SHIELD INSURANCE

AtliQ technologies

Microsoft | Power BI

Shield Insurance Policy& Sales Analysis

View in Power BI

Last data refresh:
9/21/2025 6:17:01 AM UTC

Prepared by **Aman Rajbhar** | Data Analyst Intern

About Company

- Shield Insurance, an insurance provider, operates across five major cities in India: Mumbai, Delhi NCR, Chennai, Hyderabad, and Indore.

- They utilize various sales channels to reach their customers, including Offline Agent, Offline Direct, Online App, and Online Websites. The company offers a total of nine different policies.

- My task was to assist Shield Insurance in making data-driven decisions by analyzing their data from November 2022 to April 2023.
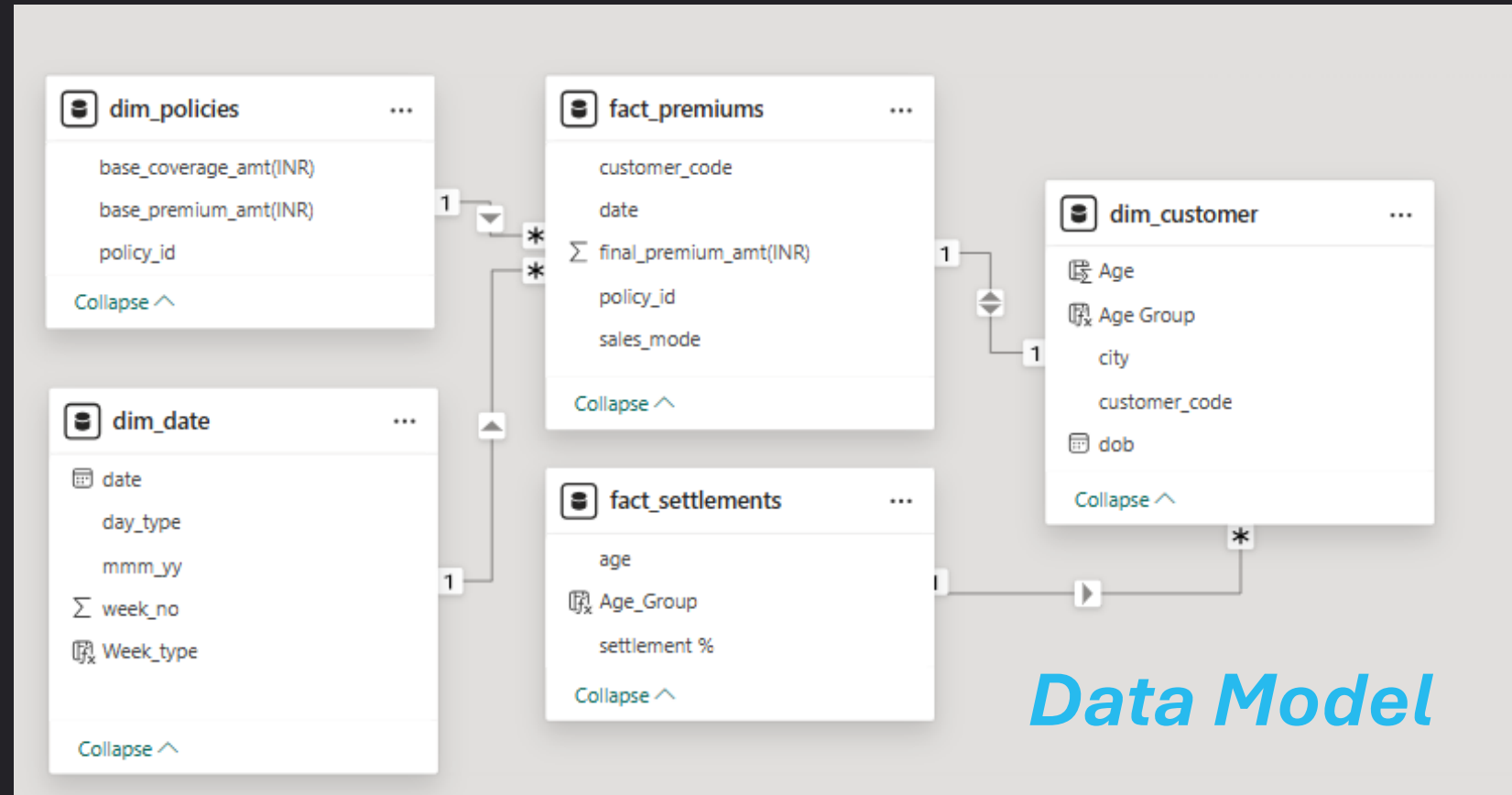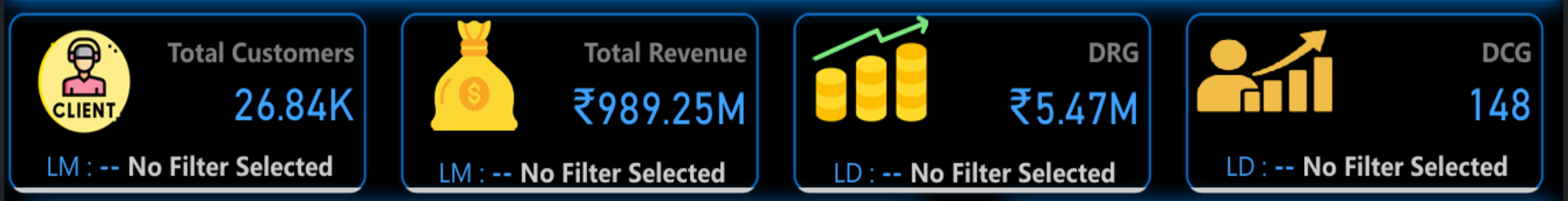
WHY THIS DASHBOARD EXISTS

