



Codebasics Virtual
Internship



Data Analyst at AtliQ
Mart

Shield Insurance Project



Policy

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

Sales Mode

1) Online Mode

- APP
- Website

2) Offline Mode

- Agent
- Direct





Dataset

- Dim_customer
- Dim_date
- Dim_policies
- Fact_premiums
- Fact_settlements



Move to Dashboard



Microsoft



Microsoft Power BI

Key Insights

- **Delhi NCR:** Shield Insurance dominates with the largest customer base and revenue, demonstrating a robust market presence.
- **Mumbai:** Boasts a solid customer base, contributing significantly to revenue, indicating promising market potential.
- **Hyderabad and Chennai:** Despite smaller customer numbers, they are crucial in driving overall revenue, showcasing strategic importance.

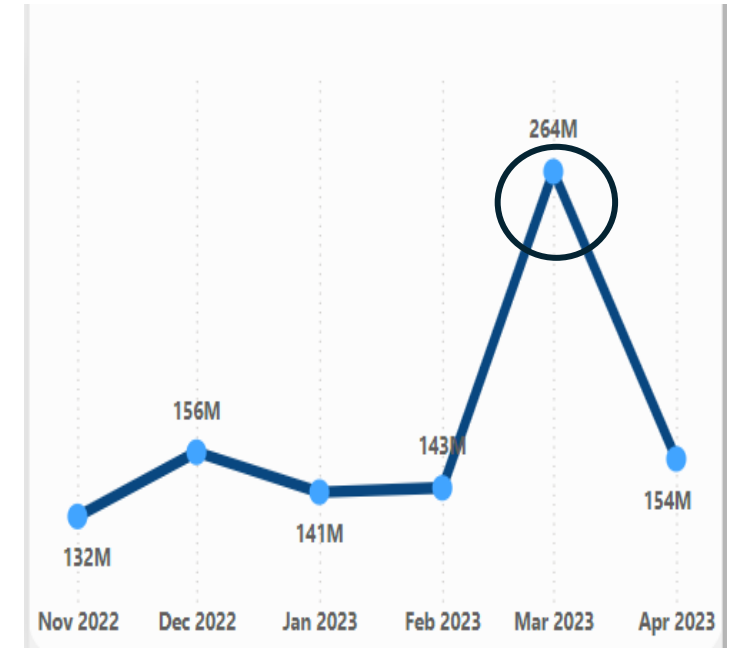
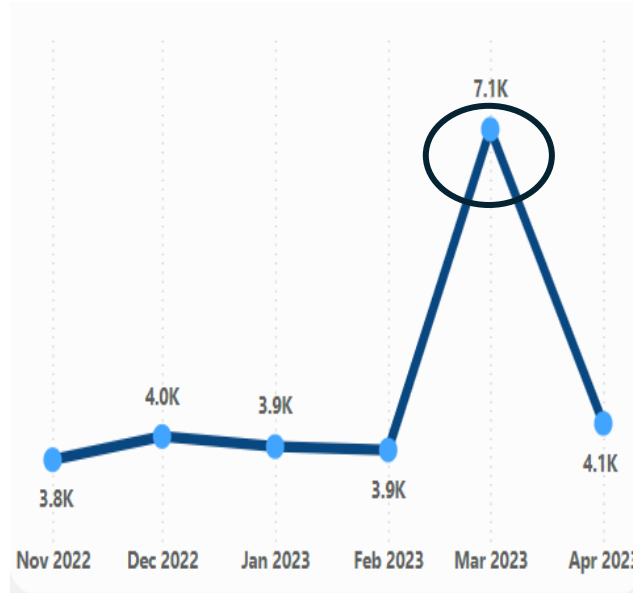
City	Total Customers	Total Revenue
Delhi NCR	11.01K	401.57M
Mumbai	6.43K	239.51M
Hyderabad	4.34K	160.52M
Chennai	2.97K	106.31M
Indore	2.10K	81.35M
Total	26.84K	989.25M

Key Insights

- The age group of 31-40 emerges as the primary revenue driver, constituting the majority of insurance policy buyers, closely followed by the 41-50 age bracket.
- Despite being a smaller demographic segment, customers aged 51 and above wield considerable influence on revenue generation, underlining their significance in the company's financial landscape.

