Life insurance marketing sales summary

In this assignment, a four month dataset was considered to analyze the revenue generated by a life insurance company. The given life insurance company is still in profit in the given time period generating a revenue above 3 million. In addition, it can be noticed that the marketing team has figured out new marketing sources with very low marketing costs which have improved the revenue stream of the company. However, the new marketing sources have imposed additional load on the sales team resulting in a higher requirement of person hours calls of the sales team. A brief analysis on the provided dataset is given below

Sales call statistics

Out of all the sales calls made, only 53.9% of calls were answered as shown in the figure 1 below. From the answered calls only 8.3% of the calls lasted for 200 seconds which is considered as quality calls by the sales agent. This shows that the quality of shoppers provided by the marketing team has reduced imposing a higher load on the sales team.

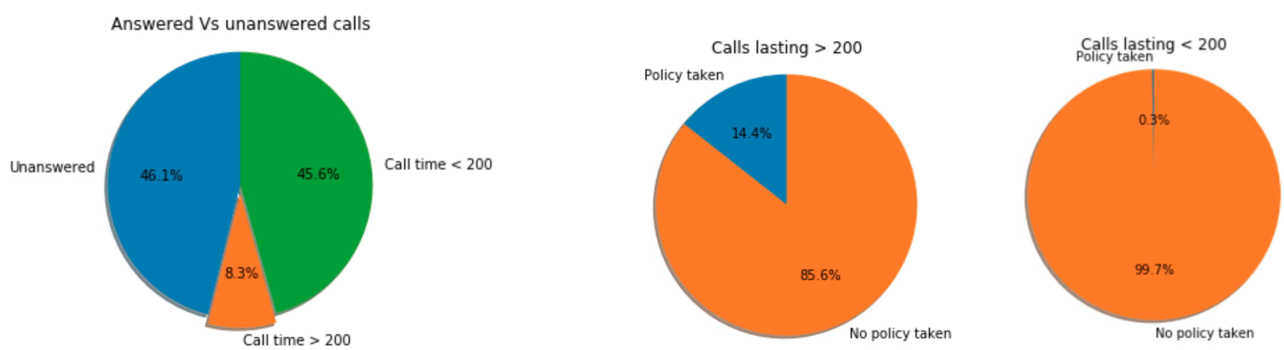

Figure 1: Call statistics

Marketing source statistics

The following figure 2 shows the count of answered and unanswered calls along with the number of policies taken as a result of the answered calls. It can be noticed that the sources “U” and “Unknown” bring the most number of shoppers. However, the number of policies taken by shoppers from these calls are quite low which is shown by policy hit percentage (number of policies taken/ total number of answered calls) in the figure 3 for sources “U” and “Unknown”.

Figure 4 shows the shopper count per source over time. Each data point is an aggregation of count over two days. It can be noticed that the number of shoppers from source “U” have seen a steady increase from June. Another source which has shown a large shopper count is the source “Unknown”. It is also important to understand that the marketing cost associated with the “Unknown” source is zero which might be again one of the reasons that the marketing team is forwarding these shopper details to the sales team. Even with all these factors the profits were linearly increasing in relation to the marketing costs (Figure 5) during this period.