Content:

➢ Track **key performance indicators (KPIs)**: Customers, Revenue, Daily Growth of **customer** & **Revenue**.

➢ Analyze **customer segments** by city and age

➢ Compare **sales channels.**

➢ Monitor **settlement ratios** by age group

At-a-Glance Metrics

Total Customers **26.84K** LM : -- No Filter Selected	**Total Revenue** **₹989.25M** LM : -- No Filter Selected	**DRG** **₹5.47M** LD : -- No Filter Selected	**DCG** **148** LD : -- No Filter Selected

The dashboard presents **four key performance indicators (KPIs),** each in its own panel:

Total Customers → **26.84K**

Total Revenue → **₹989.25M**

DRG → **₹5.47M**

DCG → **148**

Each KPI is paired with an icon for quick recognition but no filters are applied.

Sales Mode Filter in Action: Compare Revenue by Channel

SHIELD INSURANCE

AtliQ technologies

General View

Month	Year	City	Age Group	Policy ID	Sales Mode	Clear all slicers
All	All	All	All	All	All	

Total Customers 26.84K — LM : -- No Filter Selected

Total Revenue ₹989.25M — LM : -- No Filter Selected

DRG ₹5.47M — LD : -- No Filter Selected

DCG 148 — LD : -- No Filter Selected

Customers Trend by Month

| Customers | Revenue |

7.1K
4.0K — 3.9K
3.8K — 3.9K — 4.1K
Nov_22 — Dec_22 — Jan_23 — Feb_23 — Mar_23 — Apr_23

Customer Segmentation

city	Age Group	Total Revenue	Total Customers
Delhi NCR	36–45	₹131M	3998
Delhi NCR	26–35	₹71M	3000
Mumbai	36–45	₹75M	2292
Mumbai	26–35	₹42M	1739
Hyderabad	36–45	₹51M	1572
Delhi NCR	46–55	₹64M	1516
Total		₹989M	26841

City Wise Split

city	Total Customers	Total Revenue
Chennai	2966	₹106M
Delhi NCR	11007	₹402M
Hyderabad	4340	₹161M
Indore	2096	₹81M
Mumbai	6432	₹240M
Total	26841	₹989M

Age Group Wise Split

Age Group	Total Revenue	Total Customers
18–25	₹31M	2239
26–35	₹177M	7333
36–45	₹315M	9632
46–55	₹164M	3747
56–65	₹99M	1655
66–75	₹118M	1361
75+	₹86M	874
Total	₹989M	26841

