



SHIELD INSURANCE ANALYSIS

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ABOUT SHIELD INSURANCE

- Shield Insurance was established to deliver comprehensive and innovative insurance solutions for individuals, families, and businesses.
- Shield Insurance operates sales offices in key cities, including Delhi NCR, Indore, Chennai, Mumbai, and Hyderabad.
- They offer a wide range of policies to meet customer demands through both online platforms like their website and mobile app, as well as through offline channels, including agents and direct services.

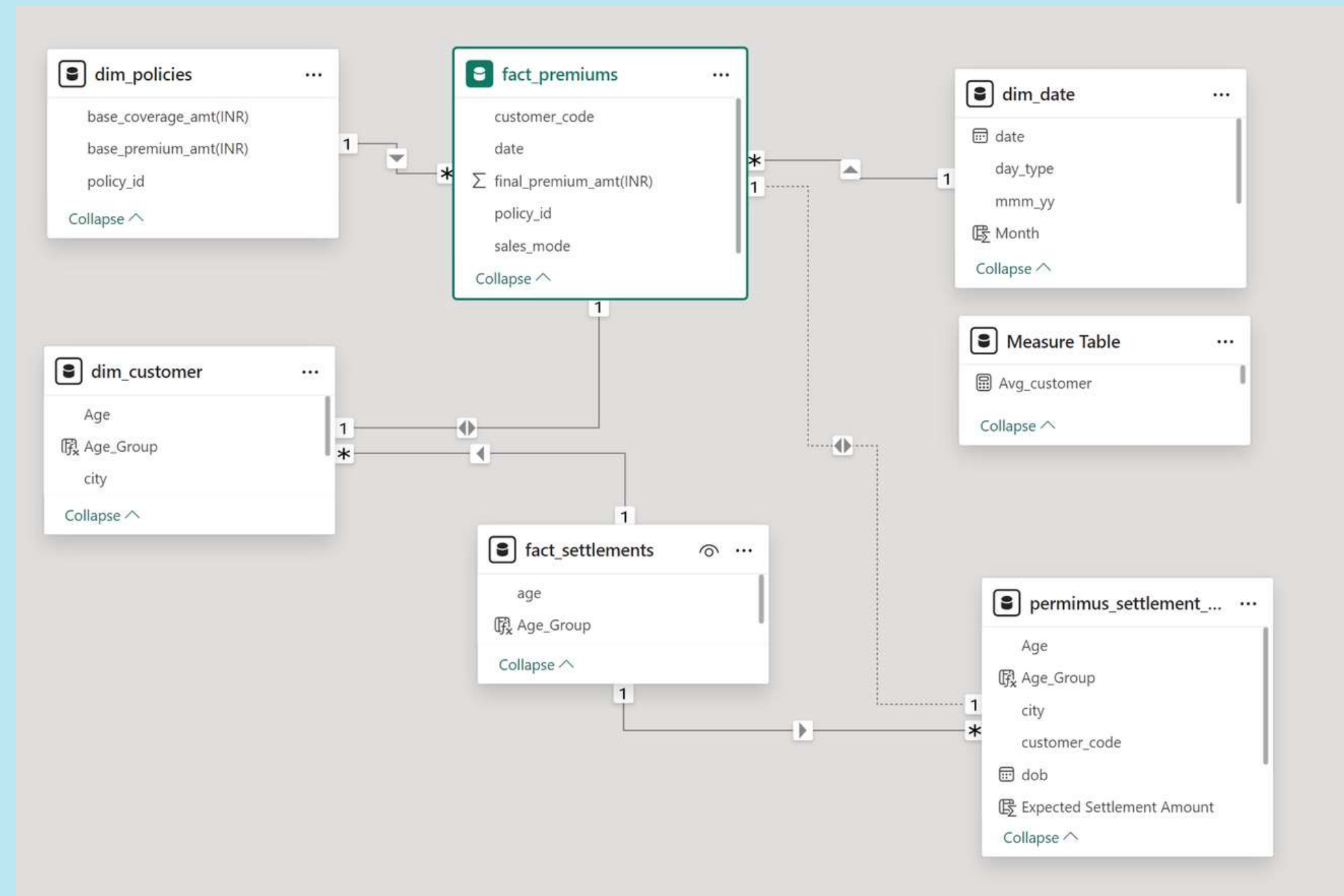


OBJECTIVE

- Determining the total customer count and tracking the overall revenue generated. Monitoring the daily growth rates of both customers and revenue.
- Evaluating month-over-month policy changes to detect trends and pinpoint areas for improvement.
- Creating visual representations to assess trends in customer and revenue growth over time.
- Examining customer demographics based on sales mode to gain insights into preferences and behaviors. Evaluating the influence of age groups on expected settlements, sales mode preferences, and policy selections.

