

SHIELD iNSURANCE

Codebasics Internship Project

By Mohit Bishnoi

Shield Insurance – Codebasics Internship Project



Name

Mohit Bishnoi

Role

Data Analyst

Overview

This project is part of a virtual internship by Codebasics.

As a BootCamp students, we are provided with a 1-month virtual internship by Codebasics and this is the last and final task that we are required to submit.



Project Details

As a Data Analyst, I have to provide insights to the client who is a Business Analyst in an insurance company called Sheild Insurance.

Shield Insurance

Shield Insurance is an insurance company which sells its policies in 5 cities of India.

- Delhi NCR

- Mumbai

- Hyderabad

- Chennai

- Indore

The company offers 8 Insurance policies:

Policy ID	Premium
POL4321HEL	5000
POL4331HEL	7500
POL3309HEL	12000
POL5319HEL	16700
POL6303HEL	21500
POL6093HEL	31700
POL9221HEL	42500
POL1048HEL	76500
POL2005HEL	120000

The customer's age starts from 18 years old and above.

The company has 2 sales modes with 2 categories in each mode.

Offline Mode

- Sales Agent
- Direct Sale

Online Mode

- Application
- Website

The client wants to:

- See the revenue trend and customer acquisition trend over the months.
- See daily revenue and customer growth
- Monitor the policies' performance
- Age group segmentation
- And appropriate filters to drill down the analysis.

This needs to be presented in a recorded presentation to the client.

Solution

Interactive Dashboard



Shield Insurance LTD.



Home

Explore Key Metrics, Sales Mode, and Age Group pages for valuable insights. Track trends, analyse customer behaviour, and optimize policies for growth.



KPI Analysis

Analysis of monthly changes in key metrics like total customers, revenue, and daily growth rates offers crucial insights into performance trends.



Sales Analysis

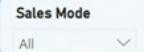
Dive into customer percentages, revenue splits, and monthly trends for a focused view of sales performance.



Age Group Analysis

Explore the impact of age groups on expected settlements, sales modes, and policy preferences on this dedicated page

KPI Analysis



mmm_yy	Total_Cx	Avg Daily Cx Grth Rate	Total_Rev	Avg Daily Rev Growth Rate
Mar_23	7081	8.46%	263.8M	10.82%
Dec_22	4020	25.57%	156.3M	29.15%
Apr_23	4149	21.44%	153.7M	24.87%
Feb_23	3885	25.50%	142.6M	32.34%
Jan_23	3919	12.38%	141.0M	7.62%
Nov_22	3787	18.28%	131.7M	21.41%



