SHIELD INSURANCE INSIGHTS

Checkout my profile and Live Dashboard

Presented by : **Bhanu Prakash Sarella**

Content Overview

- Introduction to the Shield Insurance Insights Project
- Monthly Trends and Demographic Analysis
- Trend Analysis and Filters
- Sales Mode Analysis
- Age Group Analysis
- Conclusion

Introduction to the Shield Insurance Insights Project

- Objective : Gain a comprehensive understanding of customer numbers and total revenue.

- Key Metrics : - Track daily revenue growth rate (DRG).
            - Track daily customer growth rate (DCG).

- Identify trends and areas for improvement.

- Customer Segmentation : - Segment customers by age group.

            - Analyze revenue and customer numbers by city and age group.

- Sales Mode Analysis : - Separate page for detailed sales mode analysis.
            - Calculate and understand total customers and revenue split by sales mode

            - Analyze monthly trends in sales modes.

- Age Group Analysis : - Separate page for detailed age group analysis.

            - Understand the impact of different age groups on the business.

            - Analyze data on settlements, sales modes, and policy preferences.

General Insights Overview :
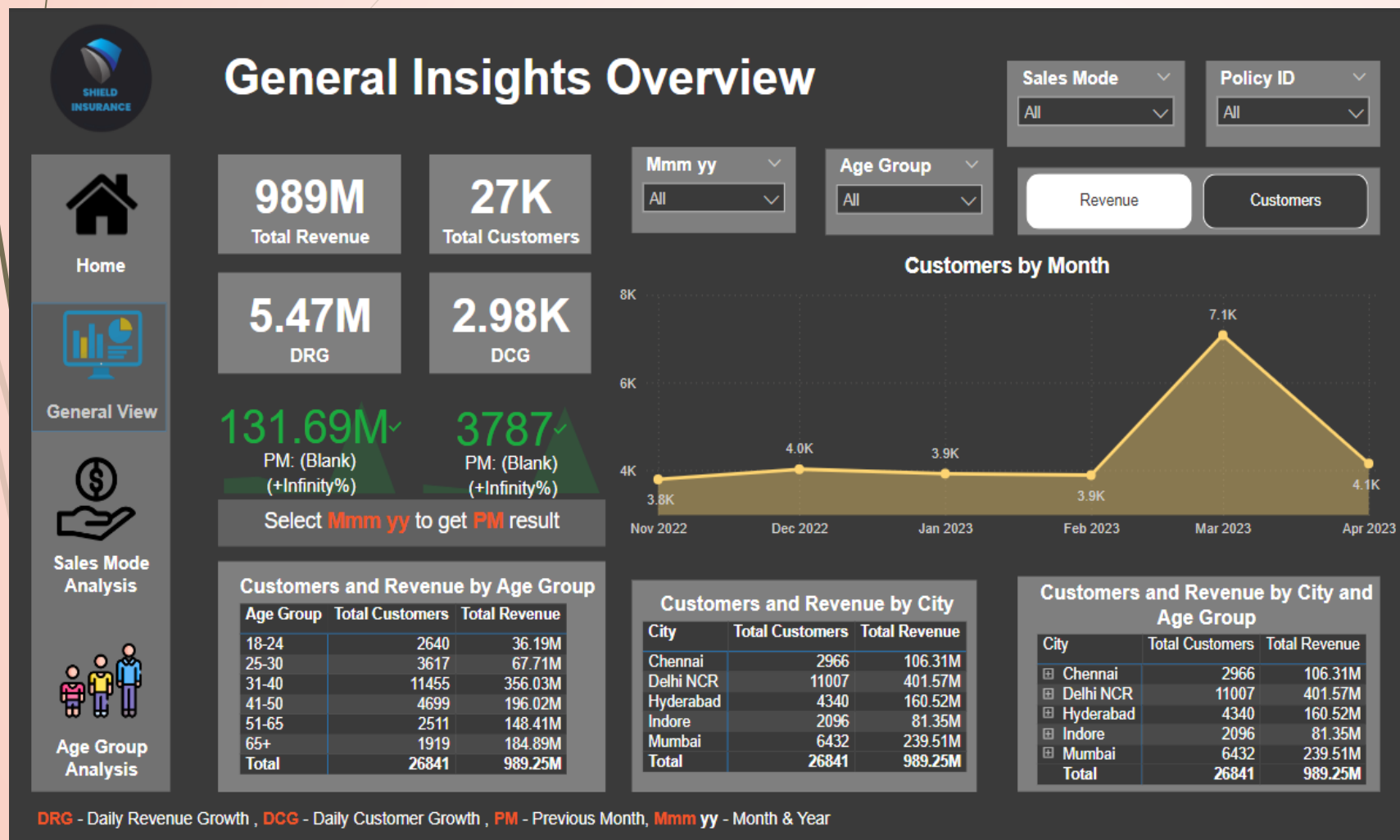
Top Metrics Panel:

o Total Revenue: $989M

o Total Customers: 27K

o Daily Revenue Growth (DRG): $5.47M

o Daily Customer Growth (DCG): 2.98K

Monthly Customer Trends:

o Illustrates customer number fluctuations from November 2022 to April 2023.

o Highlights a peak in March.

General Insights Overview :

- **Revenue and Customers by Demographic and Geographic Breakdown:**

  o By Age Group: Customers and revenue segmented from ages 18-24 to 65+.

  o By City: Data from Chennai, Delhi NCR, Hyderabad, Indore, and Mumbai.

  o By City and Age Group: Combines geographic and demographic data.

- **Dynamic Filters:**

  o Options to filter data by sales mode, policy ID, age group, and choice between viewing revenue or customers.

- **Performance Metrics:**

  o Metrics such as 131.69M and 3787.

  o Note indicating selection of month and year for detailed previous month results, showing an increase marked as (+Infinity%).
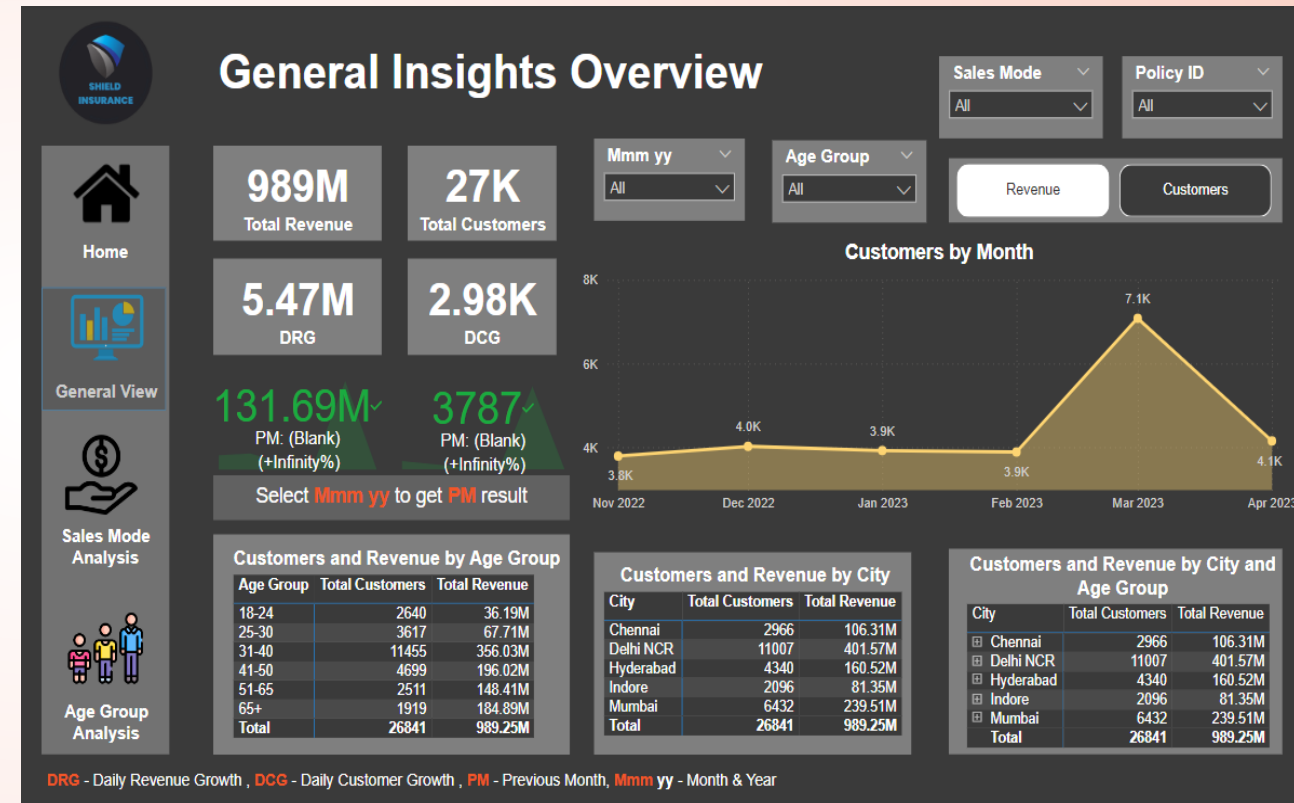
Sales Mode Analysis :

