SHEILD INSURANCE

SHIELD INSURANCE

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SHIELD INSURANCE

- A trusted provider of diverse insurance solutions for all age groups.
- Offers plans tailored to suit individual needs, from young adults to senior citizens.
- Focuses on making insurance affordable, flexible, and easy to access.
- Aims to provide customers with security and peace of mind.
- Believes in delivering the right policy for every stage of life, not just any policy.

SHIELD INSURANCE

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# Locations and service channels

SHIELD INSURANCE

Shield Insurance has firmly established its footprint in major urban hubs across India, Their presence spans across:

🏙️ Mumbai
🏢 Delhi NCR
🛕 Chennai
🌆 Hyderabad
🏰 Indore

To enhance accessibility and customer convenience, Shield Insurance adopts a seamless omni-channel strategy through multiple platforms:

Offline
{
Offline-Agent

Offline-Direct

Online
{
Online-App

Online-website
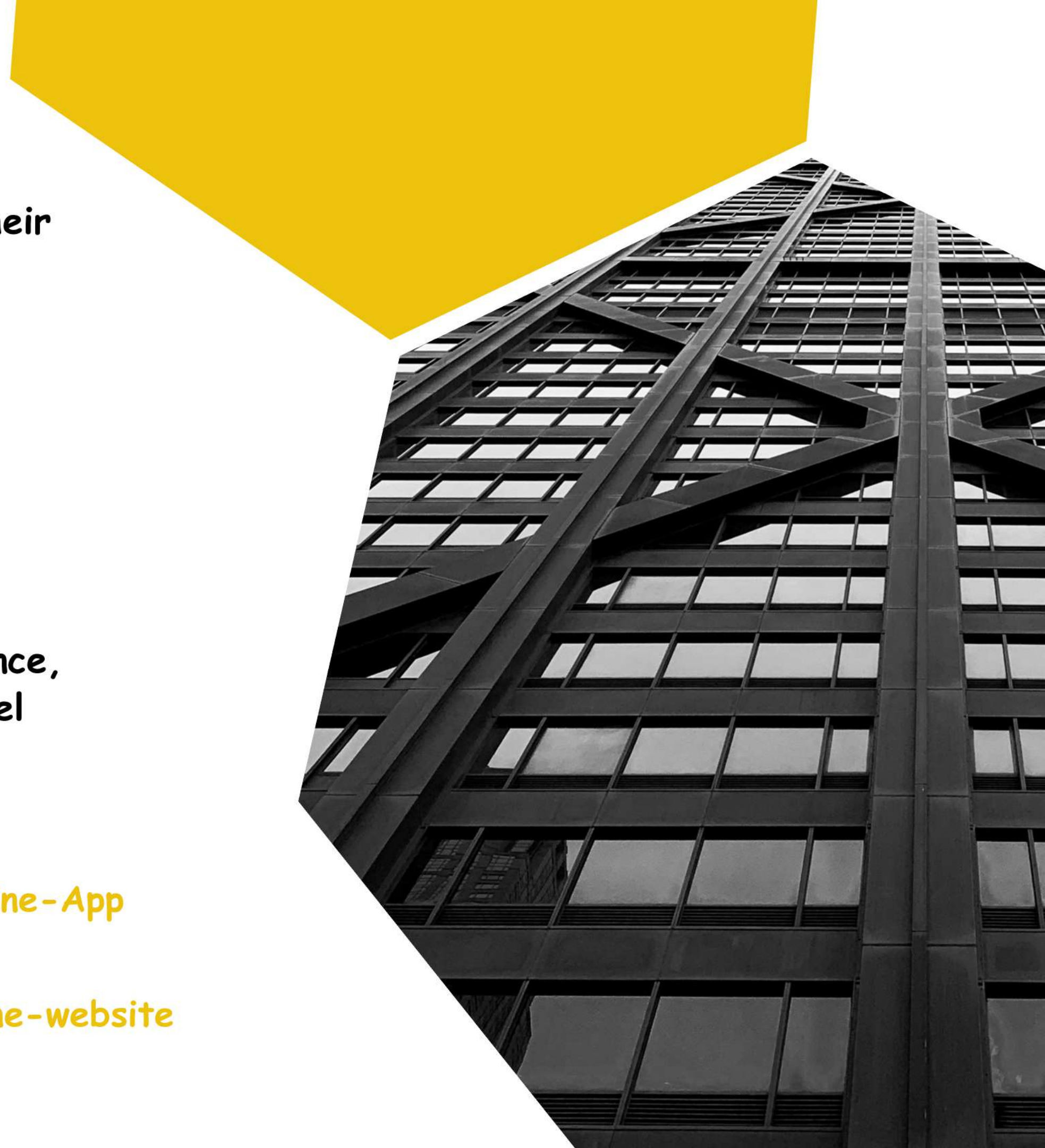
Shield Insurance's pilot initiative represents a valuable opportunity to enhance their ability to make informed, data-backed decisions. Here's its significance:

SHIELD INSURANCE

Purpose Behind the Pilot Initiative

- This pilot functions as a preliminary step to assess the potential for a future partnership with AtliQ Technologies.
- It will allow us to gauge our effectiveness and operational strengths in meeting their expectations and performance benchmarks.

