SHIELD INSURANCE

Your Security,
Our Priority

"

✓ Serving 5 major cities with comprehensive coverage.

✓ Tailored plans for individuals aged 18 to 65 and beyond.

✓ Proudly protecting over 27,000 satisfied customers.

Problem Statement

Shield Insurance wants to understand its customer base and revenue generation by analyzing metrics such as customer count, revenue growth, and trends.
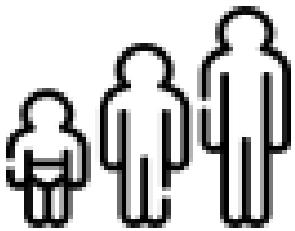
Key challenges :
- ➢ Tracking daily growth rates,
- ➢ Identifying monthly policy trends,
- ➢ Segmenting customers by age and city, and
- ➢ Evaluating sales mode and age group impacts on revenue and policy preferences.

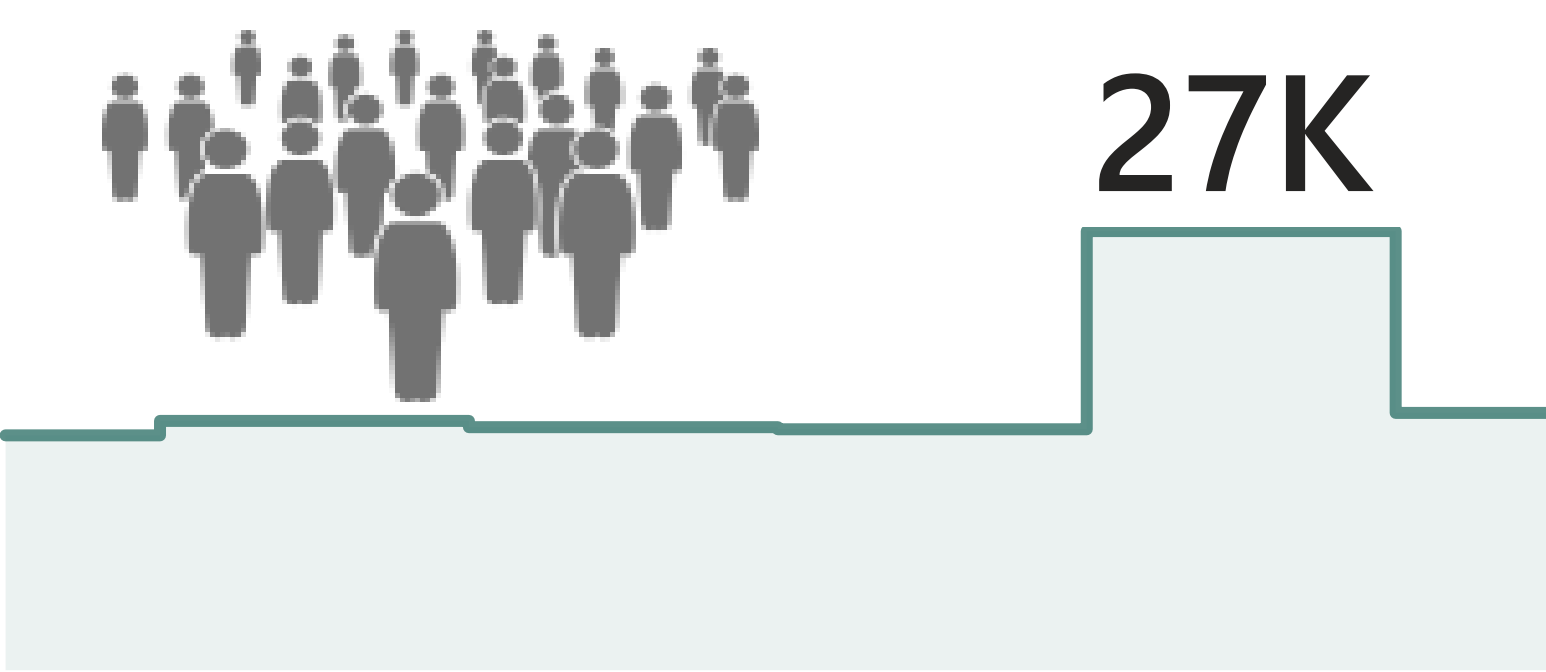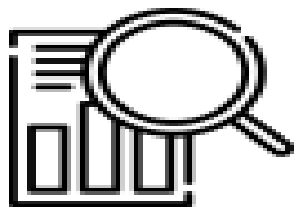This analysis will guide strategic decisions and improve operational efficiency.

