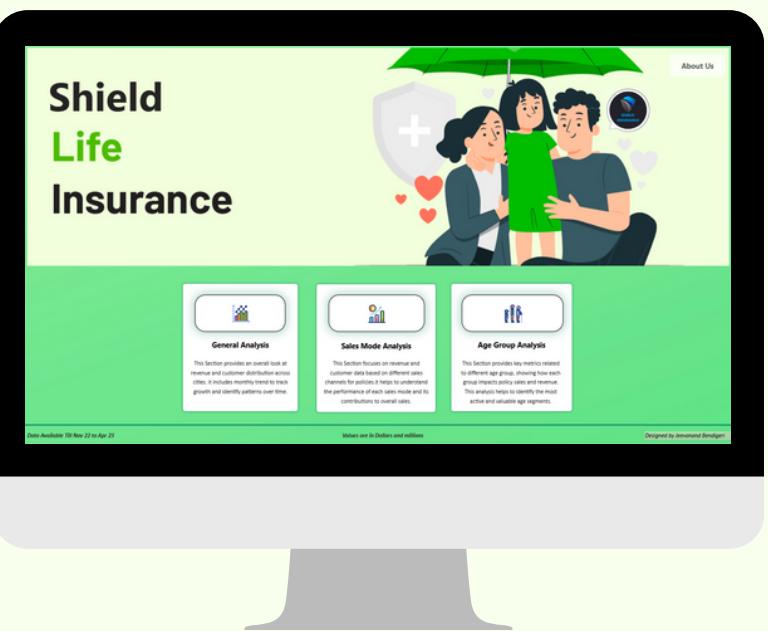




SHIELD
Insurance

Insights for Sheild Insurance

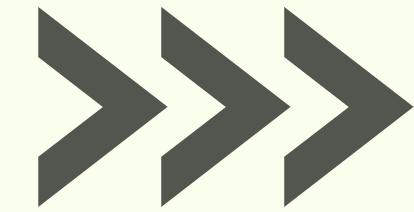
Project Presentation
By Jeevanand Bendigeri



Content:

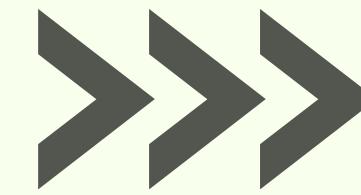
1. Introduction
2. Problem Statement & Requirements
3. Data Modeling
4. Dashboard Walkthrough
5. Recommendations





Introduction

- Shield Insurance is a growing mid-sized company offering wide range of policies designed to meet the diverse needs of all age groups.
- Their focus is on delivering flexible and affordable solutions that offer both protection and peace of mind.
- With a customer-first approach, Shield Insurance customizes its policies to perfectly align with the unique requirements and priorities of every life stage.



Problem Statement

Shield Insurance seeks to improve its understanding of customer behavior, revenue trends, and policy performance to make data-driven decisions. The company faces challenges in:

1. Tracking Revenue and Customer Growth:

- Limited visibility into daily revenue growth and customer trends.
- Lack of tools to monitor changes in these metrics effectively.

2. Policy and Demographic Insights:

- Difficulty in identifying trends in policy performance on a month-over-month basis.
- Limited segmentation of customers by age group and city for targeted analysis.

3. Trend and Sales Analysis:

- There is no integrated system to analyze revenue and customer trends side-by-side.
- Lack of insights into the impact of sales modes and customer demographics on total revenue.

4. Age Group Impact:

- Unclear understanding of how different age groups influence settlement rates, sales modes, and policy preferences.

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 | Shield Insurance

Requirements



Feature List A large green checkmark icon positioned next to the word "Feature List".