Long-Term Value and Strategic Impact

- The success of this pilot will influence the decision on whether a full-scale collaboration is viable, shaping the direction of any long-term engagement.
- If it proves effective, it could open the door to a broader, more impactful, and sustainable business relationship.

04 Data Sets

I have created Dashboard and generated insights by using the following data sets
1. dim_customer.csv
2. dim_date.csv
3. dim_policies.csv
4. fact_premiums.csv
5. fact_settlements.csv

Column Description for dim_customer:

1. customer_code: Unique code is given to each customer
2. dob: Customer's date of birth
3. city: It is the city where the customer is present

Column Description for dim_date:
1. date: date at the daily level
2. mmm_yy: date at the monthly level
3. day_type: weekday (Sunday, Monday, etc.)
3. week_no: week number of the year as per the date column

Column Description for dim_policies:

policy_id: unique ID for a particular policy

base_cover: base cover amount for that particular policy

base_premium_amt(INR): The premium amount that the customer has to pay to get the policy

Column Description for fact_premiums:

1. date: Date on which the policy is sold

2. customer_code: Unique code is given to each customer

3. Policy_id: Unique ID for each policy

4. sales_mode: mode of the sales (Offline-Agent, Offline-Direct, Online-App, Online-Website)

5. final_premium_amt(INR): The premium amount that is paid for that policy by the customer
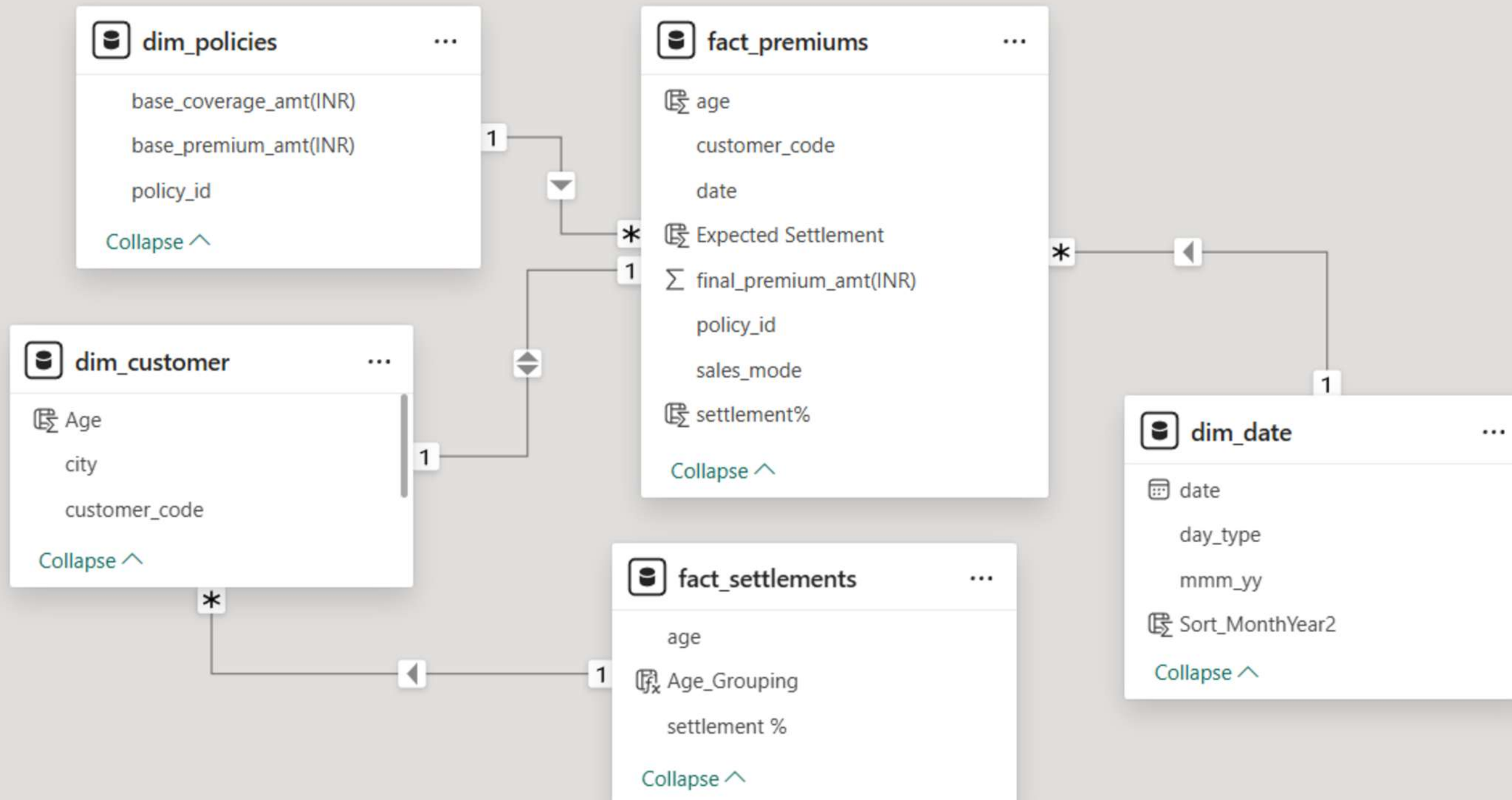
Column Description for fact_settlements:

This table contains information about policy settlement

1. age: Age of the policyholder

2. settlement% : Percent of policy settlements happend for this age

Data Modeling

Dashboard Insights

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1.General Analysis

Gain a comprehensive view by tracking key performance indicators (KPIs) like monthly customer trends, revenue patterns, and insights based on age groups and customer segmentation.

2.Sales-mode Analysis

Discover how different sales modes impact both revenue and customer count. Explore trends and patterns to identify which mode drives the most value.

3.Age-Group Analysis

Uncover valuable behavioral insights by analyzing customer preferences across age groups, including policy inclinations and estimated settlement amounts.

General Analysis

Total Customers	Total_Revenue	DRG	DCG
26.84K	**989.3M**	**5.47M**	**148.29**
Last_month-> Not available	Last_month-> Not available	Last_month-> Not available	Last_month-> Not available
chg%-> Not available	chg%-> Not available	chg%-> Not Available	chg%-> Not Available

Revenue and Customer Distribution by City and Age Group

Revenue growth trend by month

Show Customer

city	Age_Grouping	Total_Revenue	Total Customers
Chennai	18-24	3.6M	254
Chennai	25-30	5.6M	337
Chennai	31-40	32.4M	1140
Chennai	41-50	25.4M	672
Chennai	51-65	17.2M	322
Chennai	65+	22.1M	241
Delhi NCR	18-24	12.1M	896
Delhi NCR	25-30	21.5M	1120
Delhi NCR	31-40	128.2M	4361
Delhi NCR	41-50	90.0M	2469
Delhi NCR	51-65	67.1M	1241
Delhi NCR	65+	82.6M	920
Hyderabad	18-24	4.4M	378
Hyderabad	25-30	7.1M	431
Total		989.3M	26841

Revenue growth trend by month (Nov 2022 – Apr 2023), y-axis 100M to 300M
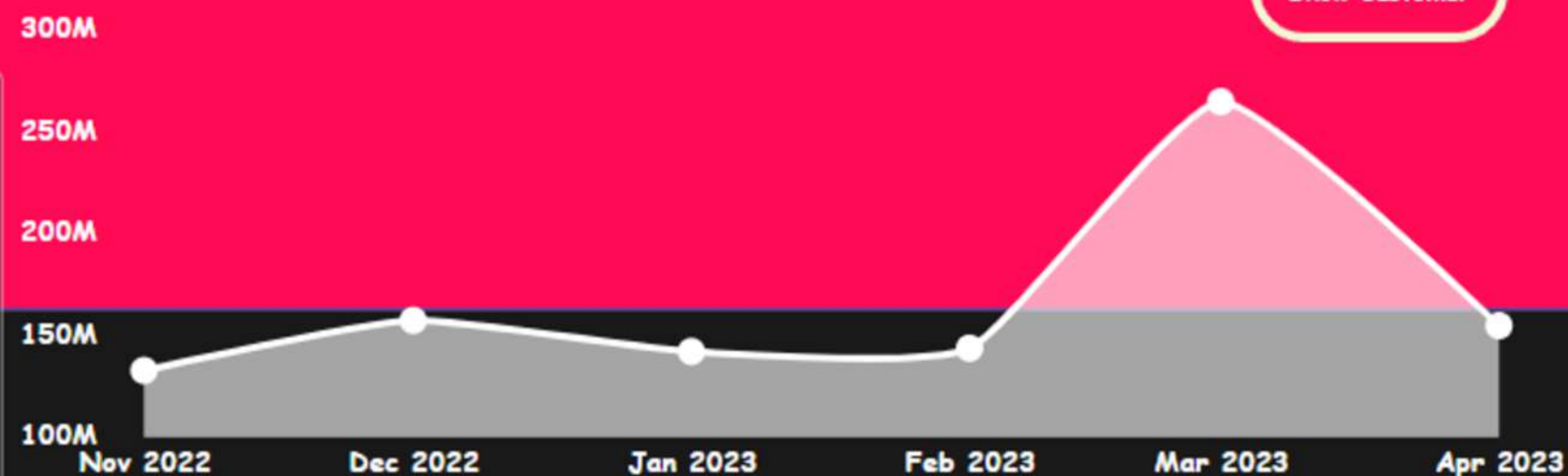
Revenue and Customer Distribution by Age Group

