



# SHIELD INSURANCE ANALYSIS



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# ABOUT COMPANY

**Shield Insurance** provides a variety of insurance policies tailored to meet the needs of people across all age groups.

Their primary goal is to offer **affordable, flexible, and accessible solutions** that help customers feel **safe and secure**.

With a **customer-first approach**, they ensure their plans are **simple, easy to understand, and customized to suit different stages of life**.



# DATA SETS

**The datasets I received for this analysis are all in CSV format.**

1. Dim\_Customers.CSV
2. Dim\_Date.CSV
3. Dim\_Policies.CSV
  
4. Fact\_Premiums.CSV
5. Fact\_Settlements.CSV



# REGIONAL PRESENCE



**MUMBAI**



**DELHI NCR**



**CHENNAI**



**HYDERABAD**



**INDORE**

# MULTI-CHANNEL APPROACH

## ➤ **OFFLINE**

- **DIRECT**
- **AGENT**

## ➤ **ONLINE**

- **APP**
- **WEBSITE**



# PROBLEM STATEMENT

Shield Insurance's proposal is a strategic step that will help strengthen their data-driven decision-making. Here are some key points from my perspective:

## **1. Clear and Actionable Insights:**

1. The dashboard will provide insights that are not only clear but also immediately actionable, enabling them to make quick business decisions.

## **2. Objective of the Pilot Project:**

1. The pilot project will serve as a test to explore the potential partnership with AtliQ Technologies.
2. It will evaluate our efficiency and capabilities to ensure how effectively we can meet their requirements.

## **3. Long-Term Impact of the Pilot:**

1. The outcome of this pilot will determine the feasibility of a full-scale implementation and long-term partnership.
2. If the pilot is successful, it will help pave the way for a larger and more sustainable collaboration.

This pilot project is an opportunity for us to showcase our expertise, build trust with the client, and lay the foundation for a long-term partnership. If we succeed in delivering clean and data-driven insights during this pilot, it will create a strong foundation for Shield Insurance, giving them the confidence to move forward.



# DASHBOARD

HOME PAGE



SHIELD INSURANCE  
ANALYSIS

**General Analysis**  
Provides an overview of essential insurance metrics, including a monthly revenue and customer trend. Also age group and city segmentation.

**Sales Mode Analysis**  
Showcases sales performance metrics across different modes, including a revenue trend chart highlighting the sales channel that generated the highest revenue percentage.

**Age Group Analysis**  
Demonstrates company revenue and customer performance by age group, including metrics for estimated settlement amounts and policy preferences.

**Total Revenue**  
**\$989.25M**  
%Rev\_Chg 0.00%  
LM\_Revenue - DNA

**Total\_Customers**  
**26.84K**  
%Customer\_Chg 0.00%  
LM\_Customers - DNA

**DCG**  
**148.29**  
% DCG\_Chg 0.00%  
LM\_DCG - DNA

**DRG**  
**5.47M**  
DRG% 0.00%  
LM\_DRG - DNA

KPI – KEY PERFORMANCE INDICATOR



**policy\_id** ▼  
All ▼

**Month** ▼  
All ▼

**city** ▼  
All ▼

**Age Group** ▼  
All ▼

**Week No** ▼  
All ▼

**Sales Mode** ▼  
All ▼

FILTERS



# REQUIREMENTS



## Pilot Project Requirements

Hemanand,

I hope this email finds you well. I'm summarizing the requirements for the pilot project as discussed in the last call.

To begin, we would like to focus on understanding the number of customers we have and the total revenue we are generating. It would also be beneficial to track the daily revenue growth rate and daily customer growth rate to monitor our progress.

Monitoring changes in policies on a month-over-month basis is also important to identify trends and areas for improvement. It would be helpful to segment our customer base by age group and analyze revenue and customer numbers by city and age group.

To analyze trends in customer and revenue growth over time, it would be great to create a switch between revenue trend graphs and customer trend graphs. Additionally, using filters to analyze sales mode, age group, city, month, and policy ID would make the analysis more efficient.

It would be valuable to have a separate page for sales mode analysis to better understand our customer demographics. We can calculate total customers and total revenue split percentages by sales mode and analyze the trend of sales mode over the month.

Having a separate page for age group analysis would also be helpful to understand the impact of age groups on our business. We can analyze age group data to understand expected settlement, sales mode, and policy preference, which will help us make informed business decisions.

We believe that this pilot project will help us gain valuable insights and build confidence in our collaboration. I would be happy to answer any questions that you may have.

I'm also attaching the data & metadata for your reference.