Customers by Age Group

| 2239 | 7333 | 9632 | 3747 | 1655 | 1361 | 874 |
| 18–25 | 26–35 | 36–45 | 46–55 | 56–65 | 66–75 | 75+ |

Design & Presented by Aman Rajbhar

Last Refreshed: Sep 2025

LD: Last Day | **LM**: Last Month | **%chg**: Percentage change with LM | **DRG**: Daily Revenue Growth | **DCG**: Daily Customer Growth

Customer / Revenue Trend Over Time

Customers Trend by Month

| | Customers | Revenue |

- 3.8K (Nov_22)
- 4.0K (Dec_22)
- 3.9K (Jan_23)
- 3.9K (Feb_23)
- 7.1K (Mar_23)
- 4.1K (Apr_23)

Revenue Trend by Month

| | Customers | Revenue |

- ₹132M (Nov_22)
- ₹156M (Dec_22)
- ₹141M (Jan_23)
- ₹143M (Feb_23)
- ₹264M (Mar_23)
- ₹154M (Apr_23)

Key Insights (Nov 2022 – Apr 2023):

- **March stood out as the peak month:** Customers rose to 7.1K and revenue hit ₹264M, the highest levels in the six-month period.

- **The surge was short-lived:** By April, customers dropped to 4.1K and revenue fell to ₹154M, highlighting a retention challenge once the momentum faded.

- **Baseline uplift:** Despite the decline, April's figures were still slightly above the Nov–Feb averages (~3.9K customers and ₹140M revenue), showing some lasting improvement.

- **Business implication:** Shield Insurance should analyze what drove March's success—whether a campaign, seasonal demand, or product launch—and focus on retention strategies to sustain those gains.
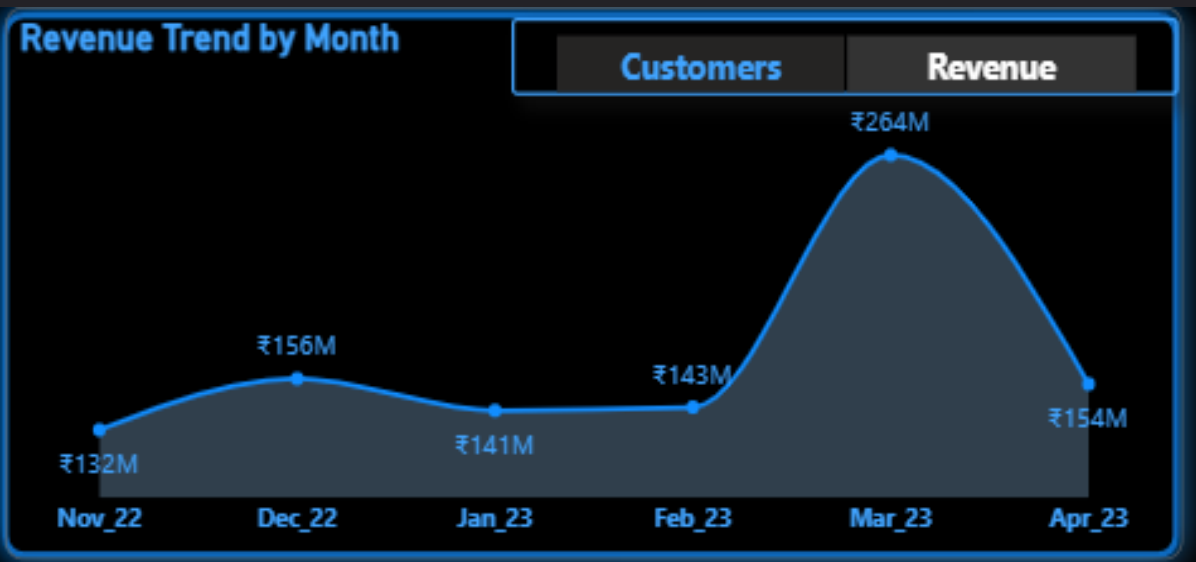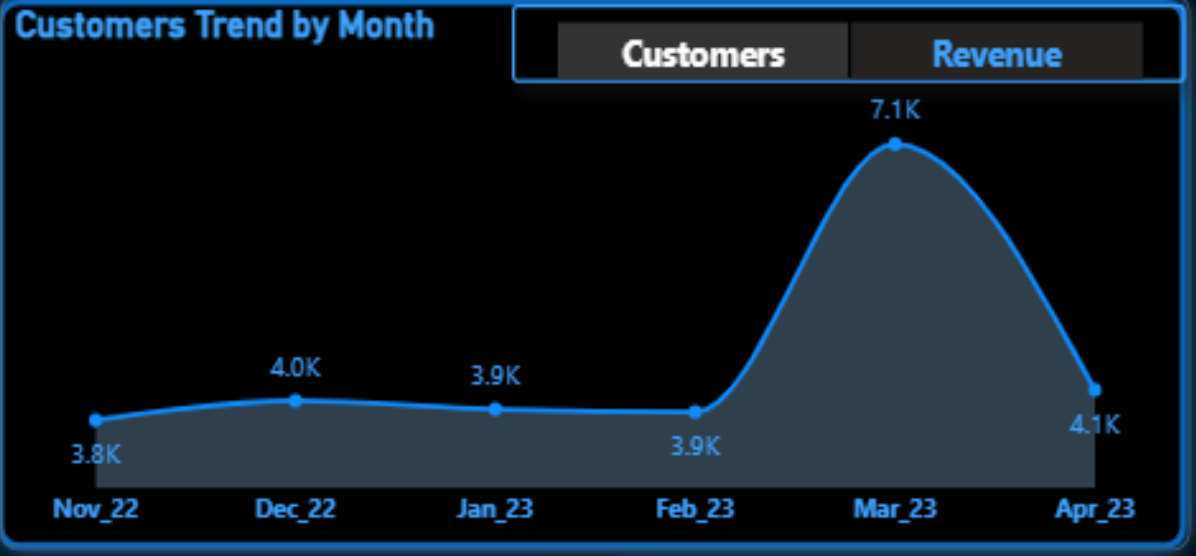
Customer & Revenue Insights by City and Age Group