DATASET AND DATA MODELING

- Data is available in CSV format from November 2022 to April 2023.
- The dataset includes two fact tables and four dimension tables.
- Common columns across the tables were used to build a data model.



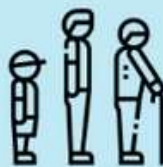
SHIELD INSURANCE DASHBOARD

- General View
- Sales Mode Analysis
- Age Group Analysis



Click on the item above
to drill into the analysis

GENERAL VIEW



General View

City

All

Month

All

Age_Group

All

sales_mode

All

policy_id

All

Revenue



Customer

Total Revenue

₹ 156.32M✓

LM: 131.69M (+18.71%)

Total Customer

4020✓

LM: 3787 (+6.15%)

DRGR

5.04M✓

LM: 4.39M (+14.88%)

DCGR

129.68✓

LM: 126.23 (+2.73%)

Customer Monthly Trend



City Wise Split

City	Total Customer	Total Revenue
Mumbai	6432	₹ 239.5M
Indore	2096	₹ 81.3M
Hyderabad	4340	₹ 160.5M
Delhi NCR	11007	₹ 401.6M
Chennai	2966	₹ 106.3M

Age Group Wise Split

Age Group	Total Customer	Total Revenue
18-24	2179	₹ 29.9M
25-30	3374	₹ 60.7M
31-40	10877	₹ 331.7M
41-50	5480	₹ 213.5M
51-65	2822	₹ 156.9M
Above 65	2109	₹ 196.5M