➥ Total Revenue by Sales Mode:

o The majority of revenue comes from the online website, contributing about 55.67% of the total revenue.

o Offline agents account for 16.27% of the revenue.

o Offline direct sales contribute 15.46% of the revenue.

o The online app generates around 12.66% of the total revenue.

➥ Total Customers by Sales Mode:

o Most customers prefer the online website, with 55.41% of customers using this mode.

o Both offline agents and offline direct sales each account for approximately 16% of the customer base.

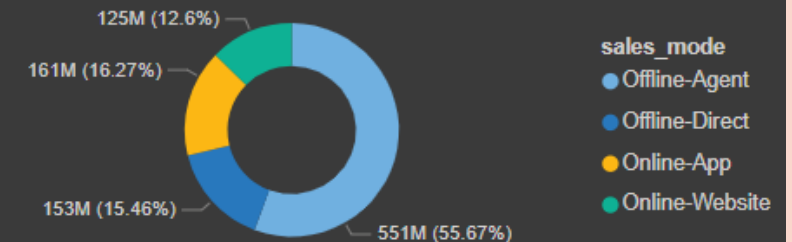o The online app is used by about 12.76% of customers.
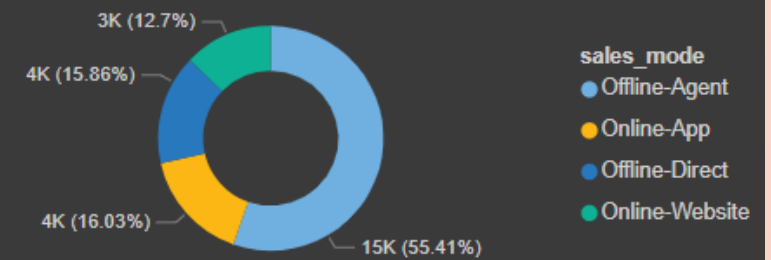
Sales Mode Analysis :

■ **Revenue by Month and Sales Mode:**

○ Revenue from offline agents remains relatively steady, ranging between $10 million and $40 million.

○ Offline direct sales peaked in January 2023 with $102 million, followed by a sharp decrease.

○ Revenue from the online app shows consistent growth, peaking at $54 million in March 2023.