Age_Grouping	Total_Revenue	Total Customers
31-40	311.1M	10460
41-50	226.5M	6031
65+	203.9M	2235
51-65	165.6M	3077
25-30	51.3M	2799
18-24	30.7M	2239
Total	989.3M	26841

Revenue and Customer Distribution by City

city	Total_Revenue	Total Customers
Delhi NCR	401.6M	11007
Mumbai	239.5M	6432
Hyderabad	160.5M	4340
Chennai	106.3M	2966
Indore	81.3M	2096
Total	989.3M	26841

sales_mode
All

Age_Grouping
All

city
All

Month,Year
All

policy_id
All

Abbreviations-> DRG-Daily Revenue Growth,DCG-Daily Customer Growth

General Analysis

January_23

Total Customers	Total_Revenue	DRG	DCG
3.92K	141.0M	4.55M	126.42
Last_month-> 4.02K	Last_month-> 156.32M	Last_month-> 5.04M	Last_month-> 129.68
chg%-> -2.51%	chg%-> -9.79%	chg%-> -9.79%	chg%-> -2.51%

Apirl_23

Total Customers	Total_Revenue	DRG	DCG
4.15K	153.7M	5.12M	138.30
Last_month-> 7.08K	Last_month-> 263.84M	Last_month-> 8.51M	Last_month-> 228.42
chg%-> -41.41%	chg%-> -41.73%	chg%-> -39.78%	chg%-> -39.45%
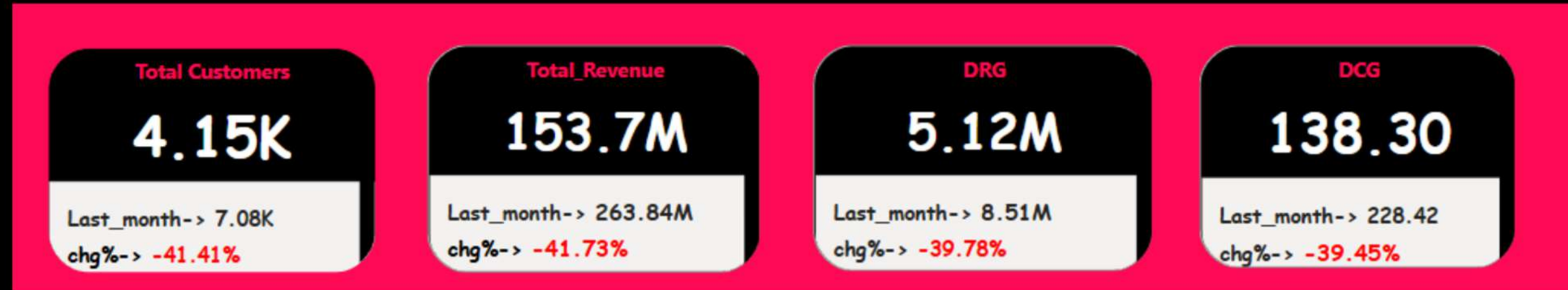
Possible Reasons Behind It:

1.People may be cutting costs due to the economy.

2.Less marketing or promotions, so fewer new customers joined.

3.Some internal issues, like delays or poor service, could have turned people away.

4.It's also possible that this time of year is usually slower for insurance (seasonal dip).
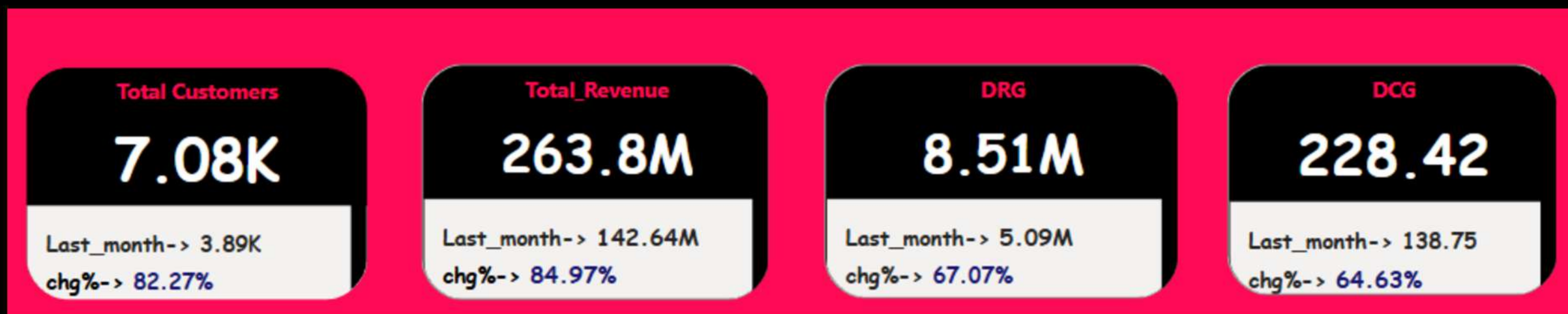
General Analysis