General Overview

Let's see current statistic performance

Summary | Insights

0 | Filters

Overall Revenue

₹ 989.25M

-

Than last month

Overall Customers

27K

-

Than last month

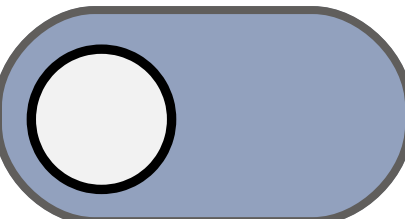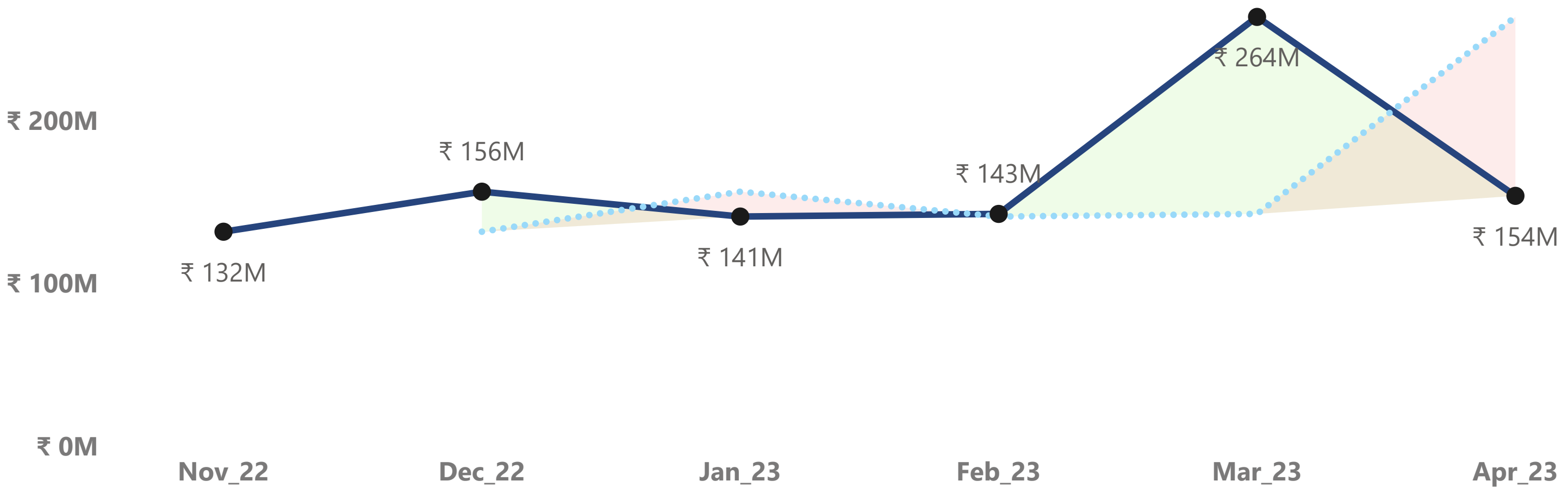## Daily Revenue Growth

₹ 5.47M

-

Than last month

Daily Customer Growth

148

-

Than last month

Trends by Month

Total Revenue ⬤ Total Customers

₹ 200M

₹ 100M

₹ 0M

₹ 132M | ₹ 156M | ₹ 141M | ₹ 143M | ₹ 264M | ₹ 154M

Nov_22 | Dec_22 | Jan_23 | Feb_23 | Mar_23 | Apr_23

Revenue Split

City	Total Customers	Total Revenue
Chennai	3.0K	₹ 106.31M
Delhi NCR	11.0K	₹ 401.57M
Hyderabad	4.3K	₹ 160.52M
Indore	2.1K	₹ 81.35M
Mumbai	6.4K	₹ 239.51M

Delhi NCR accounted for 41.01% of Total Customers.