○ The online website saw a sharp revenue peak of $69 million in April 2023.
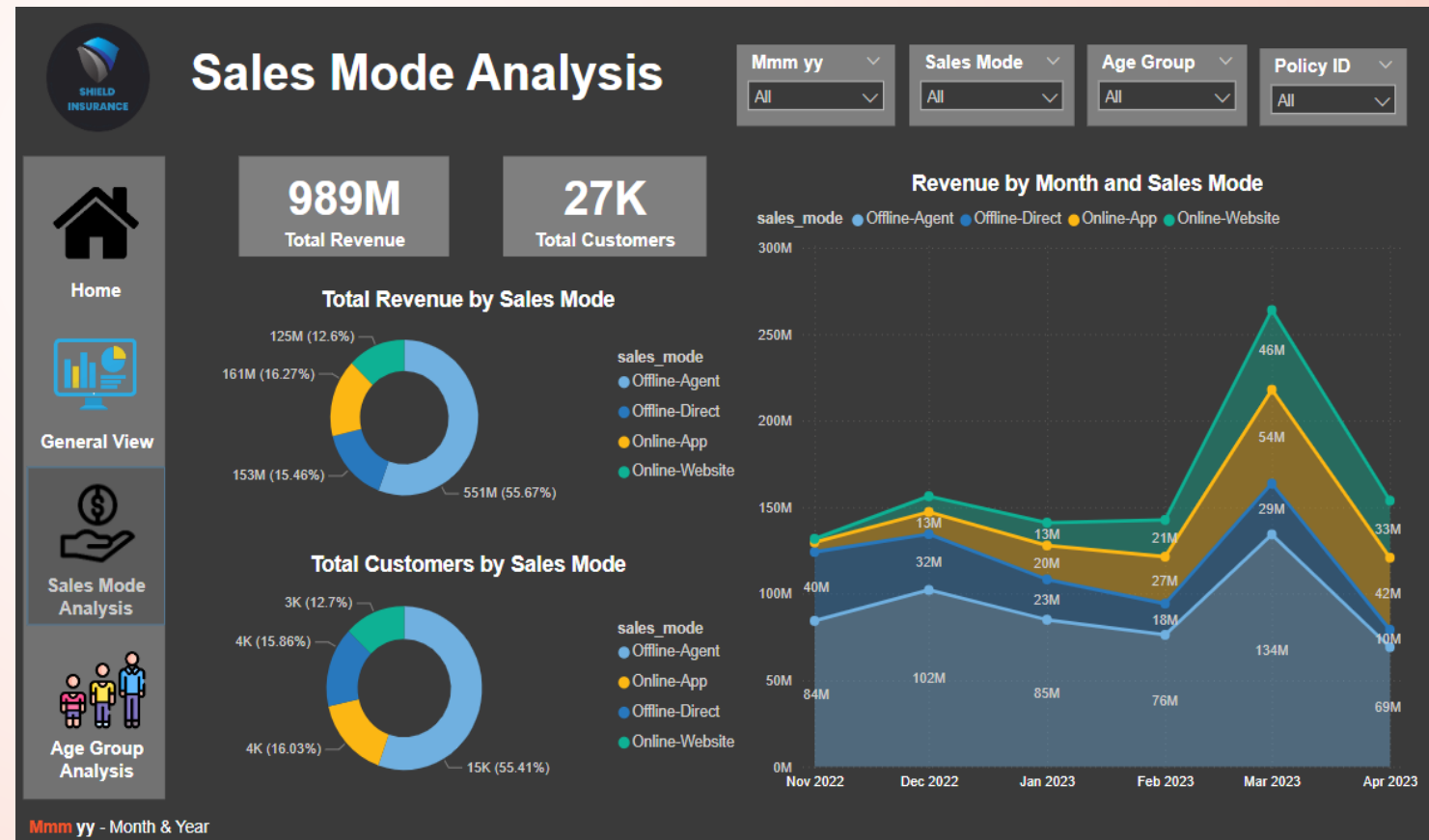
Age Group Analysis :

- The distribution of customers across age groups.

- **Customers by Policy ID and Age Group:**

  o A detailed table lists various policy IDs with customer counts across different age groups.

  o It provides total counts per policy and overall totals across all policies.

- **Revenue by Month and Age Group:**

  o The stacked area chart illustrates monthly revenue trends from November 2022 to April 2023, segmented by age groups.

