Data Quality Note:** Some entries show 80-100% attachment rates but correspond to very low customer counts, requiring careful interpretation during analysis

Two-Tier Performance Pattern: Distinct Leaders, Broad Lower Cluster



- **Top tier:** Pune (27.7%) and Delhi_NCR (24.4%) form the high-performance cluster, converting approximately 1 in 4 customers
- **Bottom tier:** Four branches (Mumbai, Thane, Gujarat, Telangana) range from 11.8% to 17.3%, converting only 1 in 7-8 customers
- **Performance gap:** 12 percentage point difference between high and low performers represents an 81% effectiveness gap
- **Overall benchmark:** Only 2 out of 6 branches (33%) exceed the company average of 18%, indicating significant improvement potential

The Gap is Widening, Not Closing

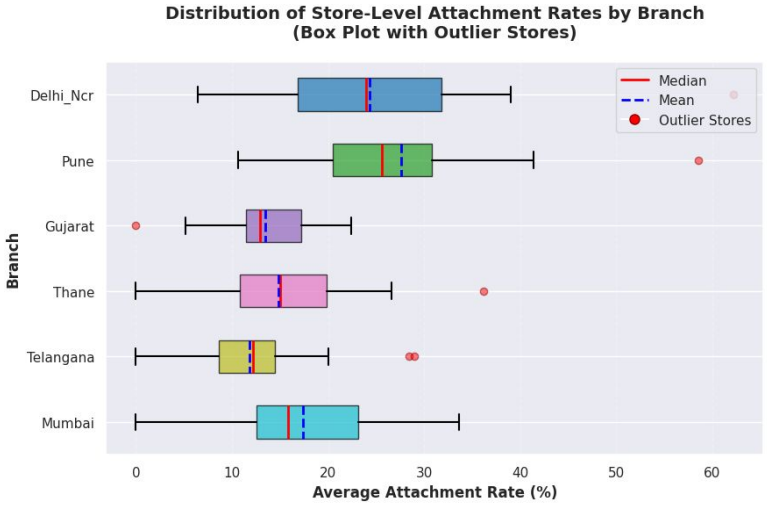


- **Diverging trajectories:** High performers improved from 19.5% (Aug) to 29.5% (Nov) before slight December decline, while lower performers grew modestly from 9% to 18%
- **Gap expansion:** Performance differential increased from 10 percentage points (August) to 11.4 percentage points (December), showing the divide is growing
- **Consistency over time:** High performers maintained leadership throughout all 5 months, proving this is systematic rather than seasonal variation
- **Momentum concern:** Lower performers showed stagnation in Oct-Nov period while high performers continued strong growth, suggesting different growth capabilities
- **Observed trends are descriptive and do not imply causality.**

Paradox of Success: Top Performers Show Higher Variability

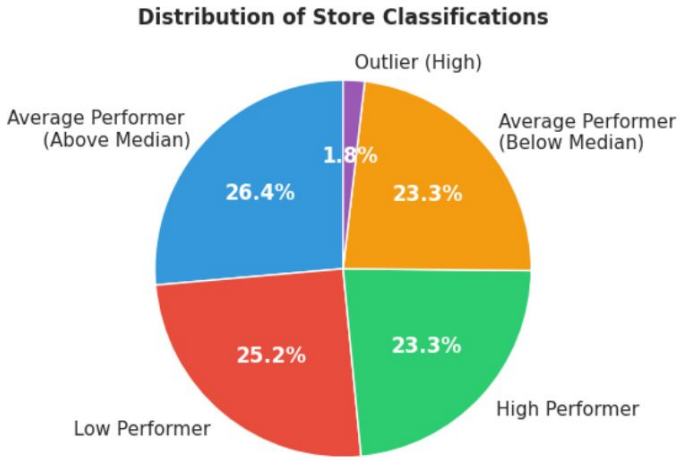
- **Higher averages, higher variability:** Top-performing branches (e.g., Pune, Delhi_NCR) show strong average attachment rates but **large store-level performance dispersion**
- **Success driven by few stores:** Branch-level strength is largely influenced by **a subset of exceptional performers**, not uniform execution
- **Lower performers are more consistent:** Weaker branches exhibit **narrower performance ranges**, indicating consistent but suboptimal outcomes
- **Implication:** Sustainable improvement requires **scaling top-store best practices** and **reducing variability**, not relying on outliers