Age Group	Total Customers	Total Revenue
31-40	11.46K	356.03M
41-50	4.70K	196.02M
Above 65	1.92K	184.89M
51-65	2.51K	148.41M
25-30	3.62K	67.71M
18-24	2.64K	36.19M
Total	26.84K	989.25M

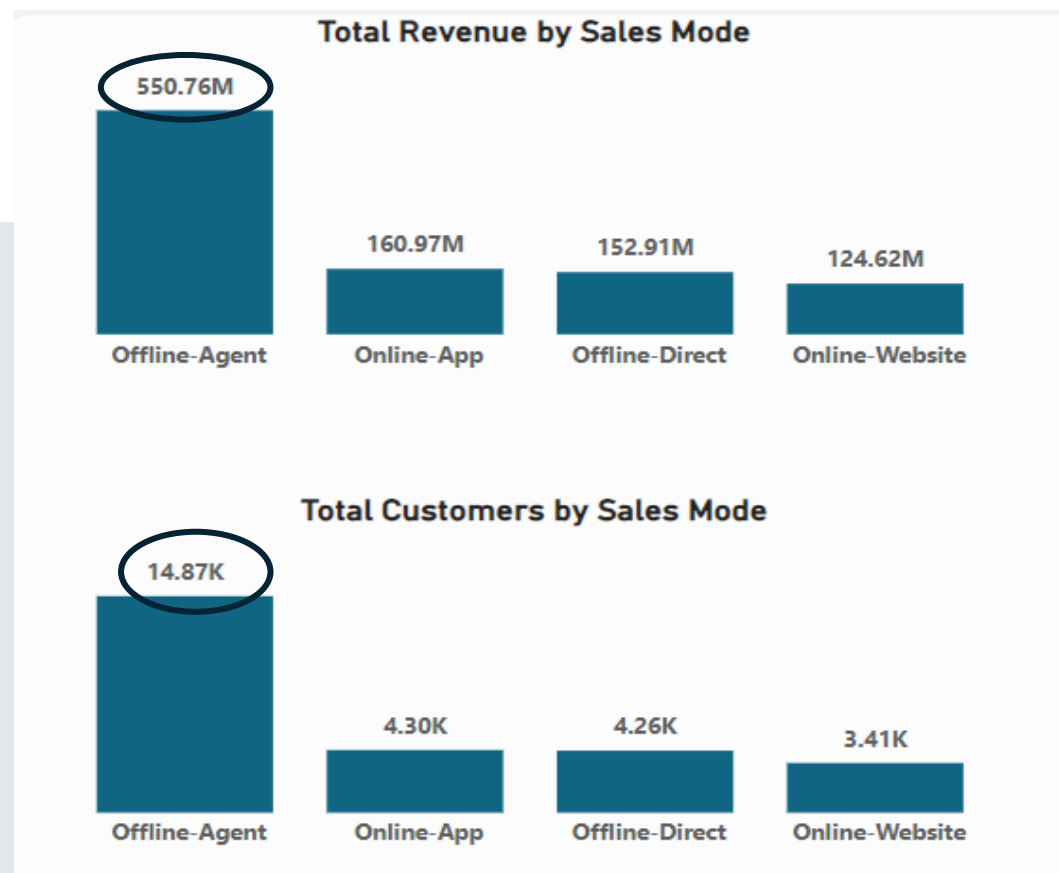
Key Insights



- March 2023 witnessed a remarkable upsurge in business metrics for Shield Insurance, marked by a substantial increase in both total customers, reaching 7,000, and total revenue, peaking at an impressive 263.84 million.
- This notable spike in key performance indicators underscores the pivotal role played by March 2023 in the company's monthly performance trends.