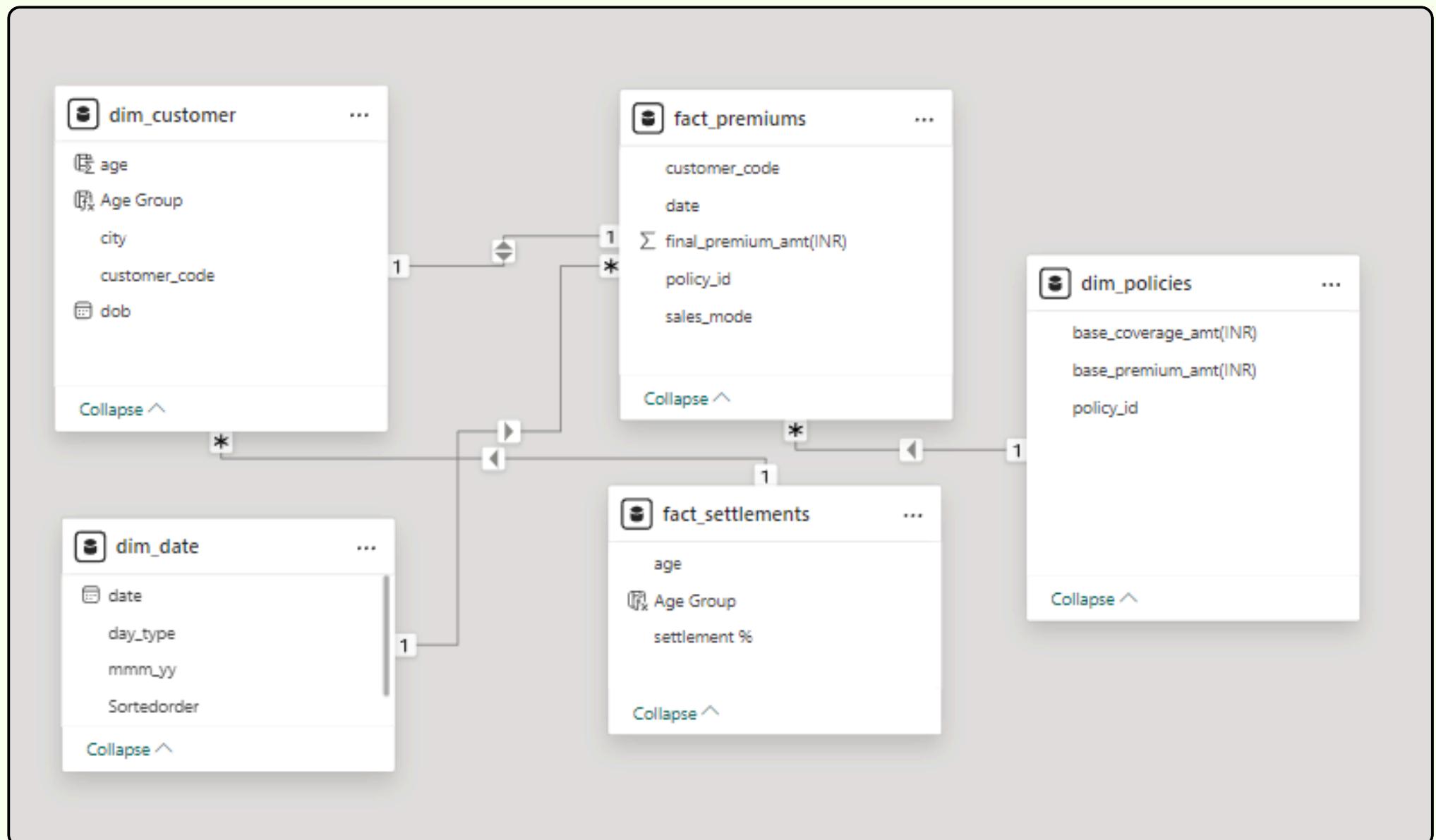


Sno	Features	Comments	Priority
1	Show total customers, total revenue, daily revenue growth, daily customer growth as key metrics	To monitor all the crucial metrics	High
2	Month over month change % on key metrics	Tracking the month-over-month change in policies on key metrics can offer valuable insights into a company's performance trends.	High
3	Segment customers based on their age groups: 18-24, 25-30, 31-40, 41-50, 51-65, and 65+.	To categorise customers into different age group to better understand behavior and preferences.	High
4	Total revenue split by age group, city	To identify most profitable customer demographics and geographical areas	High
5	Total customers split by age group, city	To understand customer's locations and age groups, we can customize our products and marketing strategies.	High
6	Customers, daily customers growth trend by month	To understand customers growth trends over time and spot changes in customer behavior and adjust our marketing efforts accordingly	Low
7	Revenue, daily revenue growth trend by month	To track business's financial performance and growth trends over time and spot any changes or fluctuations in revenue	Low
8	Create a switch between revenue trend graph and customer trend graph	enhances the user experience by providing a more customized and efficient way to view the data.	Low
9	Filters on sale mode, age group, city, month, policy ID	Provides users with the ability to filter and sort data according to specific parameters, allowing for a more targeted and efficient analysis	High
10	Separate page for sales mode analysis	A dedicated page for sales mode analysis	High
11	Total customers split percentage by sales mode	Provides insights into which modes are most effective in attracting and retaining customers	High
12	Total revenue split percentage by sales mode	Providing insights into which modes are most effective in generating revenue for the business	High
13	Trend of sales mode over month	To understand the trend of sales mode over the month	Low
14	Separate page for age group analysis	A dedicated page for age group analysis	High
15	Age group vs expected settlement	To know what is the expected annual settlement	High
16	Age group vs sales mode	To understand what sales mode people prefer by age group	Low
17	Age group vs policy preference	To understand what policy people buy by age group	High





Data Modeling :



Tables:

- Dim_customer
- Dim_date
- Dim_Policies
- Fact_Premiums
- Fact_Settlements





Dashboard :

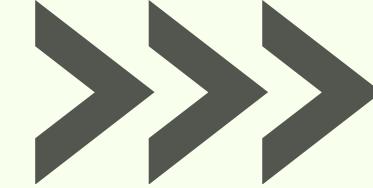
Shield Life Insurance