Customers Split

Age Group	Total Customers	Total Revenue
18-24	2.6K	₹ 36.19M
25-30	3.6K	₹ 67.71M
31-40	11.5K	₹ 356.03M
41-50	4.7K	₹ 196.02M
51-65	2.5K	₹ 148.41M
65+	1.9K	₹ 184.89M

31-40 accounted for 42.68% of Total Customers.

Customer Segmentation

City	Age Group	Total Revenue	Total Customers
Chennai	18-24	₹ 4.21M	296
Delhi NCR	18-24	₹ 14.77M	1062
Hyderabad	18-24	₹ 4.82M	429
Indore	18-24	₹ 2.80M	211
Mumbai	18-24	₹ 9.60M	642

Delhi NCR in Age Group 31-40 made up 14.81% of Total Revenue.

Sales Mode Overview

Summary | Insights

Let's see current statistic performance

2 | **Filters**

Overall Sales

374.0

-

Than last month

Online Sales

95.0

-

Than last month

Offline Sales

279

-

Than last month

Sales Mode Trend Over Month

Category | Sub-category

Offline

Online

Sales Mode Split by Percentage

Total Revenue | **Total Customers**

Direct 15.0%

App 12.6%

Offline 74.6%

Agent 59.6%

Website 12.8%

Online 25.4%
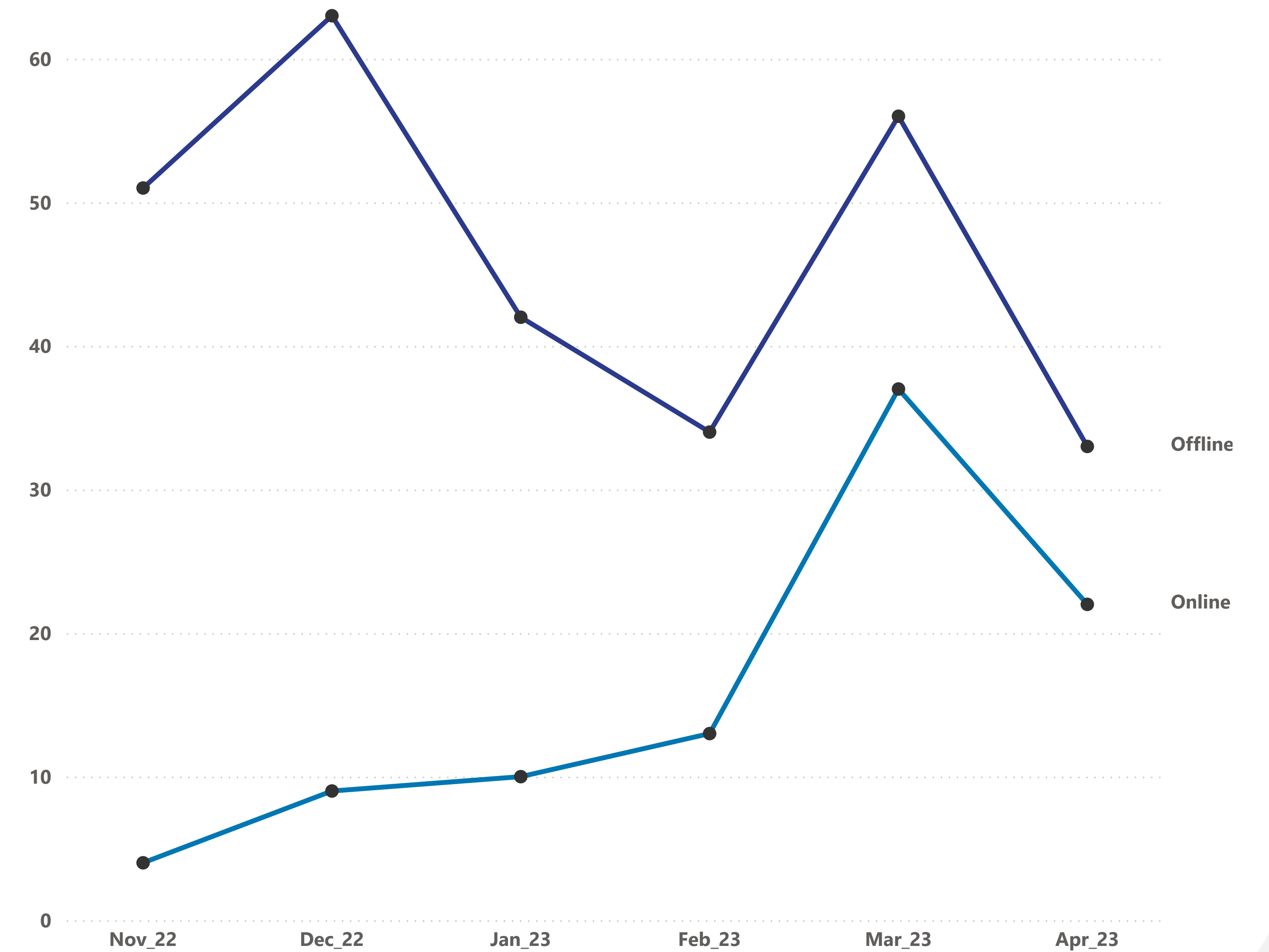
Age Group Overview

Summary | Insights

Let's see current statistic performance

1 | **Filters**

Age Group by Number of Customers

- 18-24: 555
- 25-30: 516
- 31-40: 1431
- 41-50: 819
- 51-65: 309
- 65+: 289

Trend Chart by Age-Group

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

Total Customers

Nov_22	Dec_22	Jan_23	Feb_23	Mar_23	Apr_23
4K	4K	4K	4K	7K	4K
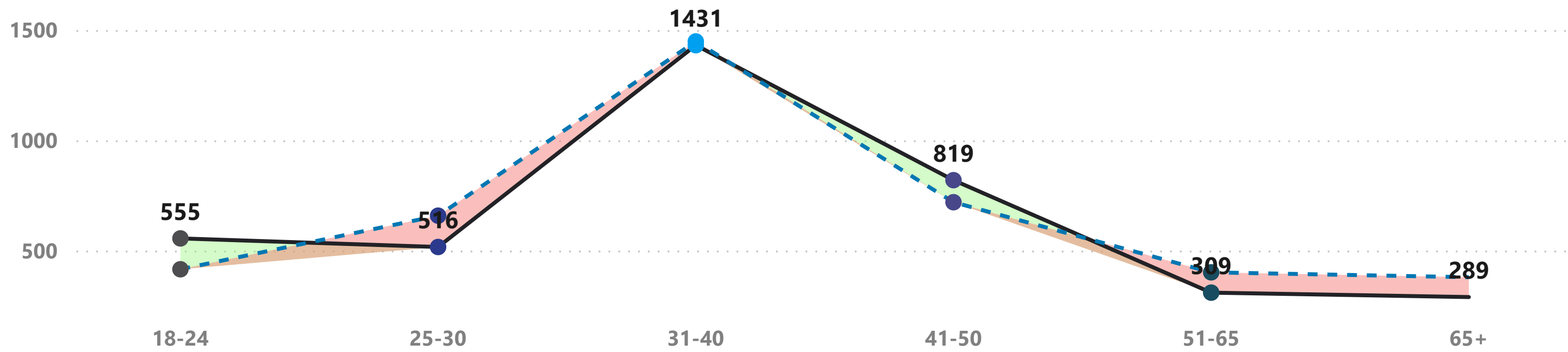
Age Group vs Expected Settlement