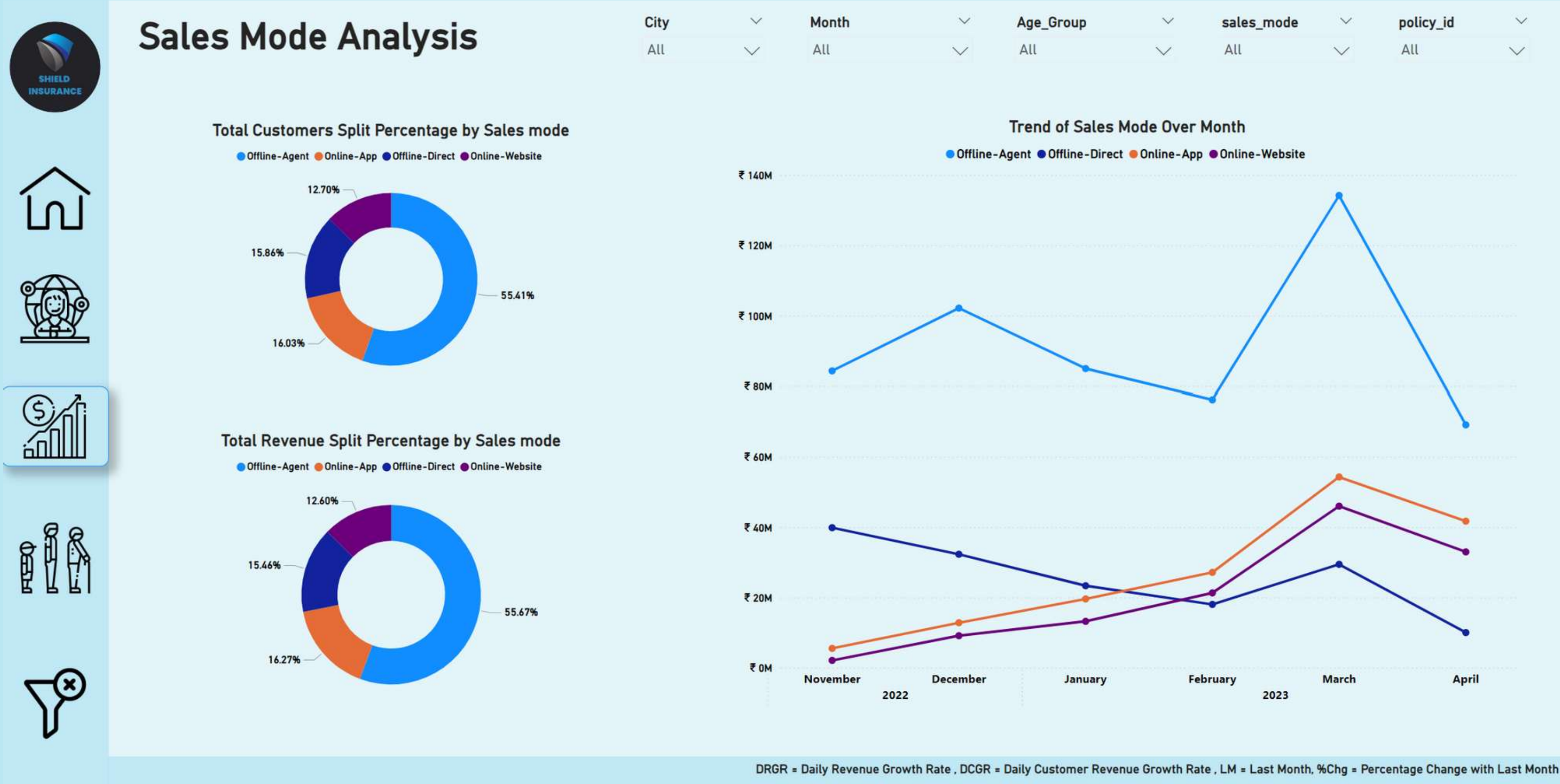
Customer Segmentation

City	Age Group	Total Revenue	Total Customer
Indore	18-24	₹ 2.1M	161
Chennai	18-24	₹ 3.5M	247
Hyderabad	18-24	₹ 4.3M	366
Indore	25-30	₹ 5.3M	272
Chennai	25-30	₹ 6.5M	408
Mumbai	18-24	₹ 8.2M	529
Hyderabad	25-30	₹ 8.7M	521
Delhi NCR	18-24	₹ 11.9M	876
Indore	51-65	₹ 12.8M	235
Mumbai	25-30	₹ 14.8M	814
Indore	41-50	₹ 16.2M	409
Chennai	51-65	₹ 16.5M	296
Indore	Above 65	₹ 16.9M	170
Chennai	Above 65	₹ 21.1M	228

KEY INSIGHTS

- March 2023 was the peak month for both revenue generation and customer acquisition.
- Individuals aged 31-40 were the largest contributors to revenue and customer onboarding in March.
- The significant increase in revenue and customer acquisition in March is attributed to tax harvesting and tax-saving strategies, typical at the end of the financial year.
- Over the six-month period, Delhi NCR topped the charts with a total revenue of INR 4.86 million and 1,643 customers

SALES MODE ANALYSIS



KEY INSIGHTS

- Offline agents contribute the most, accounting for approximately 55% of both revenue generation and customer acquisition.
- There has been an increase in business through online platforms starting from February 2023.
- The overall trend for the online website and application is upward.
- In contrast, both offline direct and offline agent channels are experiencing a downward trend.

