Shield Insurance Analysis

Codebasics Internship Project

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About Shield Insurance

➢ **Shield Insurance** delivers tailored and comprehensive insurance solutions that cater to the diverse needs of individuals and families across all age groups.

➢ With an unwavering focus on customer satisfaction, the company has built a strong reputation as a reliable partner in protecting the future.

➢ Recognized for its dependable coverage and customer-first approach, Shield Insurance provides peace of mind and security against life's uncertainties.

Objective

➢ The aim is to enable Shield Insurance to harness the power of a user-friendly, insight-driven dashboard that supports smarter, data-driven decision-making.

➢ As a **Data Analyst Intern**, my role involves engaging with clients, performing in-depth data analysis, and designing intelligent dashboards customized to their business needs.

➢ The final deliverables include an interactive dashboard, a detailed presentation, and a demonstration of how data can be fully leveraged to drive organizational growth.

Project Details

Shield Insurance: Shield Insurance is a leading provider of insurance services, operating across five major cities in India:
• Delhi NCR
• Mumbai
• Hyderabad
• Chennai
• Indore

The company offers a diverse portfolio of 9 insurance policy types, catering to the varying needs of its customers.

policy_id	base_coverage_amt(INR)	base_premium_amt(INR)
POL4321HEL	200000	5000
POL4331HEL	300000	7500
POL3309HEL	500000	12000
POL5319HEL	750000	16700
POL6303HEL	1000000	21500
POL6093HEL	1500000	31700
POL9221HEL	2500000	42500
POL1048HEL	5000000	76500
POL2005HEL	10000000	120000

The company operates through two primary sales modes, each with two distinct categories:

Offline Mode:
- Sales Agent
- Direct Sales

Online Mode:
- Mobile Application
- Website

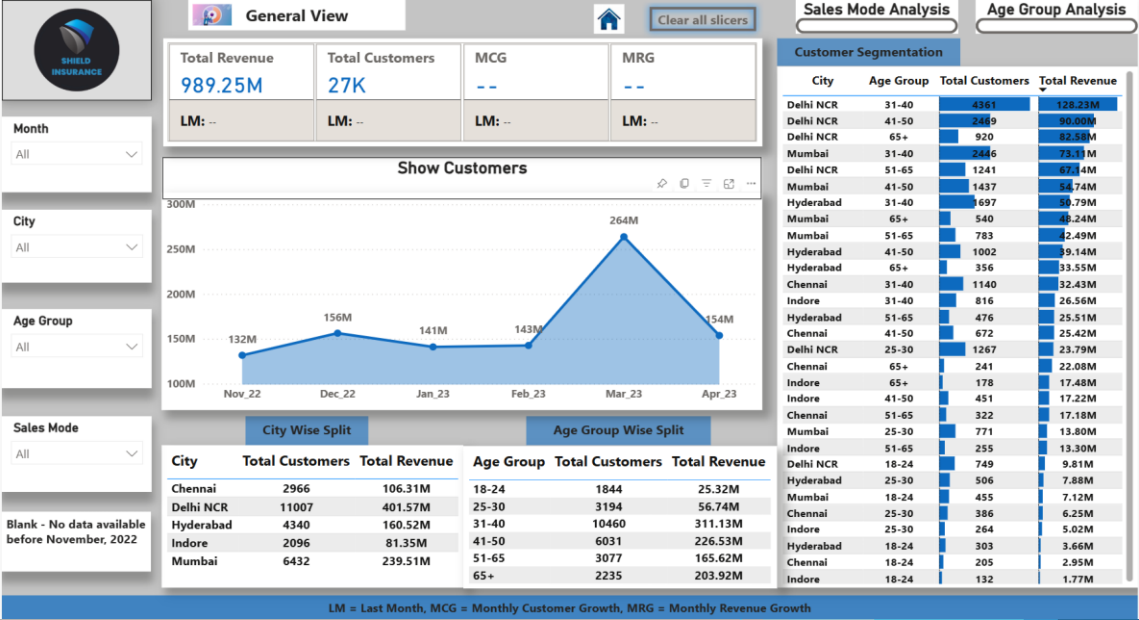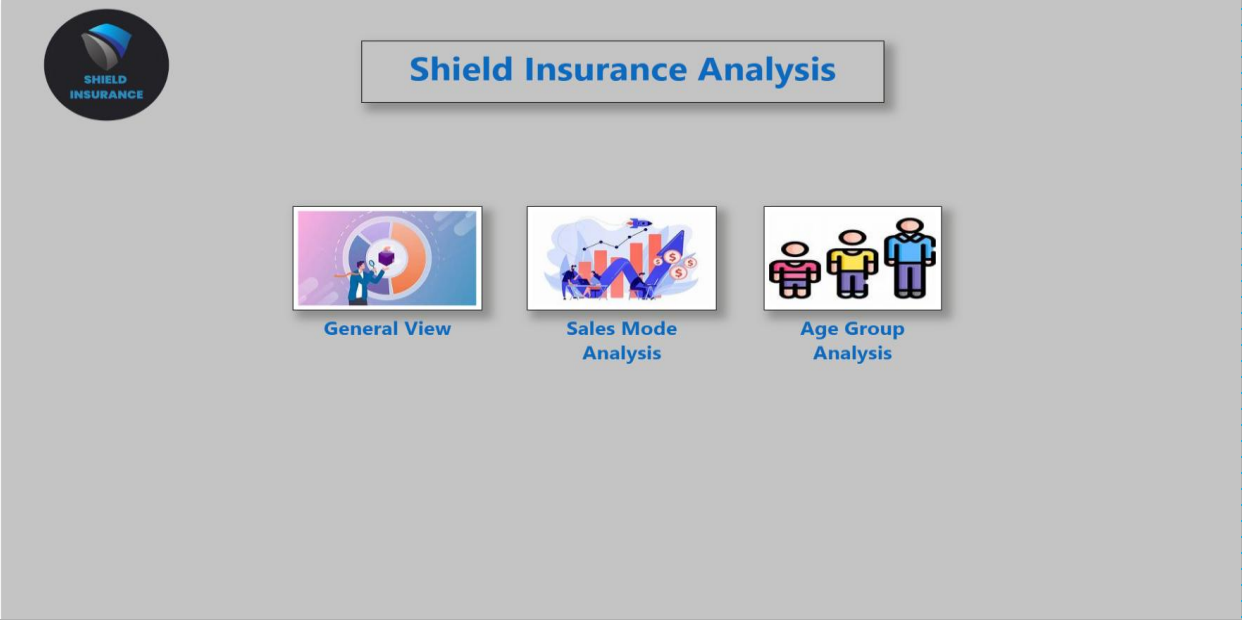**Customers must be at least 18 years of age.**
Age Categories:

- 18–24 years
- 25–30 years
- 31–40 years
- 41–50 years
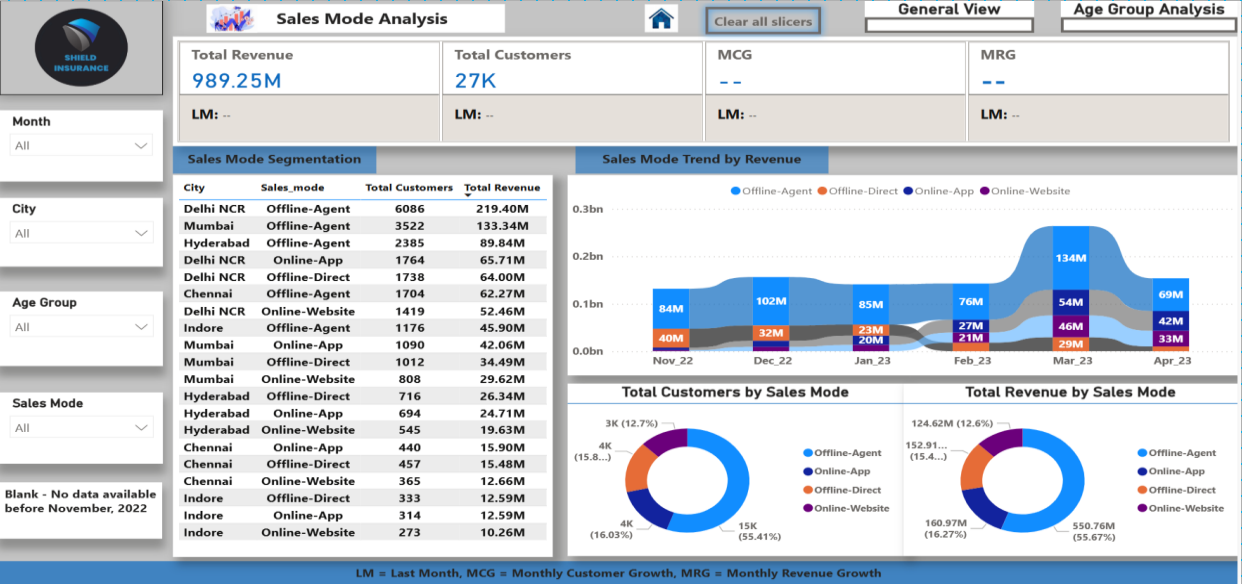- 51–65 years
- 65 years and above

