

Device Insurance Attach % Analysis

Jumbo & Company

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Business Context & Objective

- Attach % represents the proportion of customers purchasing device insurance
- Higher attach % directly improves revenue for Zopper
- Objectives of this analysis:
 1. Analyze attach % trends over time
 2. Compare performance across branches and stores
 3. Predict attach % for January

Data Overview

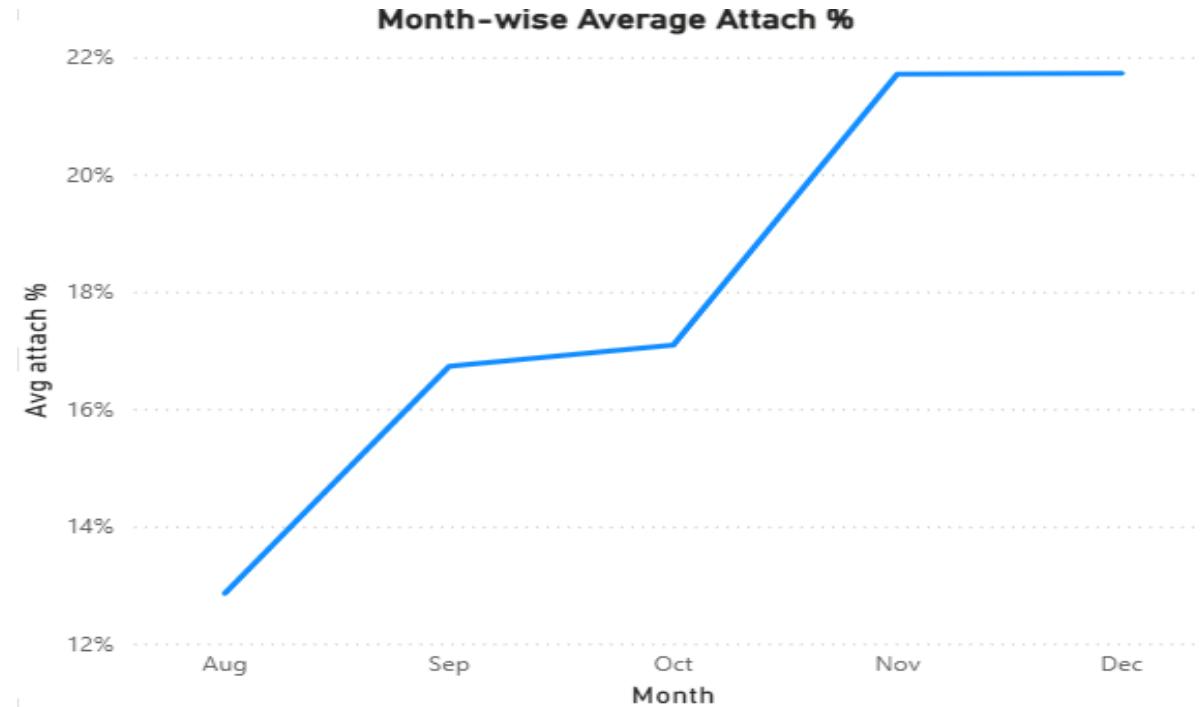
- Retail Partner: Jumbo & Company
- Time Period: August to December
- Total Stores Analyzed: 163
- Total Branches: 6
- Key Metric: Average Attach %

Executive Summary

- Overall Average Attach %: 18.02%
- Best Performing Branch: Pune
- Attach % increased steadily from August to November (festive impact)
- Slight stabilization observed in December
- High variation observed across stores