The dashboard features a large title "Shield Life Insurance" on the left. In the center is a cartoon illustration of a family: a woman, a child, and a man, all holding a green document under a green umbrella, symbolizing protection. To the right is a small circular "About Us" button. Below the title are three main analysis sections:

- General Analysis**: This section provides an overall look at revenue and customer distribution across cities. It includes monthly trend to track general and identify patterns over time.
- Sales Mode Analysis**: This section focuses on revenue and customer data based on different sales channels for policies. It helps to understand the performance of each sales mode and its contribution to overall sales.
- Age Group Analysis**: This section provides key metrics related to different age groups, showing how each group impacts policy sales and revenue. This analysis helps to identify the most active and valuable age groups.

At the bottom, there is a navigation bar with links for "Data Available till Nov 22 in Apr 23", "Values are in Dollars and millions.", and "Designed by Devamani Rendige". There is also a zoom control slider set at 38% and a Microsoft Power BI logo at the bottom left.





Recommendations

1. Focus on Customer Retention in Low-Performing Segments

- Insight: City Indore and age groups (18-25) have seen low customer growth.
- Recommendation: Launch targeted marketing campaigns and personalized offers for these regions and demographics to boost engagement and retention.

2. Revise Underperforming Policies

- Insight: Policy POL4321HEL has seen underperformance.
- Recommendation: Collect customer feedback on these policies, revise pricing or coverage, and introduce alternatives that align with customer preferences.

3. Invest in High-Performing Sales Channels

- Insight: Revenue is significantly higher for offline agent sales modes.
- Recommendation: Prioritize resources, marketing efforts, and technology investments for top-performing sales channels while optimizing low-performing ones like online websites and apps.

4. Develop Age Group-Specific Campaigns

- Insight: mid-age or older age groups contribute a significant portion of revenue.
- Recommendation: Create customized marketing strategies and policy offerings tailored to the preferences of high-contributing age groups.

5. Prepare for Seasonal Trends

- Insight: Revenue or customer acquisition fluctuates during specific months (Seen Good Performance in March).
- Recommendation: Plan for peak seasons with additional resources, marketing campaigns, and staffing, and use slow periods for operational improvements.

THANK YOU