SHIELD INSURANCE

AtliQ technologies

Age Group Wise Split

Age Group	Total Revenue	Total Customers
18–25	₹31M	2239
26–35	₹177M	7333
36–45	₹315M	9632
46–55	₹164M	3747
56–65	₹99M	1655
66–75	₹118M	1361
75+	₹86M	874
Total	₹989M	26841

City Wise Split

city	Total Customers	Total Revenue
Chennai	2966	₹106M
Delhi NCR	11007	₹402M
Hyderabad	4340	₹161M
Indore	2096	₹81M
Mumbai	6432	₹240M
Total	26841	₹989M

Key Insights

- Delhi NCR + Mumbai (642M) = 65% of business → These are the priority markets.

- 36–45 age group is the growth engine → Largest customer base and revenue driver.

- Older customers (56-65) are high-value → Fewer in number but spend more per policy.

- Younger segment (18–25) is a gap → Opportunity to design affordable or digital-first products to capture this market.
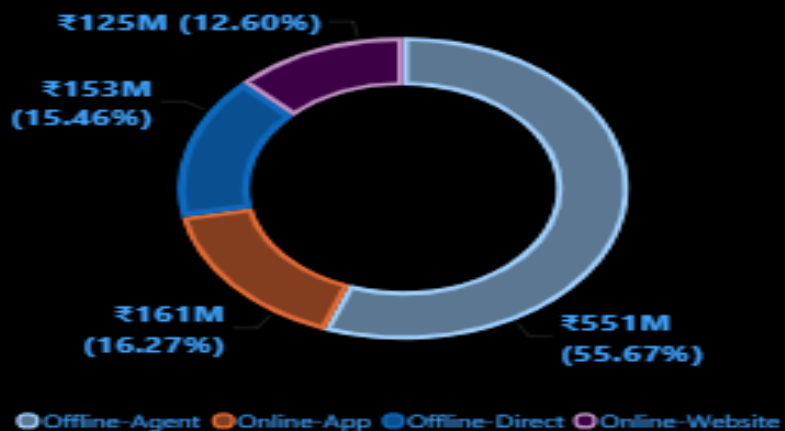
Customer and Revenue Distribution by Sales Mode

