



Shield Insurance Project

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Objective

- Create a Power BI Dashboard for the client to help them make better decisions.
- Create a video presentation that simplifies the explanation of the Power BI dashboard for the client's comprehension.

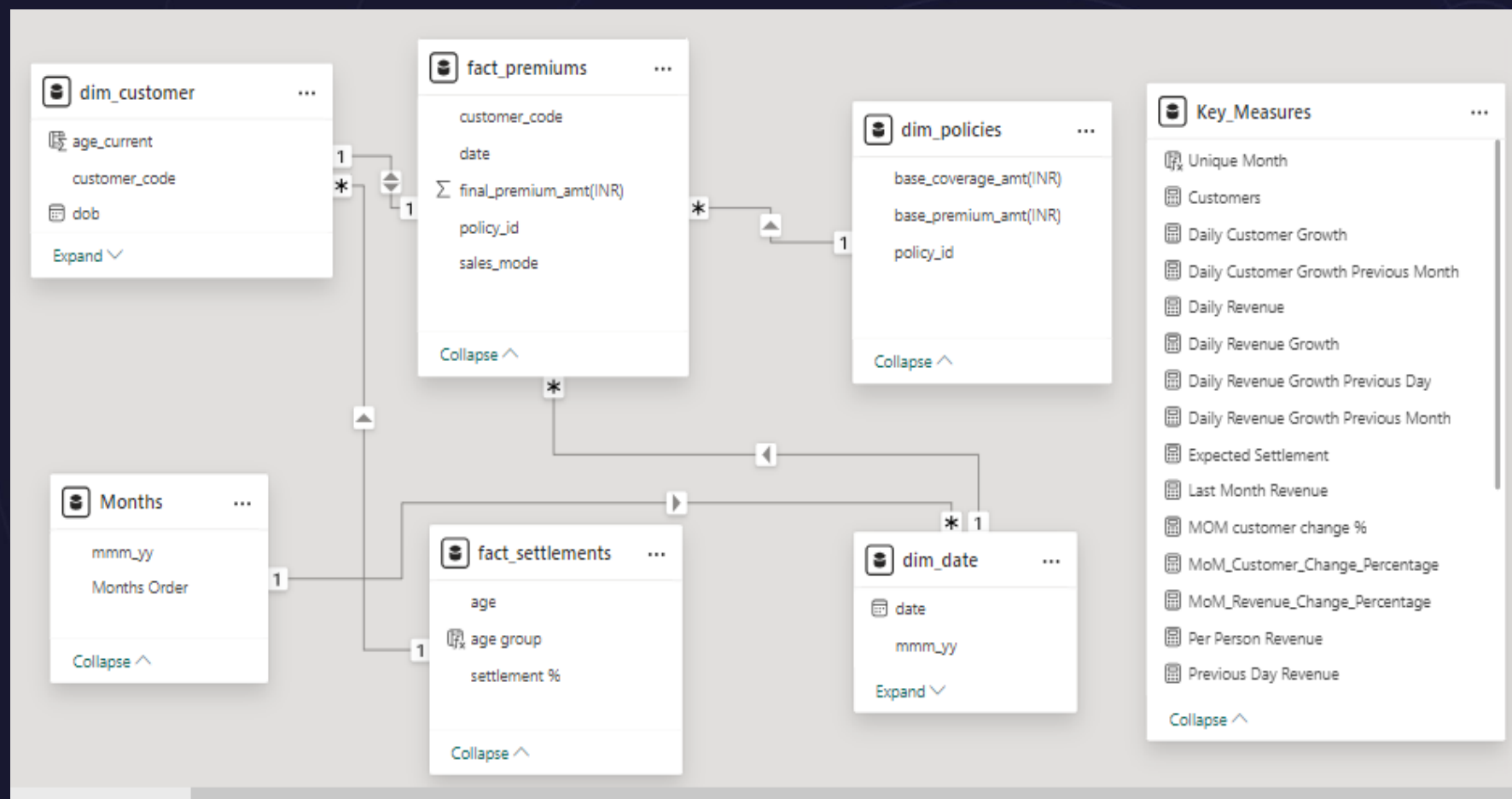
DATA SET



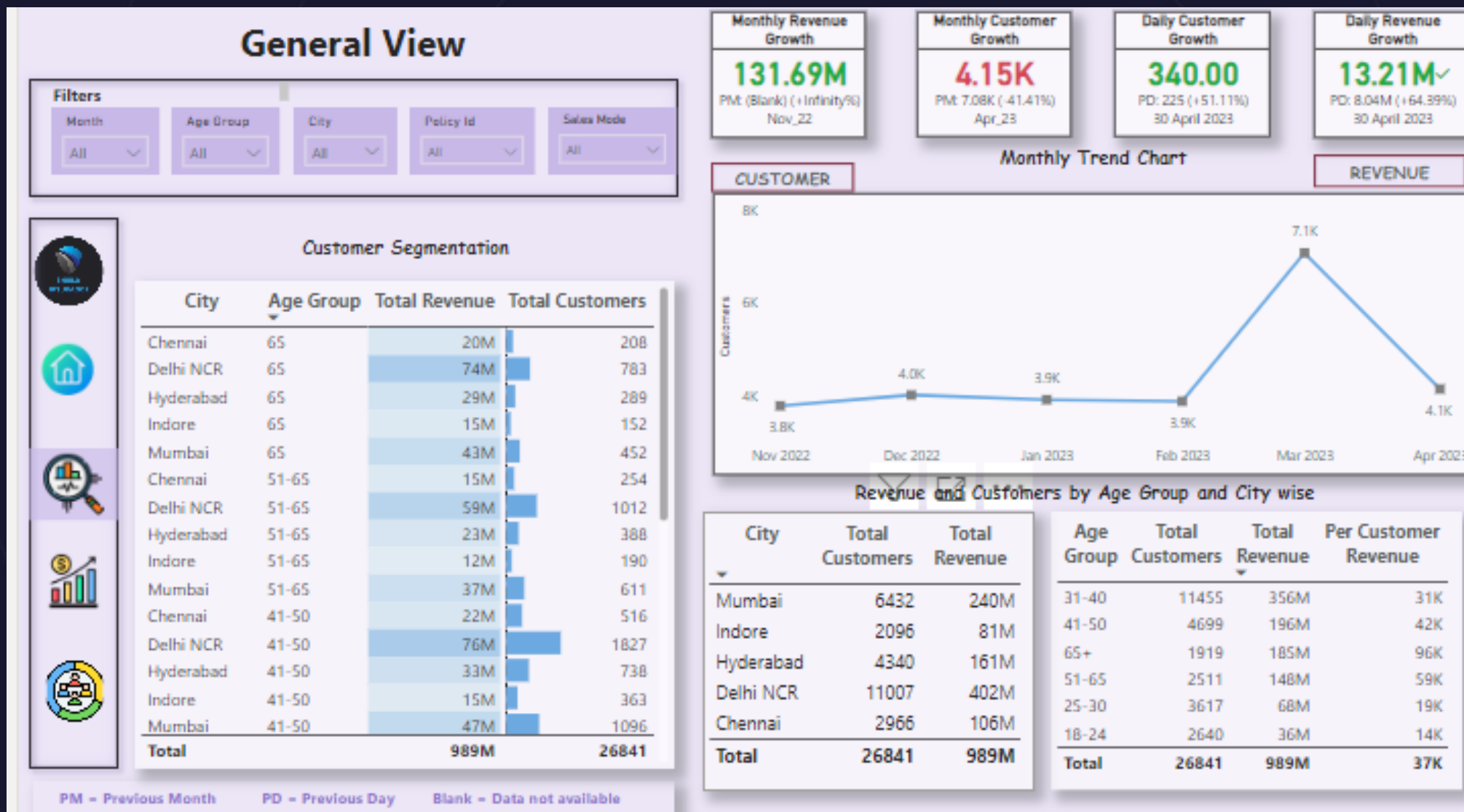
1. Dim_customer-This table contains all the information about the customers
2. Dim_policies-This table contains all policies data
3. Dim_date-This table contains the dates at daily, monthly levels and week numbers of the year
4. Fact_Premium-This table contains all information about policy orders.
5. Fact_Settlement-This table contains information about policy settlement

Data was available from NOV 2022 till APR 2023

Data Model



Snapshots of Dashboard



Sales Mode Analysis

Month

All

Age Group

All

City

All

Policy Id

All

Sales M...