  o It showcases revenue fluctuations across different months and age groups.
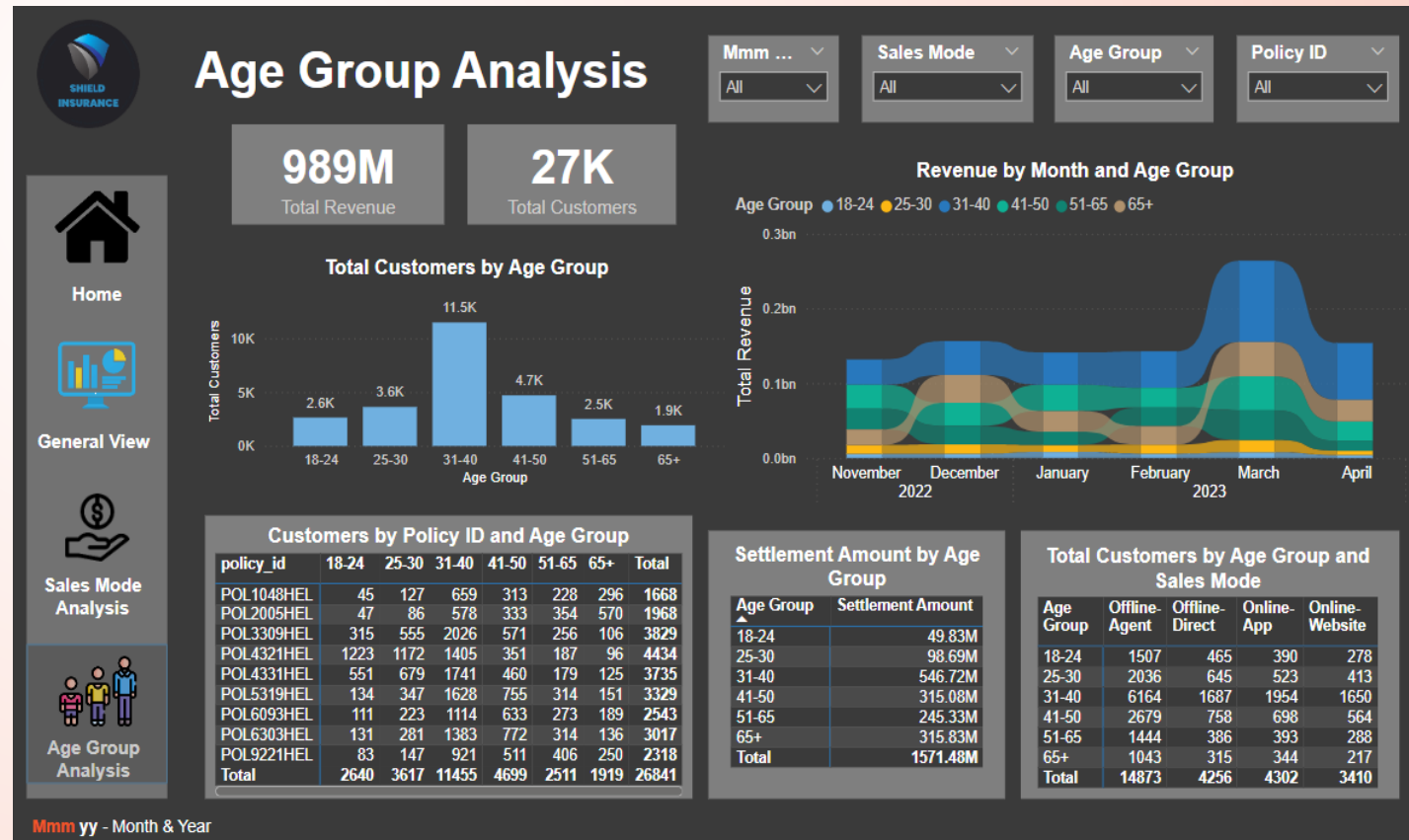
Age Group Analysis :

- Settlement Amount by Age Group:

- **The breakdown of settlement amounts across age groups is as follows:**

  o Age 18-24: $49.83 million

  o Age 65+: $315.83 million

  o The total settlement amount is $1571.48 million.