December_22

Total Customers	Total_Revenue	DRG	DCG
4.02K	156.3M	5.04M	129.68
Last_month-> 3.79K	Last_month-> 131.69M	Last_month-> 4.39M	Last_month-> 126.23
chg%-> 6.15%	chg%-> 18.71%	chg%-> 14.88%	chg%-> 2.73%

February_23

Total Customers	Total_Revenue	DRG	DCG
3.89K	142.6M	5.09M	138.75
Last_month-> 3.92K	Last_month-> 141.02M	Last_month-> 4.55M	Last_month-> 126.42
chg%-> -0.87%	chg%-> 1.15%	chg%-> 11.99%	chg%-> 9.75%

March_23

Total Customers	Total_Revenue	DRG	DCG
7.08K	263.8M	8.51M	228.42
Last_month-> 3.89K	Last_month-> 142.64M	Last_month-> 5.09M	Last_month-> 138.75
chg%-> 82.27%	chg%-> 84.97%	chg%-> 67.07%	chg%-> 64.63%

December 2022 – Gradual Growth
- Likely due to:
  a. Year-end push – people often renew or buy policies before year-end.
  b. Promotions or offers that are common in December.
  c. Business teams trying to hit year-end targets.

February 2023 – Stable with Small Recovery
Likely due to:
  a. Some new policies activated, even if not many new customers.
  b. Better engagement from existing customers.

March 2023 – Massive Spike
Likely due to:
  a. End-of-quarter or end-of-financial-year push.
  b. Bulk sales or partnerships (e.g. corporate clients, renewals).
  c. Strong marketing campaigns or discounts.
  d. Could include short-term policies or group insurance deals.

Sales Analysis

Total Customers Percentage split by Sales mode

Sales mode	Percentage
Offline-Agent	55.4%
Online-App	16.0%
Offline-Direct	15.9%
Online-Website	12.7%