Best regards,



**Mathew**  
Business Analyst | Shield Insurance





# FEATURE LIST

Sno	Features	Comments	Priority
1	Show total customers, total revenue, daily revenue growth, daily customer growth as key metrics	To monitor all the crucial metrics	High
2	Month over month change% on key metrics	Tracking the month-over-month change in policies on key metrics can offer valuable insights into a company's performance trends.	High
3	Segment customers based on their age groups: 18-24, 25-30, 31-40, 41-50, 51-65, and 65+.	To categorise customers into different age group to better understand behavior and preferences.	High
4	Total revenue split by age group, city	To identify most profitable customer demographics and geographical areas	High
5	Total customers split by age group, city	To understand customer's locations and age groups, we can customize our products and marketing strategies.	High
6	Customers, daily customers growth trend by month	To understand customers growth trends over time and spot changes in customer behavior and adjust our marketing efforts accordingly	Low
7	Revenue, daily revenue growth trend by month	To track business's financial performance and growth trends over time and spot any changes or fluctuations in revenue	Low
8	Create a switch between revenue trend graph and customer trend graph	Switching between revenue trend and customer trend graphs enhances the user experience by providing a more customized and efficient way to view the data.	Low
9	Filters on sale mode, age group, city, month, policy ID	Provides users with the ability to filter and sort data according to specific parameters, allowing for a more targeted and efficient analysis	High
10	Separate page for sales mode analysis	A dedicated page for sales mode analysis	High
11	Total customers split percentage by sales mode	Provides insights into which modes are most effective in attracting and retaining customers	High
12	Total revenue split percentage by sales mode	Providing insights into which modes are most effective in generating revenue for the business	High
13	Trend of sales mode over month	To understand the trend of sales mode over the month	Low
14	Separate page for age group analysis	A dedicated page for age group analysis	High
15	Age group vs expected settlement	To know what is the expected annual settlement	High
16	Age group vs sales mode	To understand what sales mode people prefer by age group	Low
17	Age group vs policy preference	To understand what policy people buy by age group	High





# INSIGHTS

1. **Revenue and Customer Trends:** March 2023 recorded the highest revenue and customers, while November 2022 saw the lowest daily revenue and customer growth.
2. **Regional Revenue:** Delhi NCR region led with the highest revenue, whereas Indore contributed the least in both revenue and customer base.
3. **Top Age Group:** The 31-40 age group generated the highest revenue and had the largest number of customers.
4. **Lower-Contributing Age Groups:** Customers aged 18-24 and 25-30 contributed the least, representing just 8.30% of total revenue.
5. **Sales Channel Performance:** Offline agent channels performed best, generating 55.67% of the revenue and serving 55.41% of customers.
6. **Top Policy:** Policy ID - POL2005HEL generated the highest revenue despite being held by only 7.33% of customers.
7. **Lower-Revenue Policies:** Policy IDs - POL4321HEL and POL4331HEL collectively contributed just 5.96% of the revenue while covering 30.43% of customers.
8. **Claims Settlement:** Customers aged 31-40 had the highest settlement amounts, whereas those aged 18-24 and 25-30 had the lowest settlement needs.



# RECOMMENDATIONS

## 1 - Target High-Revenue Segments :

- The **31-40 age group** contributes the highest revenue (\$166.73M). Marketing campaigns should be tailored to attract and retain this group.
- The **65+ age group** is the second-highest revenue generator (\$145.23M), indicating a strong preference for policies among senior citizens.

## 2 - City-Specific Strategy :

- Delhi NCR, Mumbai, and Hyderabad** generate the highest revenue and have the most customers. Focus on improving customer experience and retention strategies in these cities.
- Indore and Chennai** have lower revenues but a notable number of customers, indicating potential for growth.

## 3 - Optimize Sales Channels :

- Offline-Agent sales** contribute the highest number of customers (14,873). Investing in training and incentives for agents can boost sales further.
- Online-App and Website** sales are significantly lower. A strong digital marketing campaign and an easy-to-use interface can improve online sales



## 4 - Improve Policy Offerings :

- **POL2005HEL and POL1048HEL** generate the highest revenue. These policies should be further promoted.
- **Lower revenue policies** (e.g., POL4321HEL) should be reviewed for better pricing or improved benefits to attract customers.

## 5 - Enhance Customer Retention :

- Repeat customers can be encouraged through loyalty programs, renewal discounts, and targeted follow-ups.
- Analyzing why certain policies have higher repeat customers can help refine offerings.

## 6 - Seasonal Trends :

- March shows a peak in new customers. Special offers or discounts should be launched before this period to maximize conversions.
- Other months have lower numbers; introducing seasonal campaigns can help maintain steady sales.

## 7 - Engage Young Customers :

Analyze why customers aged 18-30 show less interest in purchasing insurance policies. Develop affordable and customized plans tailored to their needs and financial situation to attract this age group.



**THANK YOU!**