All

Customer Segmentation

Sales Mode	city	Total Customers	Total Revenue
Offline-Agent	Chennai	1704	62272703
Offline-Agent	Delhi NCR	6086	219395457
Offline-Agent	Hyderabad	2385	89843505
Offline-Agent	Indore	1176	45904722
Offline-Agent	Mumbai	3522	133339220
Offline-Direct	Chennai	457	15477511
Offline-Direct	Delhi NCR	1738	64004330
Offline-Direct	Hyderabad	716	26344818
Offline-Direct	Indore	333	12591320
Offline-Direct	Mumbai	1012	34487783
Online-App	Chennai	440	15896636
Online-App	Delhi NCR	1764	65713762
Online-App	Hyderabad	694	24708907
Online-App	Indore	314	12587096
Total		26841	989252849

Monthly Revenue Growth

131.69M

PM: (Blank) (+Infinity%)
Nov_22

Monthly Customer Growth

4.15K

PM: 7.08K (-41.41%)
Apr_23

Daily Customer Growth

340.00

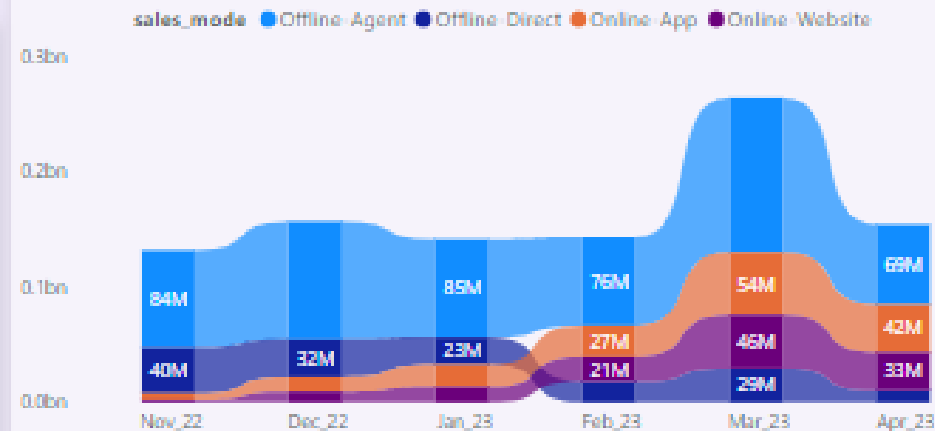
PD: 225 (+51.11%)
30 April 2023

Daily Revenue Growth

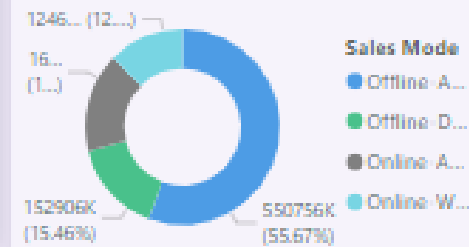
13.21M✓

PD: 8.04M (+64.39%)
30 April 2023

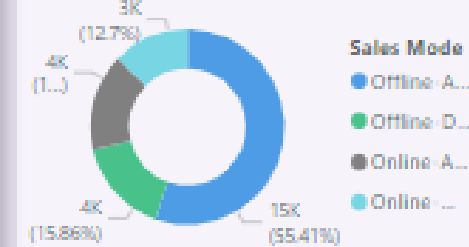
Monthly Basis Revenue Change %



Total Revenue by Sales Mode



Total Customer by Sales Mode



PM - Previous Month

PD - Previous Day

Blank - Data not available

Age Group Analysis

Month

All

Age Group

All

City

All

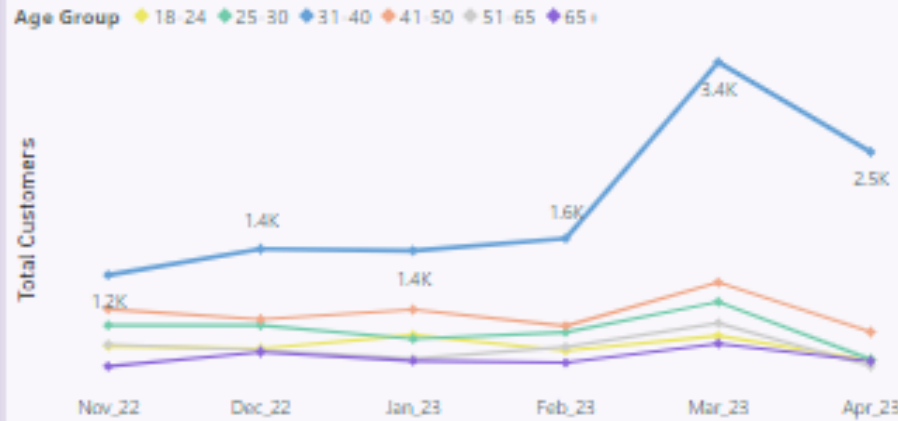
Policy Id

All

Sales M...