Customer Distribution by Sales Mode

- 3K (12.70%)
- 4K (15.86%)
- 4K (16.03%)
- 15K (55.41%)

○ Offline-Agent ○ Online-App ○ Offline-Direct ○ Online-Website

Revenue Distribution by Sales Mode

- ₹125M (12.60%)
- ₹153M (15.46%)
- ₹161M (16.27%)
- ₹551M (55.67%)
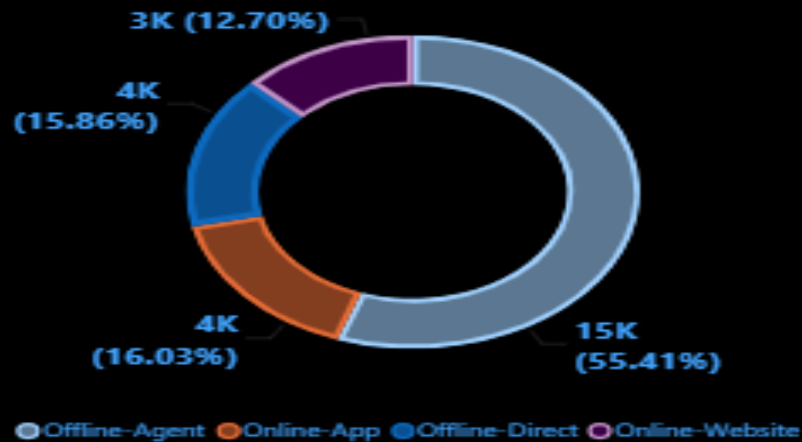
○ Offline-Agent ○ Online-App ○ Offline-Direct ○ Online-Website

• **Offline Agent is Strong Spot:** It drives both the highest customer volume and revenue, showing strong trust in agent-led sales.

• **Digital (App + Website) together contribute** - 29% of customers and revenue, confirming growing adoption of online platforms.

• **Online Website is a weak spot:** Customer and revenue shares are both low, indicating either smaller-ticket policies or limited conversion effectiveness.

• **Online App is more balanced:** Its revenue share (16.03%) matches its customer share (16%), showing steady performance.

• **Offline Direct is steady** but not dominant, contributing ~15.86% of both customers and revenue.
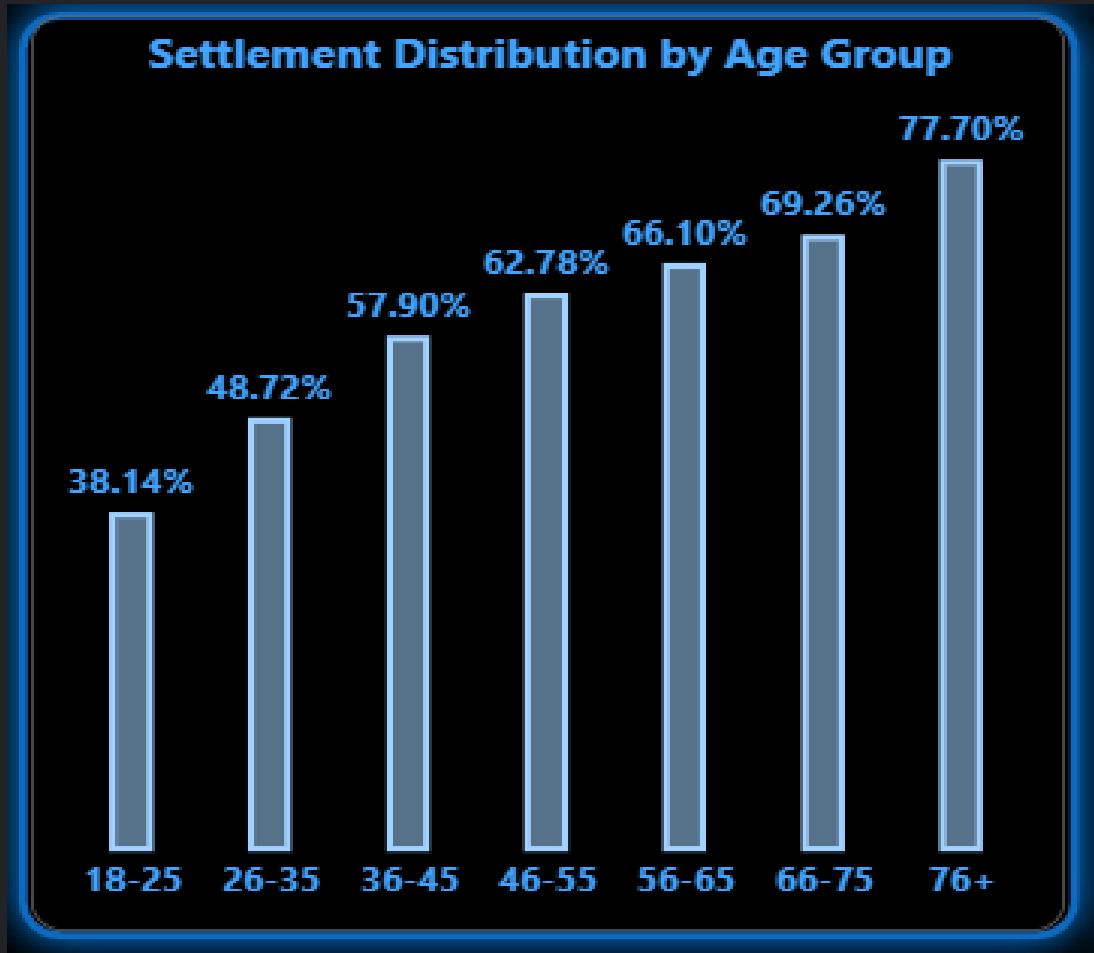
SHIELD INSURANCE