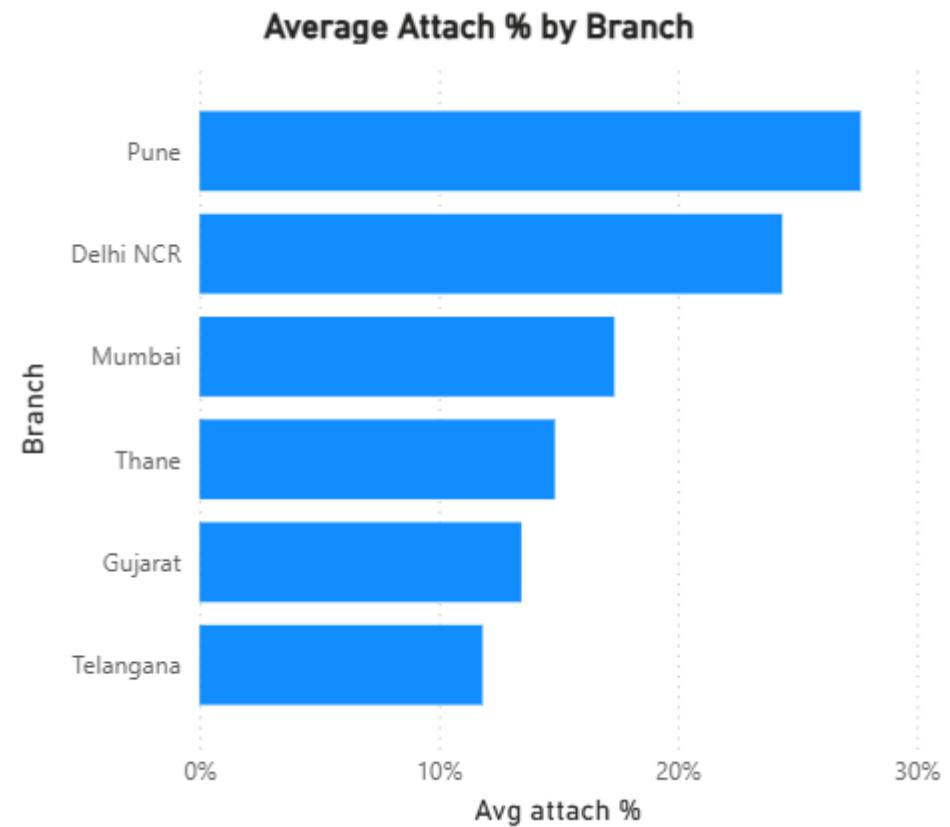
Month-wise Average Attach % Trend

- Attach % increased steadily from August to November
- Festive season contributed to higher insurance adoption
- December shows signs of stabilization



Branch-wise Attach % Comparison

- Pune is the top performing branch
- Delhi NCR performs above overall average
- Telangana and Gujarat lag behind



Store-level Performance Insights

- Significant variation across stores within the same branch
- Few stores drive a large share of attach %
- Opportunity for targeted store-level interventions

Store_Name	Avg attach %	Branch
Delhi(Hauz Khas)	62.20%	Delhi NCR
Pune(Hadapsar)	58.60%	Pune
Pune(Kondhawa)	41.40%	Pune
Delhi(Budh Vihar)	39.00%	Delhi NCR
Delhi(Daryaganj)	38.60%	Delhi NCR
Pune(Dange Chowk)	36.80%	Pune
Bhiwandi Br	36.20%	Thane
Delhi(Narela)	35.80%	Delhi NCR
Haryana(Mewla M.) Br	35.20%	Delhi NCR
Up(Greater Noida) Br	35.00%	Delhi NCR
Delhi(Defence Enclave-Palam) Br	34.80%	Delhi NCR
Pune(S Bapat Rd)	33.80%	Pune
Andheri Br	33.60%	Mumbai
Delhi(Vikas Marg) Br	33.60%	Delhi NCR
Delhi(Burari)	33.40%	Delhi NCR
Delhi(Shahdara) Br	32.00%	Delhi NCR
Delhi(Pachim Vihar)	31.80%	Delhi NCR
Total	18.02%	

January Attach % Prediction

- Post festive season, attach % is expected to dip slightly
- Based on Oct–Dec trends, a 1–2% decline is expected
- Predicted January Attach %: ~16–17%

Key Recommendations

- Focus training on low-performing stores
- Replicate best practices from Pune stores
- Introduce incentives during non-festive months
- Monitor attach % regularly at store level