Understanding Performance Distribution and Outliers



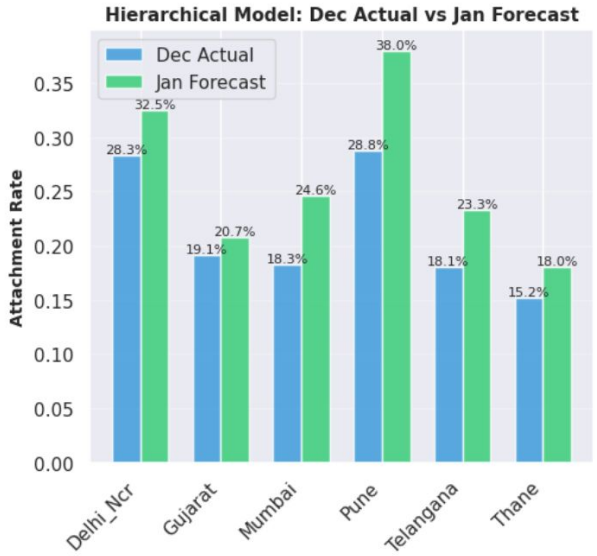
- **Performance dispersion:** Most branches exhibit wide performance spreads (~20–30 percentage points), highlighting significant store-level variability within regions.
- **Outlier identification:** Six stores were identified as statistical outliers across branches, representing extreme cases that merit focused store-level review.
- **Distribution shape:** Median (red) and mean (blue dashed) values are closely aligned for most branches, suggesting relatively symmetric distributions without strong skewness.
- **Consistency across branches:** Interquartile ranges vary by branch—Gujarat and Telangana show tighter, more consistent performance, while Delhi_Ncr and Pune display higher variability.
- **Performance is balanced but polarized:** 1 in 4 stores need urgent support.

Overall Store Performance Distribution



- **Performance distribution:** 25% of stores are classified as high performers, ~50% as average performers, and ~25% as low performers based on quartile-driven statistical classification.
- **Intervention scope:** 41 stores (25%) identified as requiring immediate attention, indicating a focused and manageable improvement opportunity.
- **Success models:** 41 stores (top quartile + positive outliers) act as internal benchmarks for best-practice replication.
- **Action priority:** The classification framework enables targeted resource allocation—scaling proven practices from top performers while prioritizing intensive support for the bottom quartile.

January Forecast - December Actual vs January Projected



- **Growth-led outlook:** All **6 branches** are forecasted to grow in January (**+1.6% to +9.2%**), indicating overall upward momentum.
- **Gap persists:** Top branches (**Pune, Delhi NCR**) remain projected at **32–38%**, while lower performers stay near **18–21%**, showing limited natural convergence.
- **Localized risk remains: 23% of stores (38)** show declining trends, primarily in **Gujarat and Thane**, requiring targeted intervention.
- **Directional confidence:** Store-level confidence is limited, but **branch-level signals (Avg $R^2 \approx 0.55$)** are strong enough to guide planning decisions.

Forecast based on hierarchical model combining store (60%) and branch (40%) trends using 5-month historical data with adaptive weighting.

The Core Problem & Opportunity

The Core Problem

- **Untapped upside:** A **12 pp gap** means lower performers operate at only **~55% of top-branch effectiveness**
- **Systematic, not random:** Branch location explains **~32% of performance variance** ($p < 0.000001$)
- **Gap is widening:** Performance spread increased **~20% over 5 months**, favoring current leaders

The Opportunity

- **Proven, repeatable success:** Pune & Delhi_NCR consistently achieve **26–28% attachment**
- **High ROI lever:** Closing **50% of the gap** (14% → 20%) implies **40%+ revenue uplift** in lagging regions
- **Execution is feasible:** Limited set of **high-risk stores** and **underperforming branches** enables focused action

Key takeaway: The issue is structural, measurable, and solvable—not a market limitation.

Strategic Imperatives (90-Day Plan)

What Must Be Done

- **Immediate (0–30 days):** Deep-dive Pune & Delhi_NCR playbooks
  (training, incentives, scripts, store ops, team management)
- **Near-term (30–60 days):** Pilot best practices in **one underperforming branch** with weekly tracking
- **Medium-term (60–90 days):** Scale validated interventions to remaining low performers with central support
- **Ongoing:** Monthly branch reviews with **early-warning signals** using forecast models

***Objective**:* Reduce variance, replicate success, and prevent future divergence.

Statistical Validation: Why We Can Trust These Findings

- **Sample size:** 163 stores × 5 months = 815 data points analyzed, providing statistically robust conclusions
- **ANOVA results:** F-statistic = 14.54, p-value < 0.000001 confirms branch differences are real, not chance variation
- **Effect size:** Branch location explains 31.65% of all performance variance—the single largest controllable factor identified
- **Confidence:** 8 out of 8 cross-tier pairwise comparisons statistically significant ($p < 0.05$), confirming distinct performance clusters