AGE GROUP ANALYSIS



Age Group Analysis

City

All

Year, Month

All

Age_Group

All

sales_mode

All

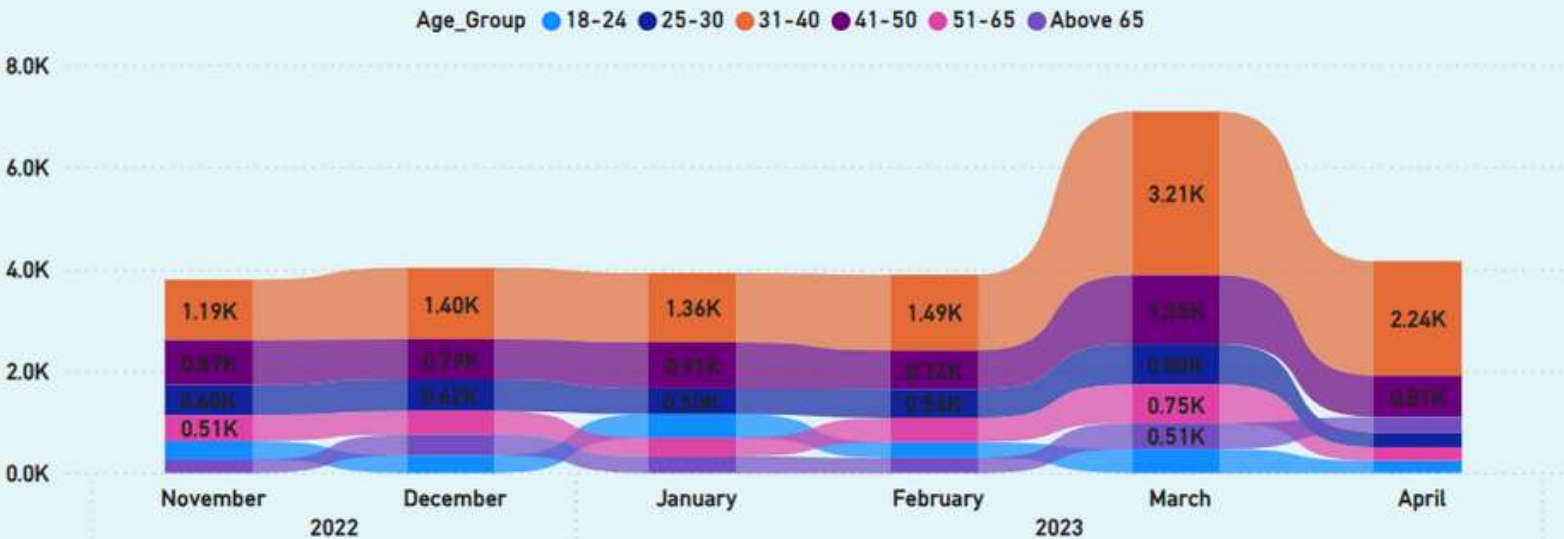
policy_id

All

Expected Settlement Amount by Age_Group



Trend of Customer Count Over Month and Age Group



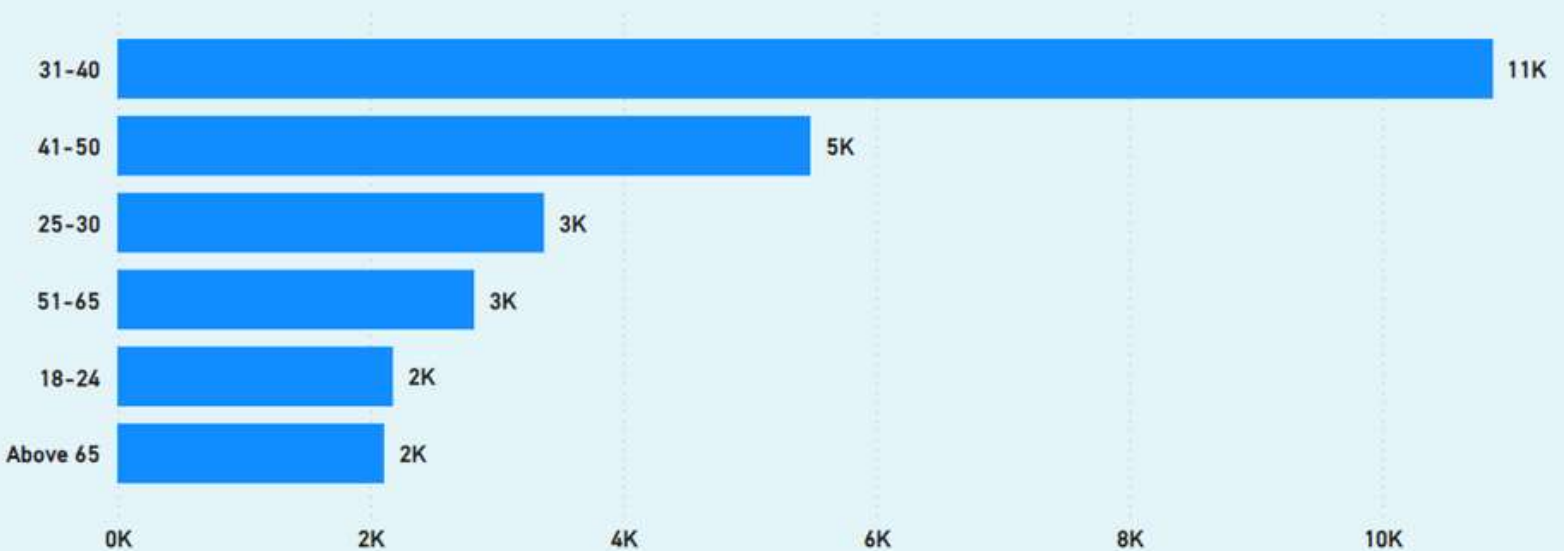
Age Group Distribution by Sales Mode / Policy

sales_mode

policy_id

sales_mode	18-24	25-30	31-40	41-50	51-65	Above 65
Offline-Agent	1245	1903	5862	3095	1608	1160
Offline-Direct	383	609	1620	861	439	344
Online-App	313	487	1854	830	441	377
Online-Website	238	375	1541	694	334	228
Total	2179	3374	10877	5480	2822	2109

Total Customers Split by Age Group



KEY INSIGHTS

- The policy ID "POL4321HEL" has attracted 4,434 customers, largely due to its premium of just 5,000 INR.
- The 31-40 age group consistently represents the most frequent and highest revenue-generating customer base across all plans.
- The expected settlement percentage is approximately 74% for individuals aged 65 and older, compared to around 37% for those aged 18 to 24.

RECOMMENDATION AND STRATEGIES

- **Enhance Online Presence:** Given the growing trend in online business since February 2023, prioritize further investment and expansion in online platforms.
- **Targeted Marketing Initiatives:** Utilize insights into the 31-40 age group's significant contribution to revenue and customer base by crafting targeted marketing campaigns aimed at this demographic to boost acquisition and retention.
- **Optimize Offline Agent Performance:** Despite the increase in online business, maintain support for offline agents who remain key contributors. Invest in their training and provide tools to enhance their sales effectiveness.
- **Data-Driven Strategy:** Invest in data analytics to gain deeper insights into customer behavior and preferences. Employ predictive analytics to forecast customer needs and adjust offerings accordingly.
- **Product Innovation:** Regularly update insurance products to align with changing customer needs. Explore customizable plans or bundled options tailored to specific customer segments.

Thank You