

Codebasics Virtual Internship

SHIELD INSURANCE PROJECT

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SHIELD INSURANCE

Shield Insurance is a forward-thinking health insurance company dedicated to providing comprehensive and affordable healthcare solutions. With a strong focus on customer satisfaction, Shield Insurance offers a wide range of plans tailored to meet the diverse needs of individuals, families, and businesses. Their innovative approach includes personalized wellness programs, easy-to-use digital tools, and a vast network of top-tier healthcare providers. Committed to transparency and excellence, Shield Insurance strives to empower its members with the knowledge and resources they need to lead healthier lives.

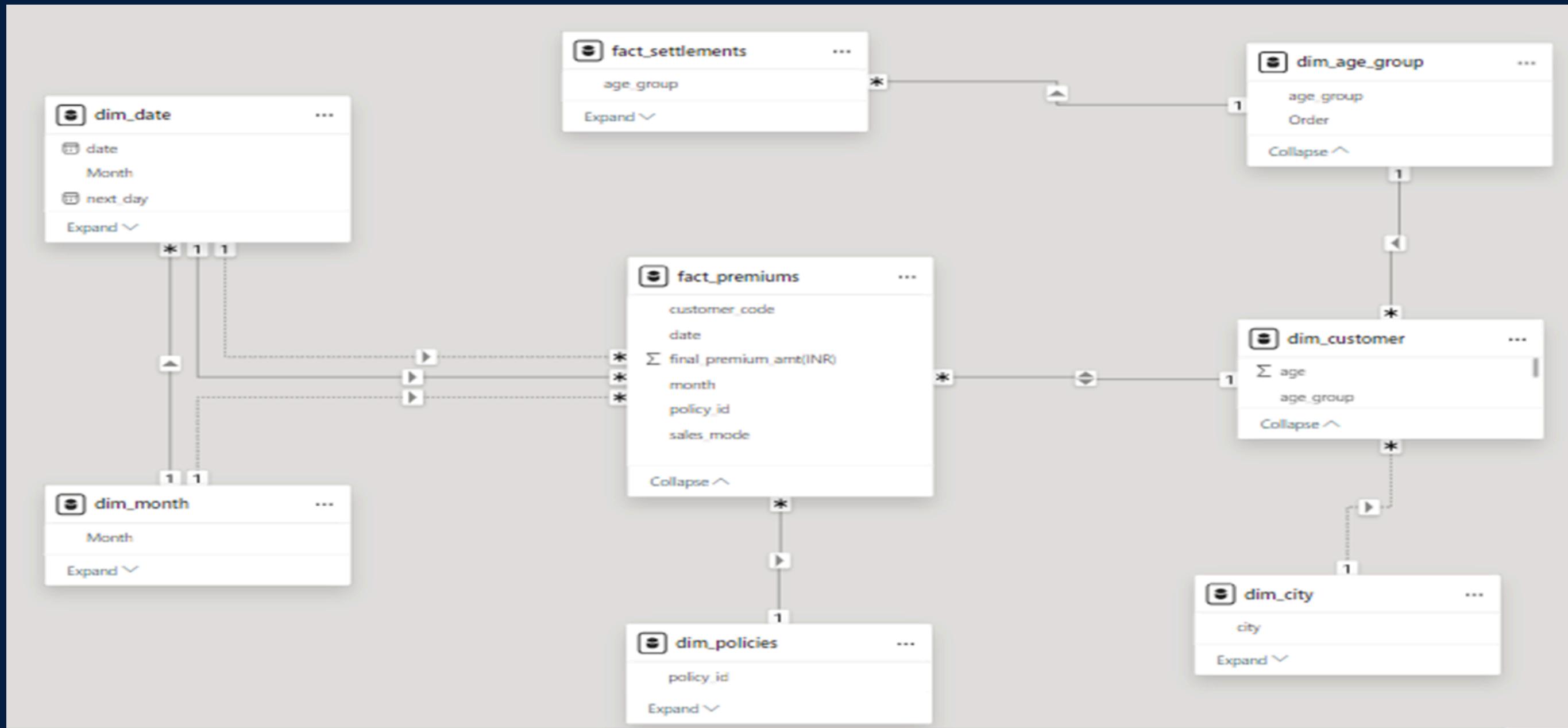
PROJECT OVERVIEW

The project aims to comprehensively analyze Shield Insurance's customer base and revenue generation. Key requirements include tracking the number of customers, total revenue, daily growth rates, and monthly policy changes. The analysis should segment customers by age group and city, with filters for sales mode, age group, city, month, and policy ID. Separate pages for sales mode