0% 20% 40% 60%

Revenue Trend by Sales mode

● Offline-Agent ● Offline-Direct ● Online-App ● Online-Website

Show Customer

250M
200M
150M
100M
50M
0M

134M
102M 85M 76M 54M 69M
84M
54M
42M
32M 23M 27M 46M 33M
40M
20M 21M 29M
13M 18M
9M 13M 10M

Nov_22 Dec_22 Jan_23 Feb_23 Mar_23 Apr_23

Total revenue percentage split by Sales mode

12.6%

15.5%

16.3%

55.7%

sales_mode
● Offline-Agent
● Online-App
● Offline-Direct
● Online-Website

sales_mode
All

Age_Grouping
All

city
All

Month,Year
All
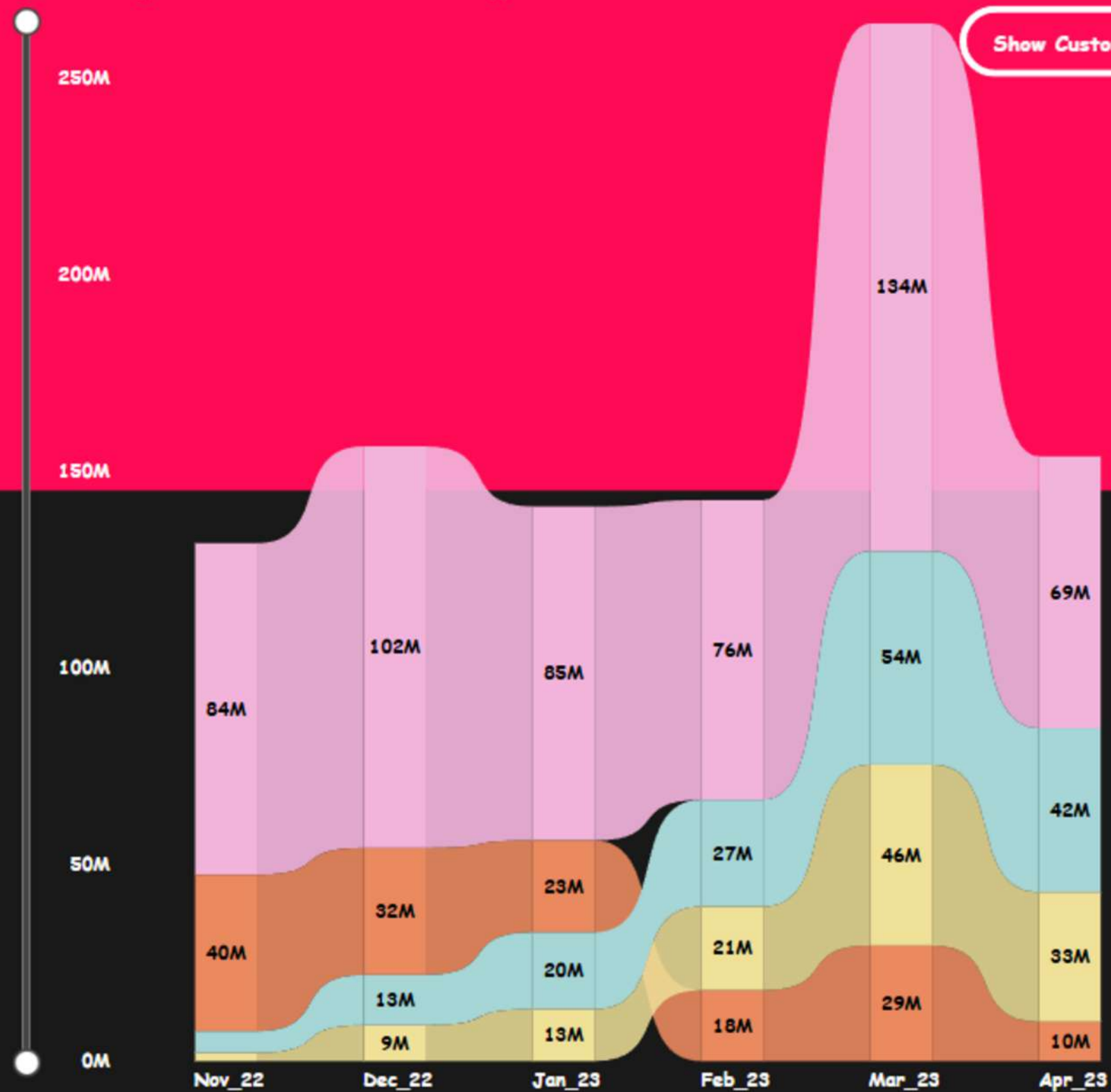
policy_id
All

Age-Group Analysis

Number of Customers by month

Age-Group

Age_Group ●18-24 ●25-30 ●31-40 ●41-50 ●51-65 ●65+

- 7.1K
- 3.8K
- 4.0K
- 3.9K
- 3.9K
- 4.1K

8K / 6K / 4K / 2K

Nov_22 — Dec_22 — Jan_23 — Feb_23 — Mar_23 — Apr_23
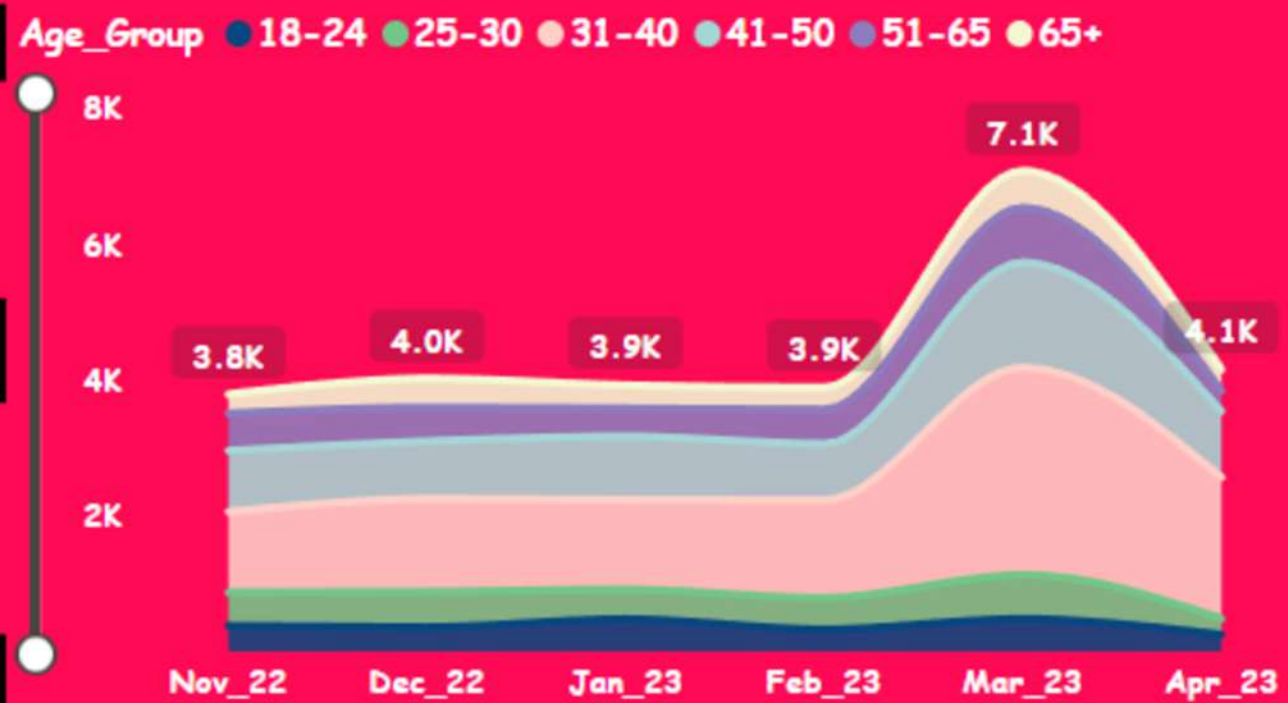
Age-Group vs Policy Preference

