



Shield Insurance



SHIELD INSURANCE

Business Insights



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AGENDA



- Company Overview
- Objective
- About Data
- Dashboard Overview
- Recommendations

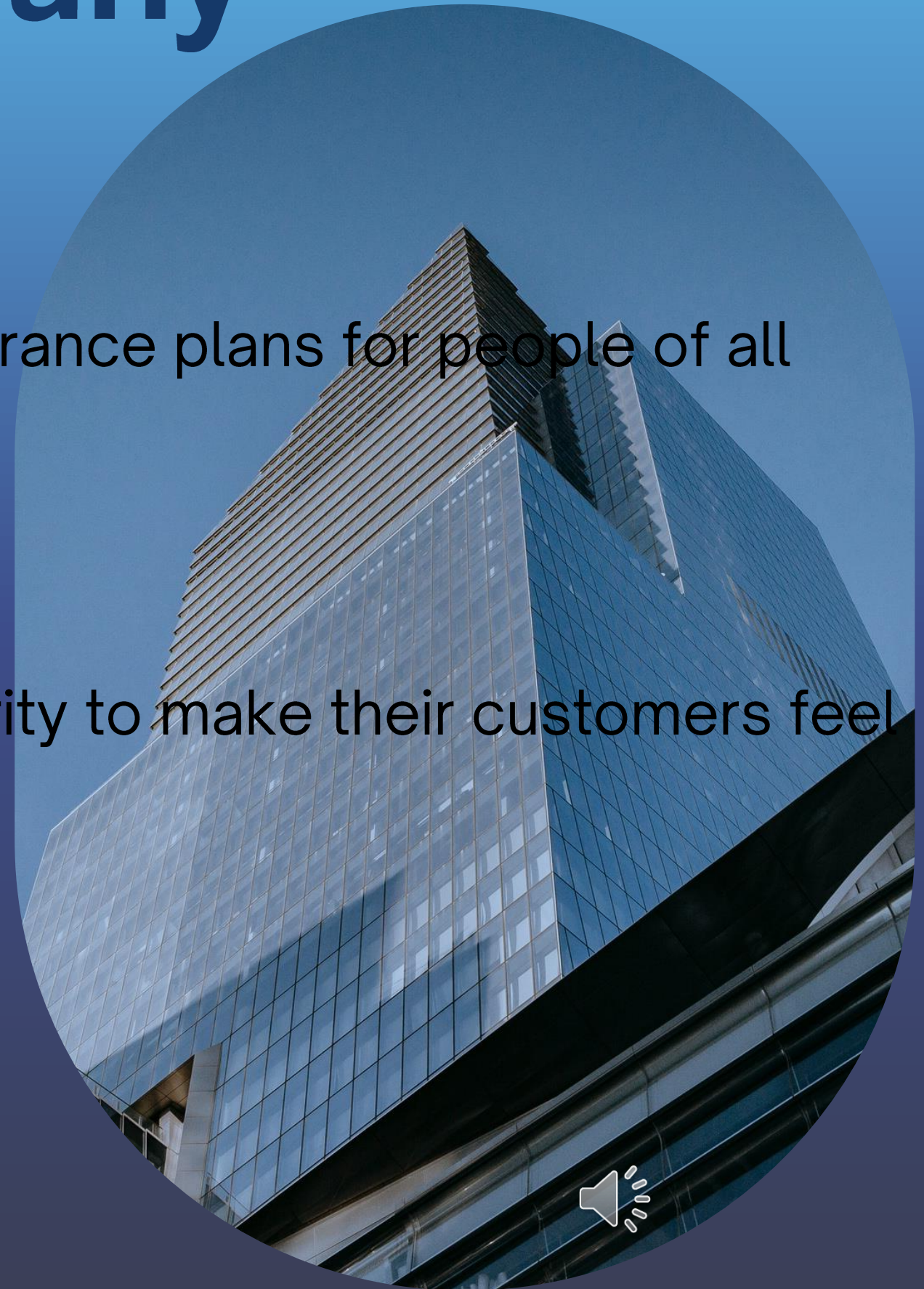




Shield Insurance

About the Company

- Shield Insurance provides reliable and comprehensive insurance plans for people of all ages and for businesses.
- The company focuses on customer satisfaction and security to make their customers feel safe and protected.



About Data

Shield Insurance Operates in five major cities.



Delhi NCR



Mumbai



Indore



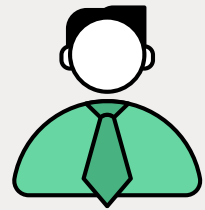
Hyderabad



Chennai

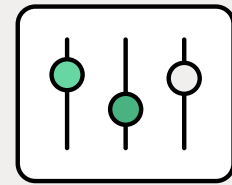


Channels



OFFLINE AGENT

In-person sales with a representative.



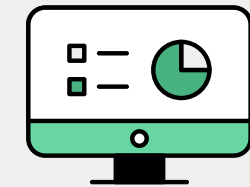
OFFLINE DIRECT

Direct sales without an agent (e.g., Company Branch)



ONLINE APP

Sales through a mobile app



ONLINE WEBSITE

Sales through a website



Dashboard Overview



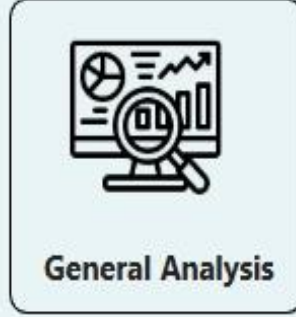
Power BI





Home View

Takes users back to this central hub from any other page within the dashboard.



General Analysis

Provides a comprehensive overview of key business metrics, including , **customer and revenue trends**, and **customer insights**.



Sales View

Focuses on sales performance metrics, highlighting trends, targets, and **comparisons to previous periods**.



Age Group Analysis

Provides insights into customer data segmented by age groups to identify **trends and preferences**

Last Refreshed : 17th Nov' 2024

Revenue In: Millions and Dollars

Data Loaded Until: Apr 2023

Recommendations

- **Increase Presence in Delhi and Other Key Cities:** Since Delhi is the top revenue city, more efforts should be made to grow in this market and also expand in cities like Mumbai and Hyderabad.
- **Enhance Digital Presence:** Improving the app and website can provide a great opportunity to increase sales along with offline methods.
- **Focus on Young Adult Customers:** Since adults aged 18-35 generate less revenue, marketing should aim to attract and retain these customers.
- **Promote Popular Policies:** Focus on marketing successful policies like "POL4321HEL" to attract more customers.



Thank You