and age group analysis are essential to understand customer demographics and preferences, including total customers and revenue by sales mode, and trends in sales mode and age group impacts on settlements, sales modes, and policy preferences.

META DATA

- dim_customer - Contains Information about the customers.
- dim_date - Contains the dates at daily, monthly levels and week numbers of the year.
- dim_policies - Contains all Policies data.
- fact_premiums - Contains all information about policy orders.
- fact_settlements - Contains information about policy settlements.

DATA MODEL

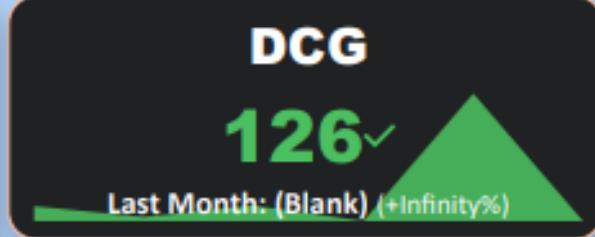
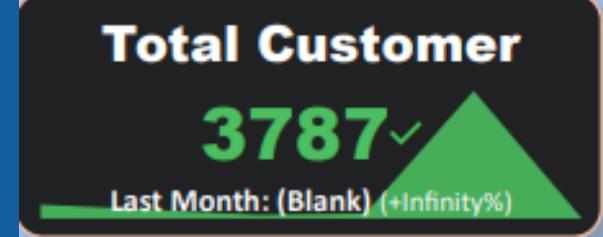


KEY METRICS

- Total Revenue - Total Revenue for Selection
- Total Customers - Total Customers for a given selection
- DRG - Daily Revenue Growth
- DCG - Daily Customer Growth
- Change% - Month over Month Change %



KPI INDICATORS



Total Revenue	Total Customers
989M 	27K 

- Total Customers are 3787 and increasing
- Daily customer Growth is by 126
- Daily Revenue Growth is by 4.39 Million
- Total Revenue is 131.69 Million
- Total Revenue overall is 989 Million
- Total Customers overall are 27 thousand