All

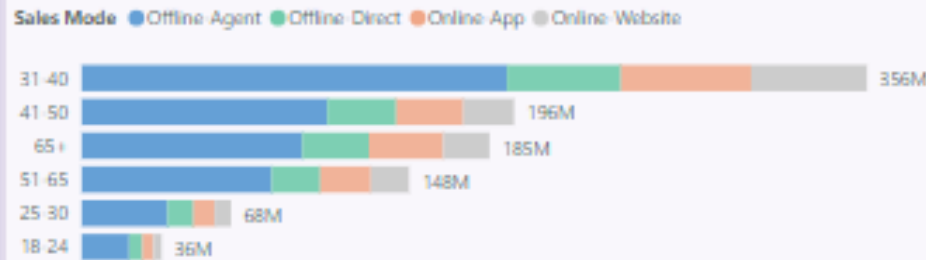
Customers Trend Chart by Age Group



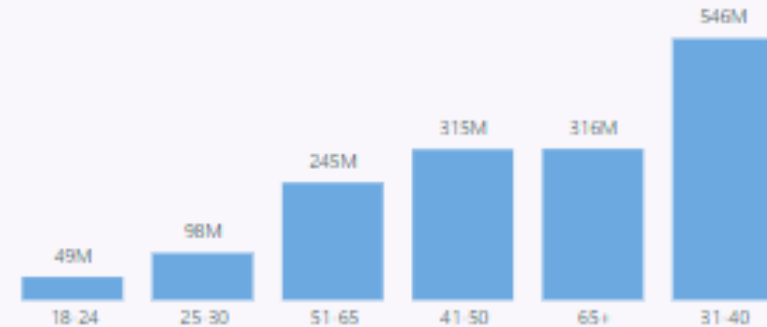
Policy Preference By Age Group

Policy ID	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	4M	10M	61M	32M	25M	36M	168M
POL2005HEL	6M	11M	84M	53M	61M	109M	324M
POL3309HEL	4M	7M	29M	9M	4M	2M	56M
POL4321HEL	6M	6M	8M	2M	1M	1M	25M
POL4331HEL	4M	5M	16M	5M	2M	1M	34M
POL5319HEL	2M	6M	33M	17M	8M	4M	70M
POL6093HEL	4M	8M	42M	27M	12M	10M	103M
POL6303HEL	3M	7M	36M	22M	10M	5M	82M
POL9221HEL	4M	7M	47M	29M	25M	17M	128M
Total	36M	68M	356M	196M	148M	185M	989M

Age Group Vs Sales Mode (Revenue)



Expected Settlement by age group



PM = Previous Month

PD = Previous Day

Blank = Data not available

Key Insights



- The insurance company has a customer base of 26,841.
- The company has generated revenue of \$989.3 million.
- Delhi has the highest number of customers and revenue generated, with a total of 11,007 customers and 401.6 million in revenue, respectively.
- The age group of 31–40 years has the highest number of customers, with a total of 11,455; it also contributes the highest revenue, generating a total of 356 million.
- In the given data, the month of March had the highest customer base enrolled and generated the highest revenue.

Key Insights



- The average expected settlement% is higher for the 65+ age group.
- The majority of customers take the policies and pay premiums through the offline agent sales mode, with a share of 55.4% and 55.6% of revenue.
- The policy ID "POL4321HEL" has a customer base of 4,434 because this is a base plan policy with coverage of 2 lakhs and a premium of 5000, so that is why this policy has a lower revenue of 25 million among all policies.
- The policy ID "POL2005HEL" has the highest revenue of 324.3 million among all policies because this has the highest coverage of 1 crore and a premium of 120000, and this policy has a 1968 customer base.

Recommendation:

- **Expand High-Performing Sales Channels:** Invest in and expand the offline agent network to leverage their high customer acquisition and revenue generation capabilities.
- **Enhance Online Presence:** Strengthen the online sales channels with targeted marketing and improved user experience to attract digital-savvy customers.
- **Target High Revenue Age Groups:** Tailor marketing campaigns and products to the 31-40 age group to capitalize on their significant revenue contribution.
- **Develop and Promote High Coverage Policies:** Promote high-coverage policies to affluent customers for increased premium revenue.



- **Leverage Data Analytics for Customized Offerings:** Use customer data to provide personalized policy recommendations and enhance customer satisfaction.
- **Focus on Customer Retention Strategies:** Implement loyalty programs and follow-ups to retain existing customers and ensure steady revenue.
- **Optimize Product Mix:** Restructure and introduce new policy offerings to meet market demands and attract more customers.
- **Expand Geographic Reach:** Explore and strategically enter new urban markets similar to Delhi to tap into new revenue sources.



THANK YOU