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	3.15M	7.58M	54.27M	36.30M	28.04M	38.50M	167.86M
POL2005HEL	4.82M	9.49M	71.82M	58.35M	62.28M	117.49M	324.26M
POL3309HEL	3.40M	5.10M	26.26M	13.12M	5.34M	2.69M	55.92M
POL4321HEL	5.36M	5.10M	8.92M	3.54M	1.66M	0.88M	25.47M
POL4331HEL	3.51M	4.44M	14.65M	6.62M	2.54M	1.74M	33.50M
POL5319HEL	1.87M	4.53M	28.15M	20.41M	9.95M	4.69M	69.60M
POL6093HEL	3.10M	5.58M	36.55M	29.63M	16.44M	11.24M	102.55M
POL6303HEL	2.44M	4.80M	30.89M	24.96M	12.68M	5.99M	81.76M
POL9221HEL	3.09M	4.69M	39.61M	33.60M	26.67M	20.68M	128.33M
Total	30.74M	51.31M	311.13M	226.53M	165.62M	203.92M	989.25M

Age-Group vs Expected Settlements

- $169M
- $137M
- $146M
- $108M
- $24M
- $12M

$150M / $100M / $50M / $0M

18-24 — 25-30 — 31-40 — 41-50 — 51-65 — 65+

Age-Group vs Sales mode

sales_mode ●Offline-Agent ●Offline-Direct ●Online-App ●Online-Website

Age	Value
31-40	311M
41-50	227M
65+	204M
51-65	166M
25-30	51M
18-24	31M

0M — 50M — 100M — 150M — 200M — 250M — 300M