- 18-24
- 25-30: 14M
- 31-40: 66M
- 41-50: 50M
- 51-65: 29M
- 65+: 47M

Age Group vs Sales Mode

Category | Sub-category

● Offline ● Online

- 18-24: 555
- 25-30: 516
- 31-40: 1431
- 41-50: 819
- 51-65: 309
- 65+: 289
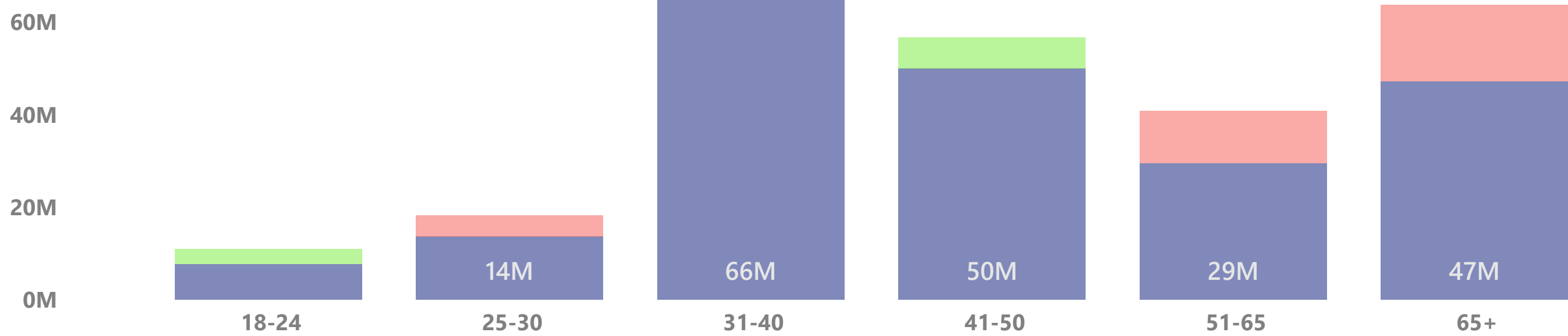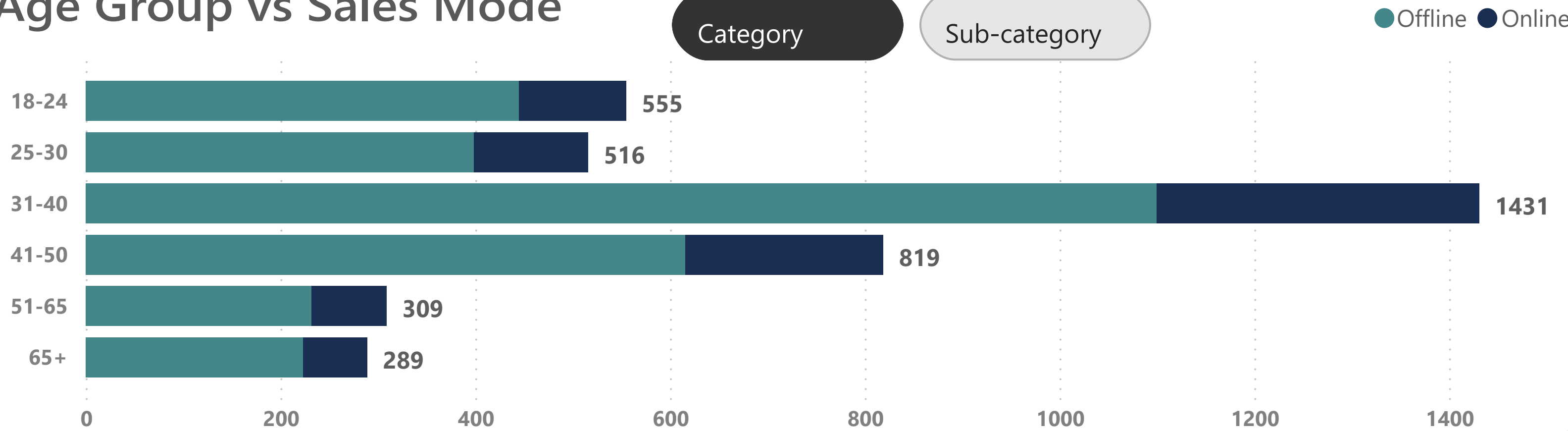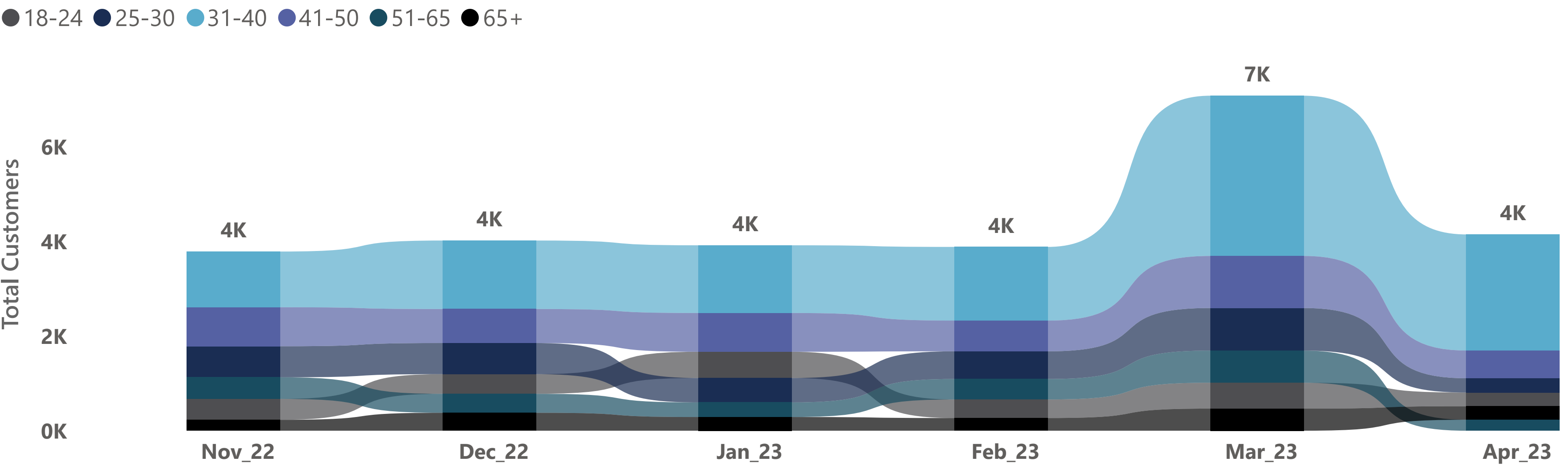
Age group vs Policy Preference