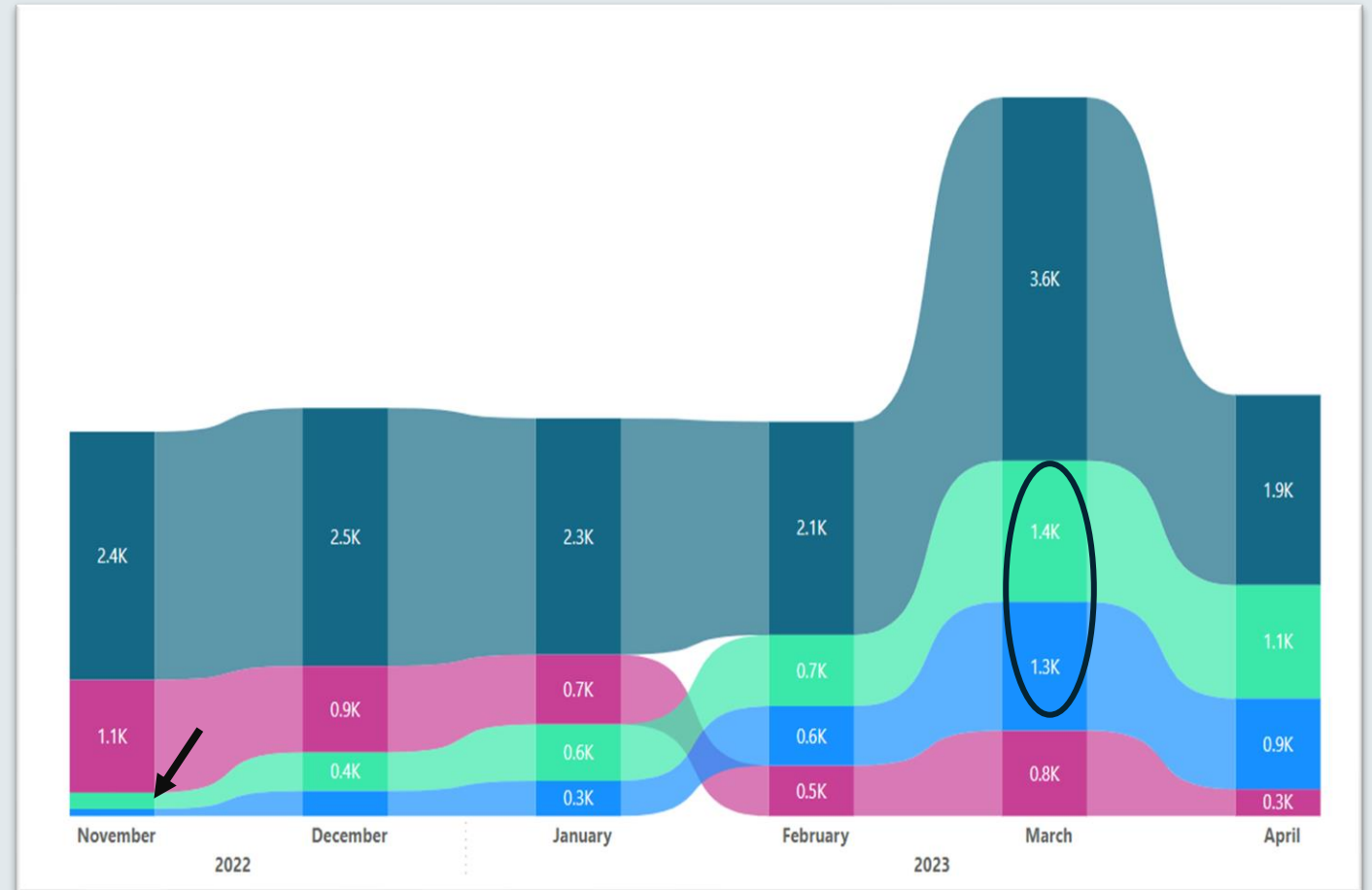
Key Insights

- Offline agents emerge as key drivers of policy sales, with a significant majority of customers, around **55%**, opting for this personalized sales approach out of a total customer base of **26,840**.
- Offline agents generate a total revenue of 550.75 million, followed by the online app with 160.97 million.