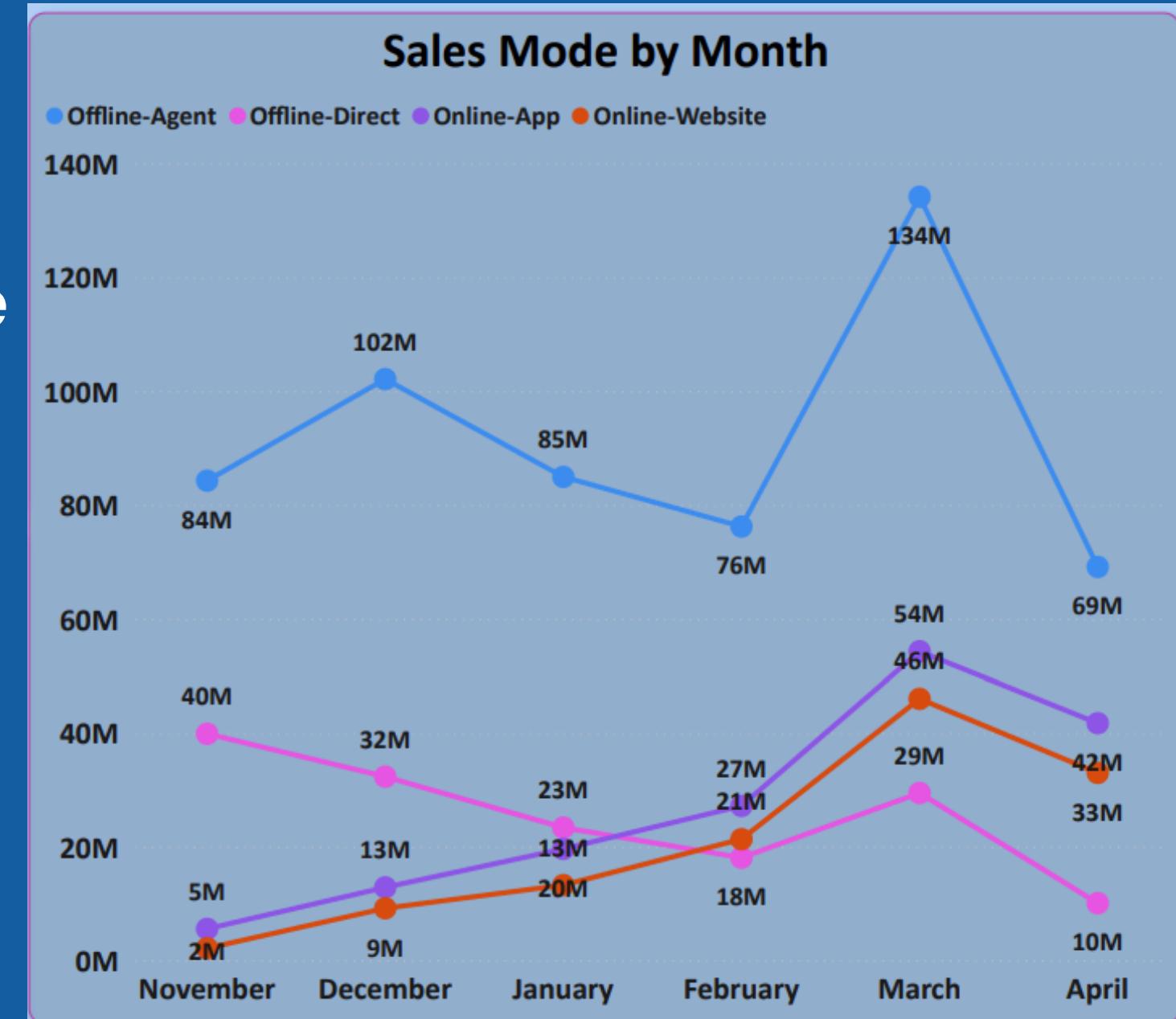
KEY INSIGHTS

- Delhi NCR- Shield Insurance dominates with the largest customer base and revenue, demonstrating a robust market presence.
- Mumbai – Boasts a solid customer base, contributing significantly to revenue, indicating promising market potential.
- Hyderabad and Chennai – Despite smaller customer numbers, they are crucial in driving overall revenue, showcasing strategic importance.

City Based Split		
City	Revenue	Customer
Delhi NCR	402M	11007
Mumbai	240M	6432
Hyderabad	161M	4340
Chennai	106M	2966
Total	989M	26841

SALES BY SALES MODE

- Offline-Agent highest sales were made in the month of March.
- Offline-Direct highest sales were made in the month of November.
- Online-App highest sales were made in the month of March.
- Online-Website highest sales were made in the month of March.