Policy Id	18-24	25-30	31-40	41-50	51-65	65+	Count
POL4321HEL	255	164	186	49	28	14	696
POL4331HEL	116	111	223	86	20	17	573
POL3309HEL	71	69	235	99	36	16	526
POL5319HEL	30	42	195	134	39	20	460
POL6303HEL	20	41	167	128	35	26	417
POL6093HEL	23	37	163	112	22	25	382
POL9221HEL	17	25	117	92	61	50	362
POL2005HEL	14	9	67	68	43	91	292
Total by Age	555	516	1431	819	309	289	3919

➢ **Revenue** remained consistent over the six-month period, with the exception of a significant spike in March 2023, reflecting an **85% increase**, followed by a subsequent **41% decline** in April 2023.

➢ The **customer** segment exhibited a similar trend to revenue, with a significant **82% increase** in March 2023, followed by a **41% decline** in April 2023.

➢ Among 5 **Regions**, **Delhi NCR** leads with the highest Customers (11K) and Revenue (₹401M), while **Indore** shows as least performer.

➢ Among 6 **Age-groups**, **31-40** leads with highest customers(11.5K) and revenue(₹356M), while 65+ shows least customers and **18-24** shows least revenue.

➢ In terms of **sales**, **Offline Sales** outperforms **Online Sales** by **42.3%**.

➢ The primary customer approach is through **agents** (offline sales). Post-February 2023, the **app** and **website** became the next preferred methods, followed by the **direct approach**.

➢ Across the **9 policies**, the **31–40 age group** represents the highest number of policyholders among all age groups, while the **18–21 age group** accounts for the fewest policyholders.

➢ Implement retention strategies and seasonal marketing campaigns to stabilize post-spike performance.

➢ Enhance marketing efforts and expand agent networks in underperforming regions like Indore.

➢ Strengthen digital sales platforms (app and website) to capture the growing trend post-February 2023.

➢ Develop targeted campaigns and tailored products for younger demographics to boost their participation.

➢ Analyze policy adoption patterns to identify gaps and refine offerings to cater to underrepresented segments.