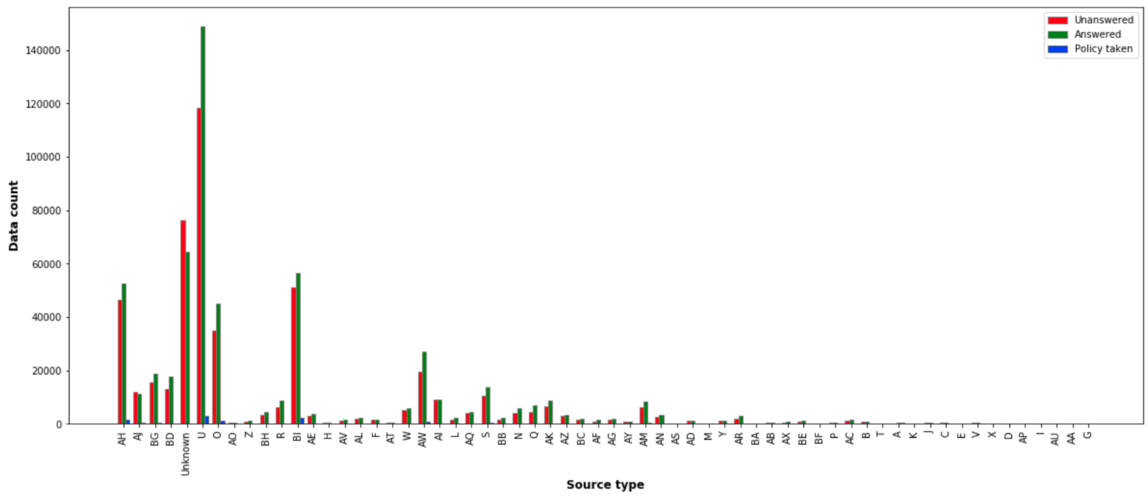

Figure 2: Call counts per source

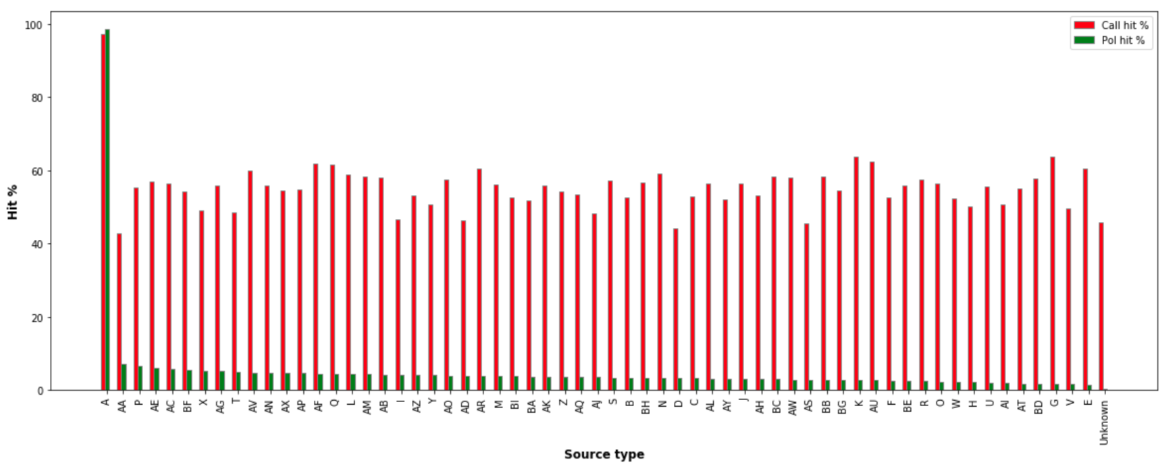

Figure 3: Call hit percentage per source

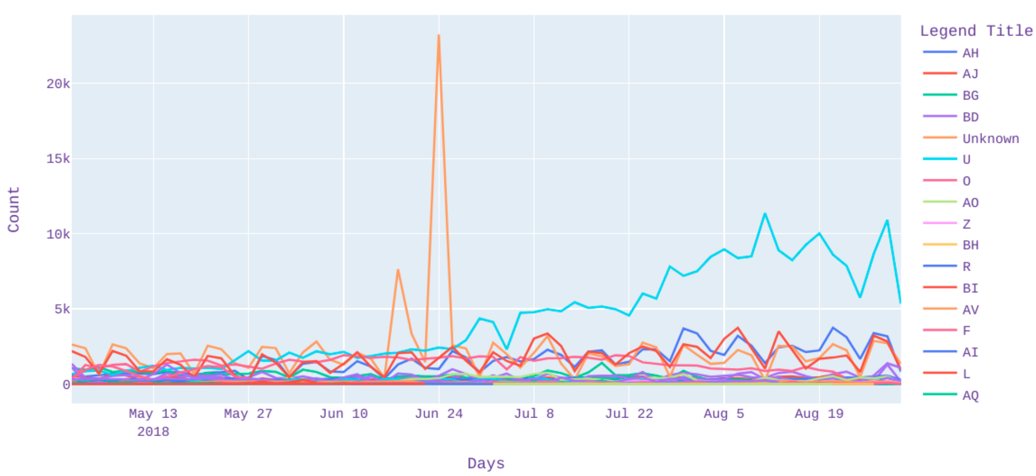

Figure 4: Shopper count per source over time. Each data point is an aggregation of 2 days

There are a few sources, ['AE', 'H', 'AL', 'AT', 'W', 'AW', 'BC', 'AG', 'Y', 'AR', 'B', 'T', 'V', 'I', 'AU'] which have a revenue to cost ratio less than 1. If these sources can be avoided it can be seen that the revenu shows a slight increase of 0.25 million as shown by the orange line in figure 5.