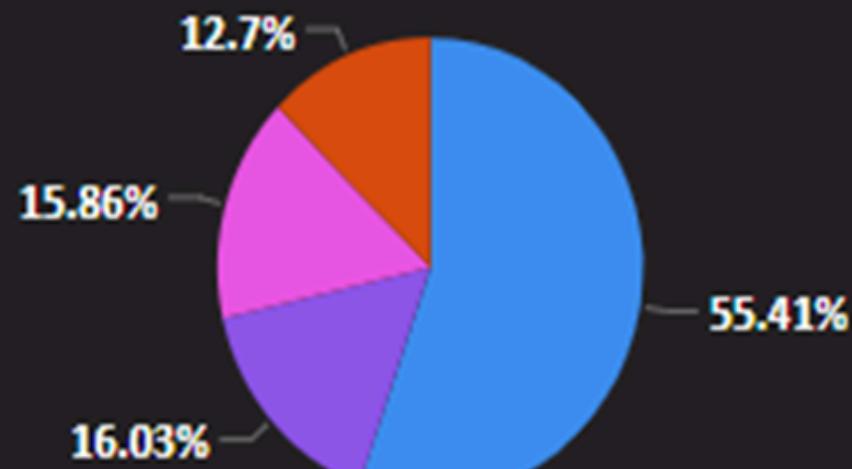


Types of sales:

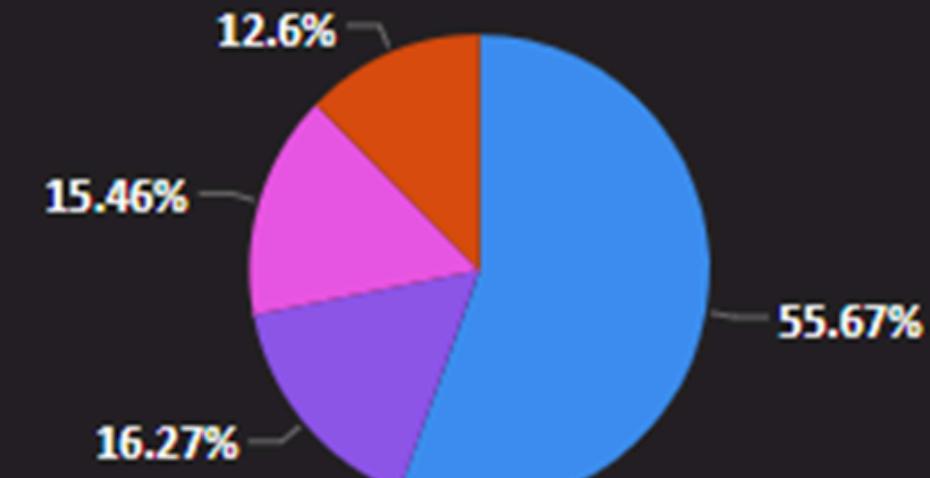
Online mode: Application or website.

Offline mode: Agent or Direct.