Input Dataset:

1. dim_customer
2. dim_policies
3. dim_date
4. fact_Premiums
5. fact_Settlements
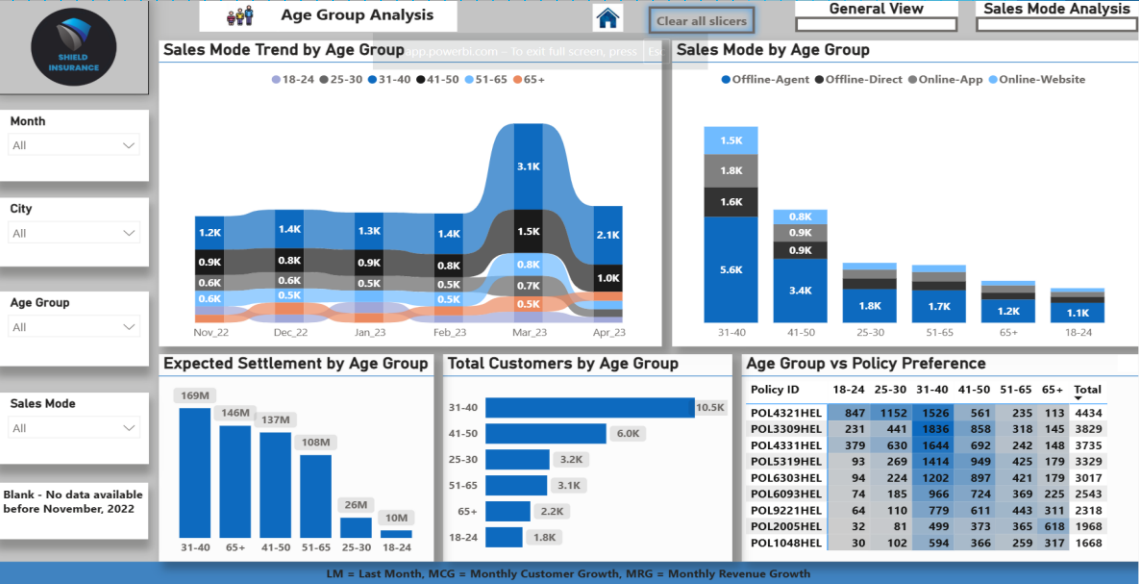
Data was available from November 2022 to April 2023

Dashboard Overview

Key Insights:

Strong Age Segment (31-40 years): The majority of customers and revenue came from this age group, making it the most valuable segment.

Top Performing Month – March 2023: Highest number of new customers acquired and peak revenue achieved.

Delhi NCR Leads: Among all five cities, Delhi NCR recorded the largest customer base and generated the highest revenue.

Policy Preference by Age: Customers aged 31–40 consistently preferred all types of policies more than other groups.

Most Popular Policy: Policy ID *POL4321HEL* (₹5,000 base premium) was purchased by over 4,000 customers.

Dominant Sales Channel – Agents (Offline): The majority of policies were sold through sales agents, driving the highest revenue.

Emerging Online Channels: From February 2023 onwards, sales via mobile app and website showed steady growth, while direct offline sales declined.

Recommendations:

➢ **Leverage March Success:** Analyze the factors behind March 2023's peak performance and replicate them in future campaigns.

➢ **Expand City Strategies:** Apply the successful approaches from Delhi NCR to boost growth in other cities.

➢ **Target Age Group 31-40:** Design focused marketing initiatives and tailored policy options for the most active customer segment.

➢ **Strengthen Direct Sales:** Adapt strategies from the growing mobile app and website channels to enhance offline direct sales.

➢ **Enhance Popular Policy (POL4321HEL):** Introduce upgrades or variations of the top-performing policy to attract wider age groups.

Thank You