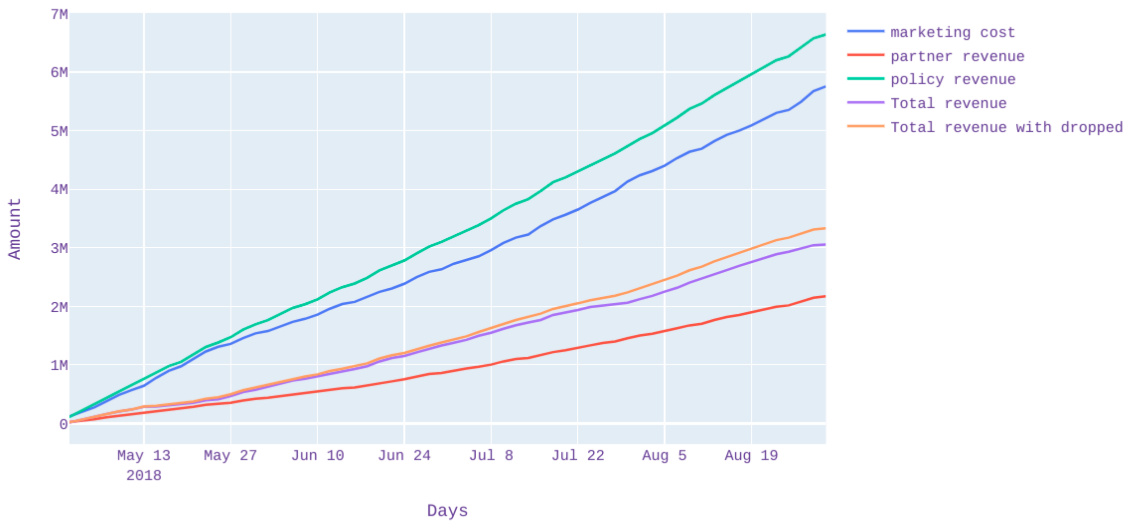

Figure 5: Cumulative costs and revenue over time. Each data point is an aggregation of 2 days

Call statistics also show that the number of unanswered calls crosses the answered ones in the early hours of the as shown in figure 6.

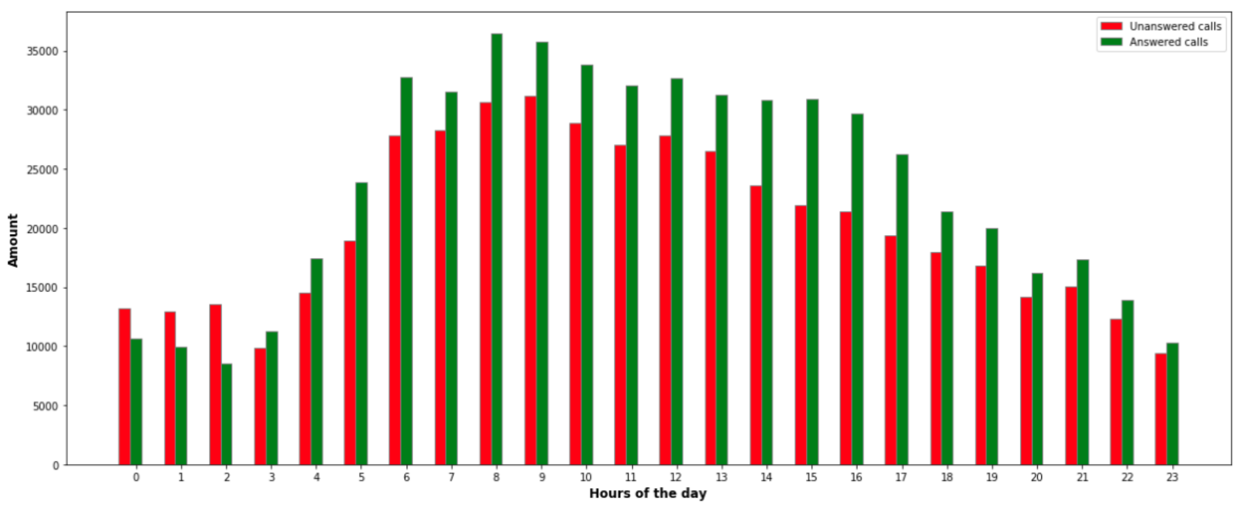

Figure 6: Call statistics over hour of the day