- **Total Customers by Age Group and Sales Mode:**

  o A matrix presents the number of customers in each age group segmented by sales mode (Offline-Agent, Offline-Direct, Online-App, and Online-Website).

  o It offers insights into which sales modes are popular among different age groups.
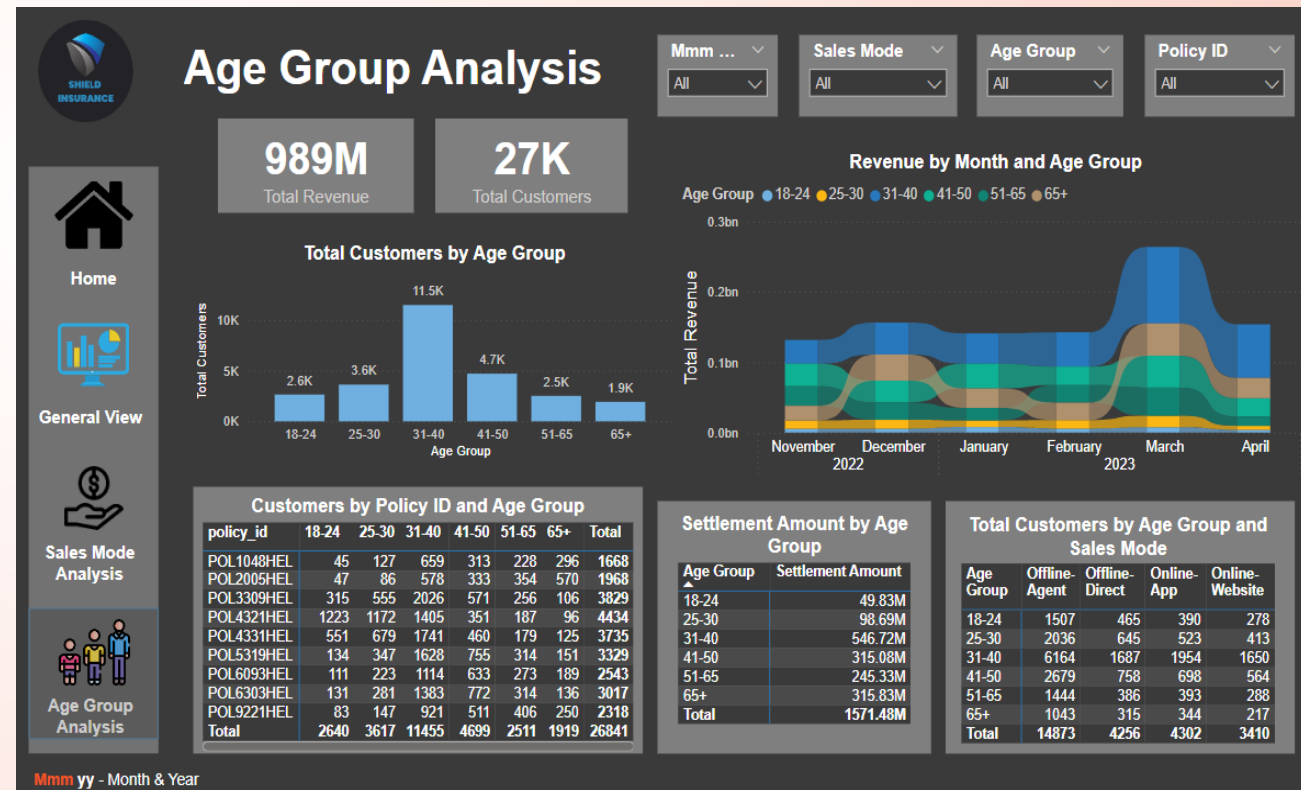
Conclusion :

- Shield Insurance is doing really well with a total revenue of $989 million and 27,000 customers. They're pretty big in the market.

- We learned a lot from looking at the General Insights Overview. It helps us understand stuff like how much money and how many customers we get each day, and trends over the months. March was especially good.

- Breaking down our revenue and customers by things like age and where they live gives us good info. It helps us figure out who our customers are and how to market to them better.

- We found out that most of our sales and customers come from online, especially our website. People seem to like doing things digitally these days.

- Looking at different age groups helps us understand our customers better. We can see where they're from, how much they spend, and how they like to shop.

- All this info we got will help us make better plans and keep our customers happy. It's important for us to stay ahead in a competitive market.

Thank you.

Checkout my work / credibility : **My Portfolio**

Checkout :

Presented by: **Bhanu Prakash Sarella**