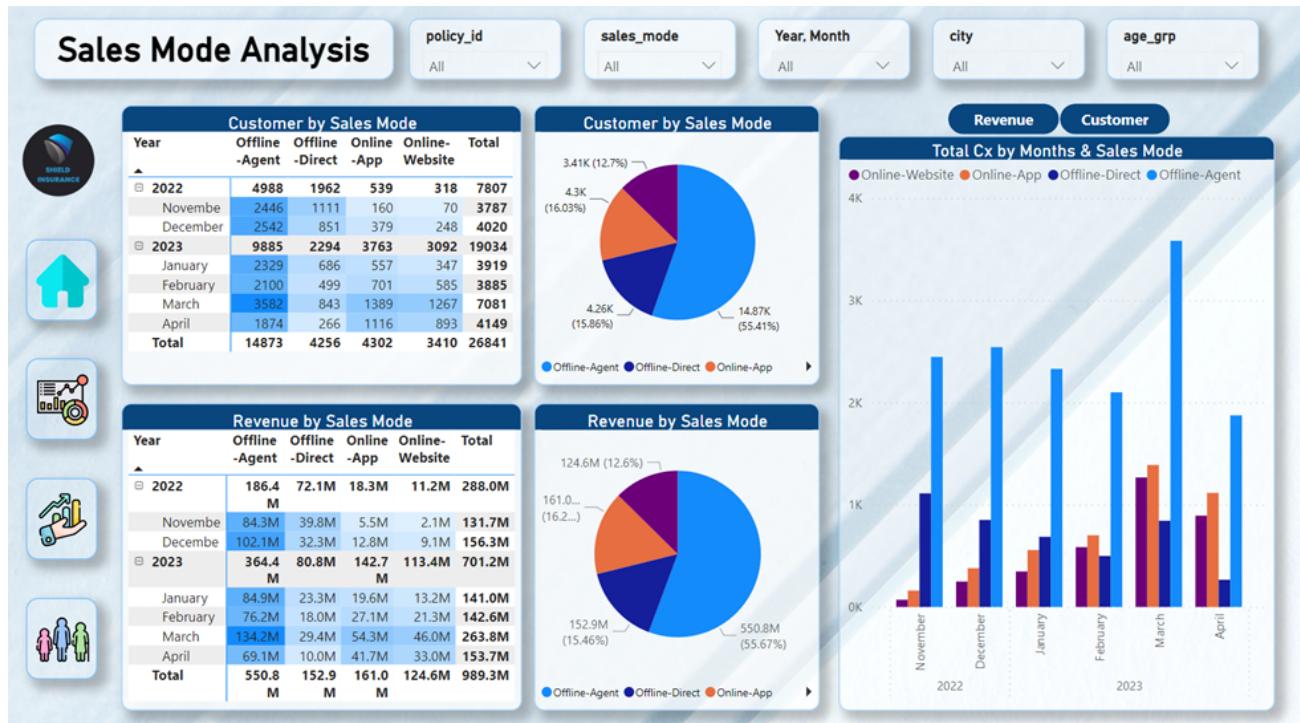
Total Customer by Date



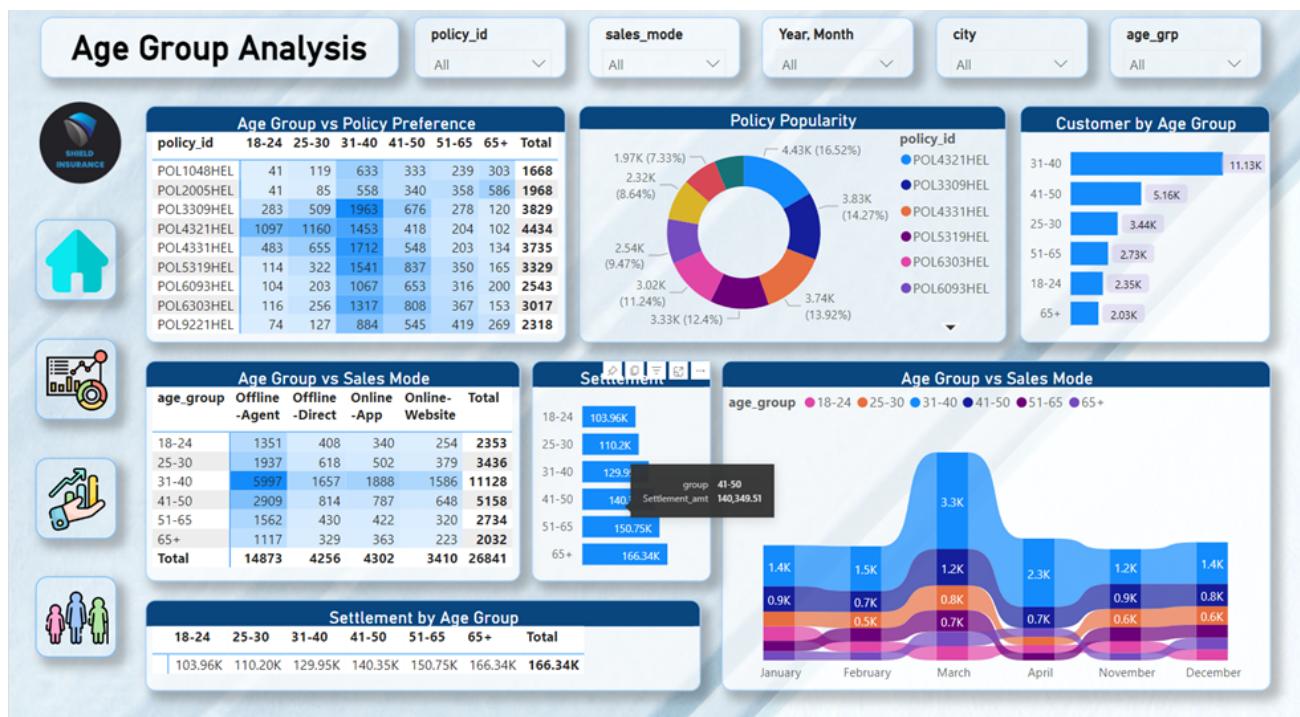
Age Group	Chennai	Delhi NCR	Hyderabad	Indore	Mumbai
18-24	264	944	390	179	576
25-30	416	1388	537	275	820
31-40	1205	4603	1816	870	2634
41-50	581	2118	858	389	1212
51-65	279	1110	420	217	708
65+	221	844	319	166	482

age_group	Chennai	Delhi NCR	Hyderabad	Indore	Mumbai
18-24	4M	13M	4M	2M	9M
25-30	7M	26M	10M	5M	15M
31-40	36M	140M	55M	29M	81M
41-50	23M	82M	36M	16M	49M
51-65	16M	63M	24M	12M	40M
65+	21M	78M	31M	17M	45M

Sales Mode Analysis



Age Group Analysis



Key Findings

After going through the data and creating the Power BI report I analyzed and found that the most profitable month for the company is **March 2023**.

March is the most successful month in terms of generating revenue and also in acquiring customers.

The total revenue generated in March is **263.8M**.

The total number of customers acquired in March is **7081**.

The possible reason can be the financial year ending in March.

In India, the financial year ends in March and this event impacts the performance of all the financial institutions and also of the sales executives.

Logic Behind Financial Year:

1. People opt for tax-saving policies in March and buying insurance is one of them.
2. Insurance agents also become very active in selling policies and hence Offline Agent sales mode has the highest number of sales.
3. The highest-selling policy is the basic one with a Rs.5000 premium. People do not think about the settlement money instead they make real-time decisions to save the tax.

Key Insights

The **highest revenue**-generating month is **March**.

The **highest customer** acquisition happened in **March**.

The **City** with the **highest** number of **customers** and highest revenue is **Delhi NCR**.

The **age group** with the highest **revenue** and highest number of **customers** is **31-40 years**.

The most **successful** sales **mode** for revenue and customer acquisition is the **Offline-Agent** mode.

The highest settlement expected is by the age group of **65 and above**.

The top-selling Policy is **POL4321HL** with a Base Premium of **Rs.5000**.

Interesting Insights

Even though Offline-Agents are most successful mode but **Online** modes are becoming really popular.

Tools Used:

1. Ms Excel
2. Power BI
3. Power Query
4. Canva
5. Power Point
6. OBS for Recording

Thank You!