AtliQ technologies

Policy Demand Trends Across Age Groups

Policy Demand Across Age Categories

policy_id	18–25	26–35	36–45	46–55	56–65	66–75	75+
POL1048HEL							
POL2005HEL							
POL3309HEL							
POL4321HEL							
POL4331HEL							
POL5319HEL							
POL6093HEL							
POL6303HEL							
POL9221HEL							

Key Insights

• Some policies (like **POL3309HEL** and **POL4321HEL**) appeal to a wide range of age groups, while others (such as **POL9221HEL**) are more concentrated among older customers.

• The **36–45 age group is the strongest segment**, showing the highest demand and aligning with their role as the biggest revenue contributors.

• Demand from the **18–25 group is very low**, suggesting a gap that could be addressed with affordable, digital-first, or entry-level policies to attract younger customers.

Settlement Distribution by Age Groups

Settlement Distribution by Age Group

Age Group	Settlement Rate
18-25	38.14%
26-35	48.72%
36-45	57.90%
46-55	62.78%
56-65	66.10%
66-75	69.26%
76+	77.70%

Key Insights

• **Age strongly influences settlement rates** – older customers are far more likely to have their claims approved.

• **Younger customers (under 35) struggle** – settlement rates stay below 50%, likely due to stricter eligibility, shorter policy history, or fewer qualifying claims.

• **Middle-aged customers (36–55) show steady improvement** – settlement rates rise consistently, reflecting longer policy tenure and stronger claim credibility.

• **Senior customers (56+) enjoy the highest success** – settlement rates climb above 66% and peak at nearly 78% for those 76+, showing insurers' responsiveness to older policyholders.

Recommendation

Strong Core Segments: The 36–45 and 46–55 age groups will continue to be the backbone of revenue, given their strong policy adoption and settlement activity.

Expanding Senior Market: With settlement rates and policy demand remaining high among 56+ customers, Shield Insurance is well-positioned to expand retirement, health, and long-term care products.

Shift Toward Digital: While offline agents dominate today, younger customers (18–35) are increasingly using online channels. This signals a gradual but inevitable shift toward digital sales and service models.

Regional Growth Potential: Delhi NCR and Mumbai remain the strongest contributors, but Tier-2 cities like Hyderabad and Chennai show promising growth potential.

Rising Competition: As digital-first insurers and fintech players enter the market, Shield Insurance must differentiate through customer experience, product innovation, and trust.