Customer Split By Sales Mode



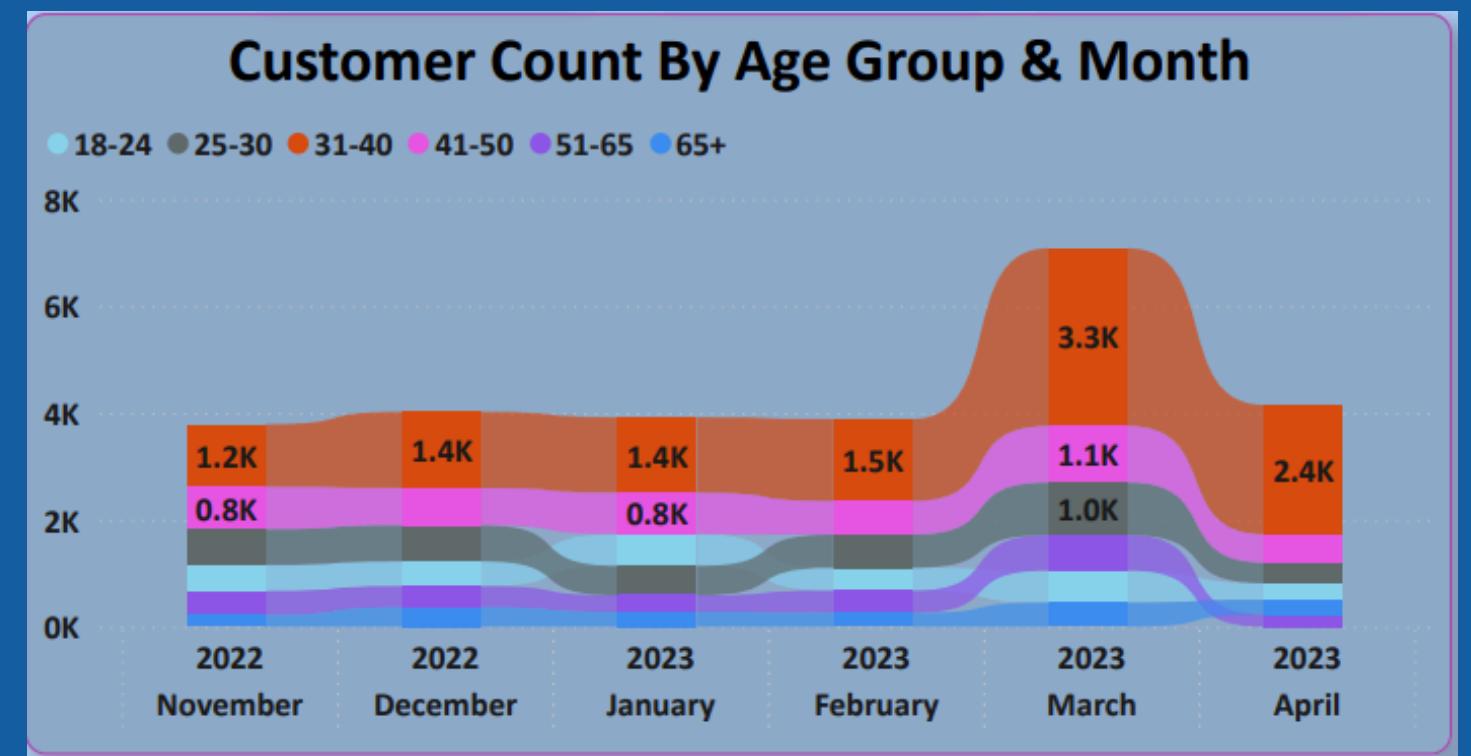
Revenue Split By Sales Mode



- Maximum revenue coming from offline agents.
- Only the Website is giving the least revenue overall.
- More incentives given to agents can increase revenue drastically.
- Need to work on the Website to attract more customers here
more advertising can help to bring customers to the landing page.

KEY INSIGHTS BY AGE GROUP

- The number of more customers are engaged from the age group 31-40 at its peak in the month of March.
- The age group 18-24 was at its peak in the month of January.
- The age group 25-30 was at its peak in the month of March
- The age group 41-50 was at its peak in the month of March.
- The age groups 51-65 and 65+ were at their peak in March and remained constant respectively.



KEY INSIGHTS BY AGE GROUP AND POLICY USERS

Policies Id	Age Group & Policies Users						Total
	18-24	25-30	31-40	41-50	51-65	65+	
POL1048HEL	52	147	650	303	222	294	1668
POL2005HEL	55	101	571	331	364	546	1968
POL3309HEL	357	587	1996	545	247	97	3829
POL4321HEL	1311	1166	1361	322	181	93	4434
POL4331HEL	584	737	1692	433	168	121	3735
POL5319HEL	158	381	1633	714	299	144	3329
POL6093HEL	129	253	1101	608	274	178	2543
POL6303HEL	144	330	1378	732	302	131	3017
POL9221HEL	86	188	915	483	404	242	2318

Policy Distribution Insights:- Policy 'POL4321HEL' commands a substantial customer base of 4,434, while 'POL2005HEL' emerges as the top revenue-generating policy, underscoring its efficacy in driving financial performance for Shield Insurance.

CODEBASICS COMMUNITY



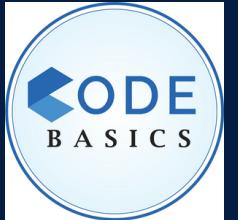
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Thank's For Watching

Kavin's Presentation