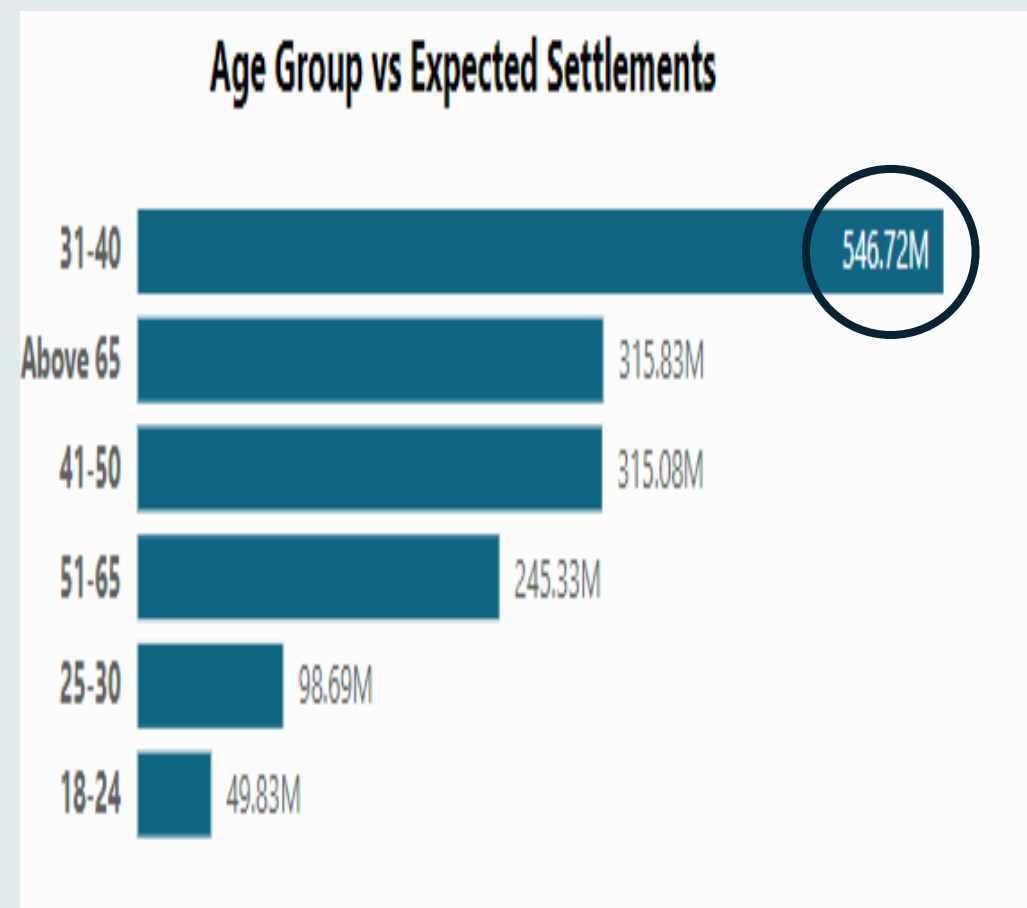


Key Insights

- **Online app** customers increased from 160 in November 2022 to 1.4k in March 2023 and 1.1k in April 2023.
- **Offline-Agent** always on top



Key Insights



Age Group	Total Customers
<div><div></div>31-40</div>	11.46K
Offline-Agent	6.16K
Online-App	1.95K
Offline-Direct	1.69K
Online-Website	1.65K

Age Group	Total Customers
<div><div></div>31-40</div>	11.46K
POL3309HEL	2.03K
POL4331HEL	1.74K
POL5319HEL	1.63K
POL4321HEL	1.41K

Key Insights

Policy Distribution Insights:

Policy 'POL4321HEL' commands a substantial customer base of 4,400, while 'POL2005HEL' emerges as the top revenue-generating policy, underscoring its efficacy in driving financial performance for Shield Insurance.

Policy ID	Total Customers	Total Revenue
POL2005HEL	1.97K	324.26M
POL1048HEL	1.67K	167.86M
POL9221HEL	2.32K	128.33M
POL6093HEL	2.54K	102.55M
POL6303HEL	3.02K	81.76M
POL5319HEL	3.33K	69.60M
POL3309HEL	3.83K	55.92M
POL4331HEL	3.74K	33.50M
POL4321HEL	4.43K	25.47M



Thank You