Filters

sales_mode
All

Age_Grouping
All

city
All

Month,Year
All

policy_id
All
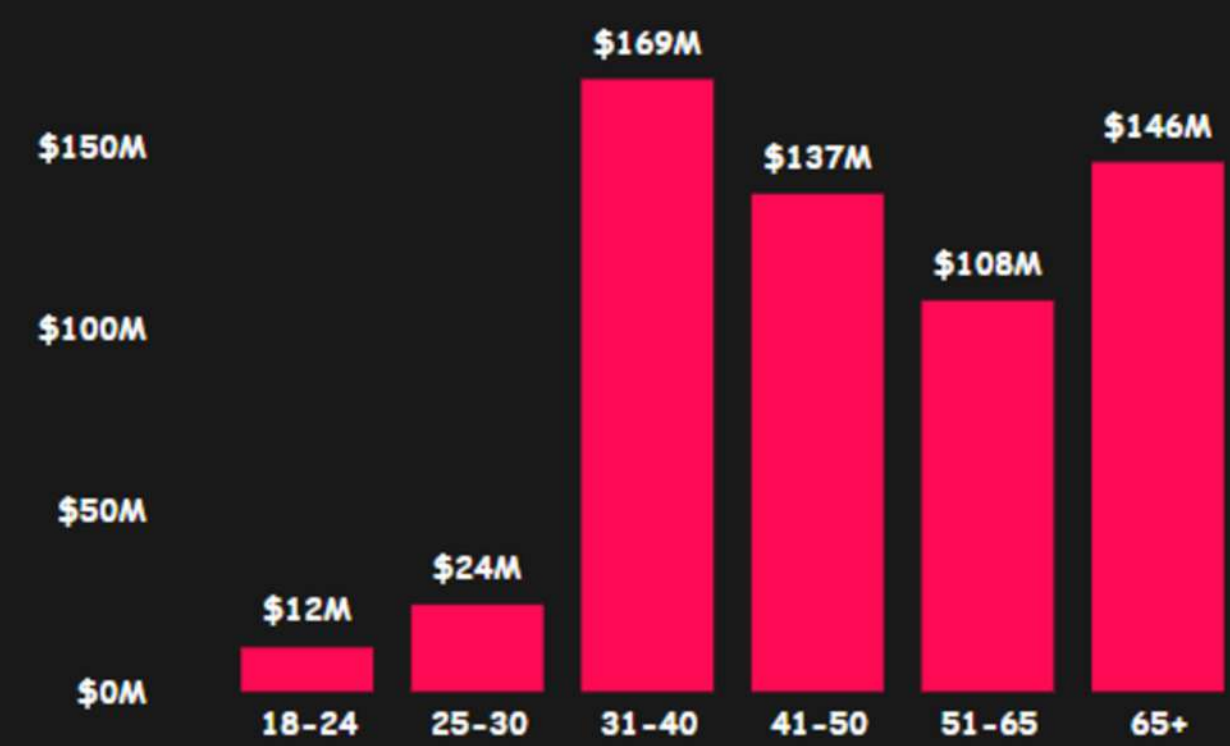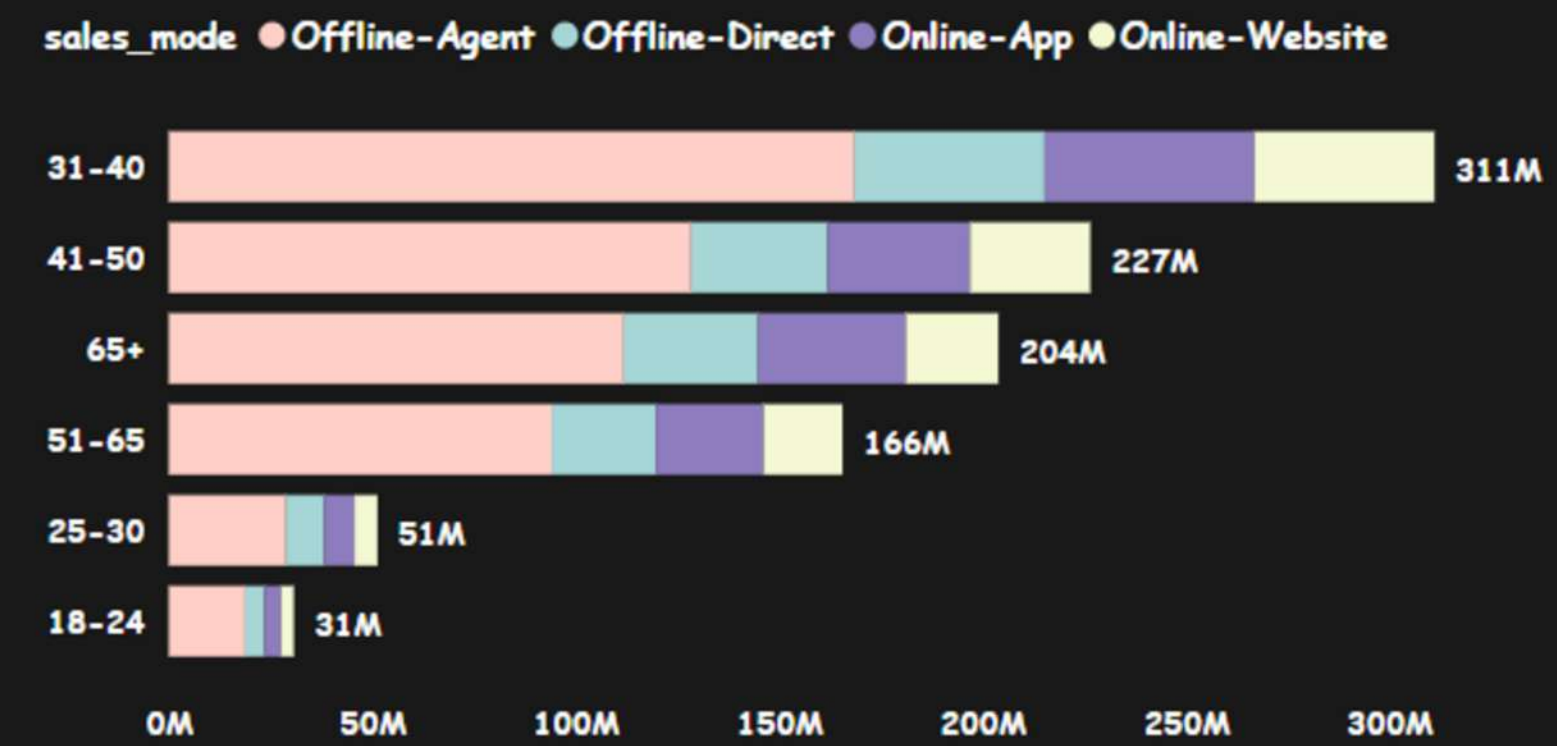
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Key Recommendations

Focus on High-Earning Age Groups

- Prioritize marketing for 31-40
- (Top revenue: $166.7M) and 65+ (Strong second: $145.2M).
- Customize plans to retain these top contributors.

Adopt a City-Based Strategy

- Delhi NCR, Mumbai & Hyderabad: Maximize revenue with retention efforts.
- Indore & Chennai: Tap into growth potential with more engagement.

Boost Sales Channel Performance

- Offline Agents = Volume kings (14,873 customers). Enhance with training/incentives.
- Online modes lagging: Push digital ads & user-friendly platforms.

Promote Strong Policies

- Highlight top performers: POL2005HEL & POL1048HEL.
- Rework low performers (like POL4321HEL) for better traction

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