



SHIELD INSURANCE PROJECT PRESENTATION

Presented by
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ABOUT ME

- I'm Desmond, a passionate data enthusiast currently navigating the exciting terrain of Data Analytics.
- Career Aspiration: Driven by the desire to make a tangible impact, I've set my sights on leveraging the power of data to drive decision-making, enhance processes, and contribute to the prosperity of organizations.
- Skills: Proficient in tools such as Excel, Power BI, SQL and Python, I've honed my skills to be data-informed and make strategic, data-driven decisions.
- Functional Areas of Expertise: ■ Data Visualization ■ Dashboarding ■ Data Storytelling.



OVERVIEW



- Shield Insurance is a company that specializes in providing a variety of insurance policies to its customers.
- They focus on protecting their clients by offering policies that cover various risks and provide financial security in the event of unforeseen circumstances.
- The company aims to serve a diverse customer base, catering to different age groups and cities.

PROBLEM STATEMENT



- Shield Insurance is facing challenges in understanding and optimizing their customer base and revenue streams.
- The company lacks clear visibility into customer growth trends, revenue generation, and the effectiveness of different sales modes.
- They need to identify and analyze the impact of customer demographics, such as age and location, on policy sales and settlements.
- The current lack of a consolidated, data-driven approach hinders their ability to make informed business decisions, adapt to market changes, and improve customer engagement.

GOALS



- The primary goal of this project is to provide Shield Insurance with comprehensive insights into their customer base and revenue streams.
- Gain a clear understanding of the total number of customers and the total revenue generated, while also tracking daily growth rates for both customers and revenue to monitor ongoing progress.
- Segment the customer base by age group and city to better understand the distribution and impact of these demographics on revenue and policy sales.
- Analyze the effectiveness of different sales modes (e.g., Online, Offline) in driving customer acquisition and revenue.
- Understand the impact of different age groups on expected policy settlements, sales mode preferences, and policy choices to make informed business decisions.

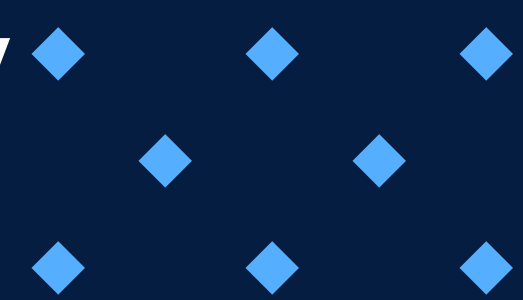


Unto the exploration of the dashboard



Unto the
insights
generated in
this project

Insight: Revenue Contribution by Age Group and City



customers and revenue by age groups

age group	customers	revenue
31-40	10977	335.7M
41-50	5357	210.6M
25-30	3407	61.5M
51-65	2792	156.9M
18-24	2239	30.7M
65+	2069	193.8M
Total	26841	989.3M

The age group 31-40 generated the highest revenue, amounting to 335.7 million INR across all cities.



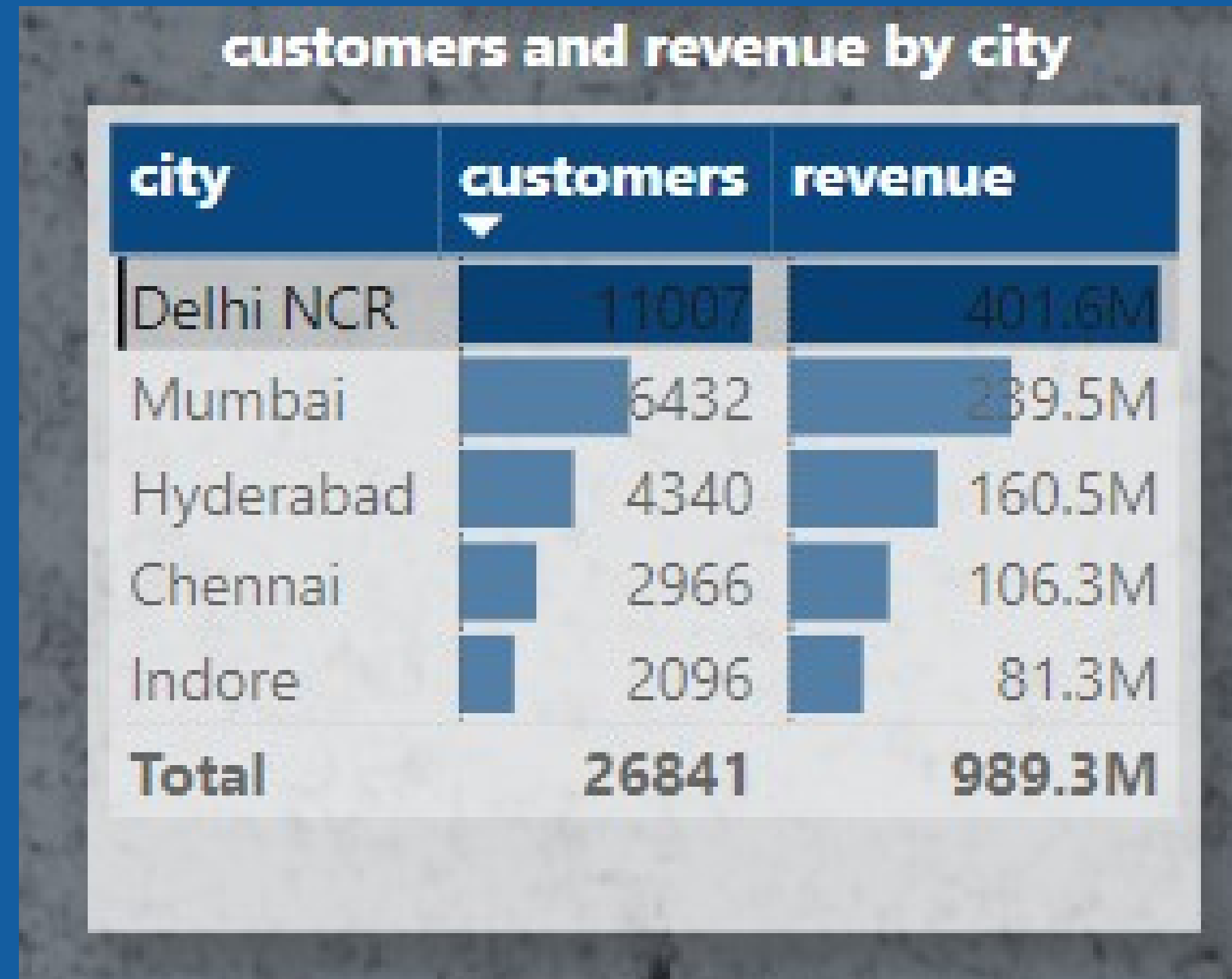
customers and revenue by city and age groups

city	age group	customers	revenue
Chennai	31-40	1194	35.3M
Delhi NCR	31-40	4544	137.9M
Hyderabad	31-40	1800	55.0M
Indore	31-40	859	28.6M
Mumbai	31-40	2580	79.0M

Within the age group 31-40, the highest revenue was observed in Delhi NCR, where they contributed 137.9 million INR.

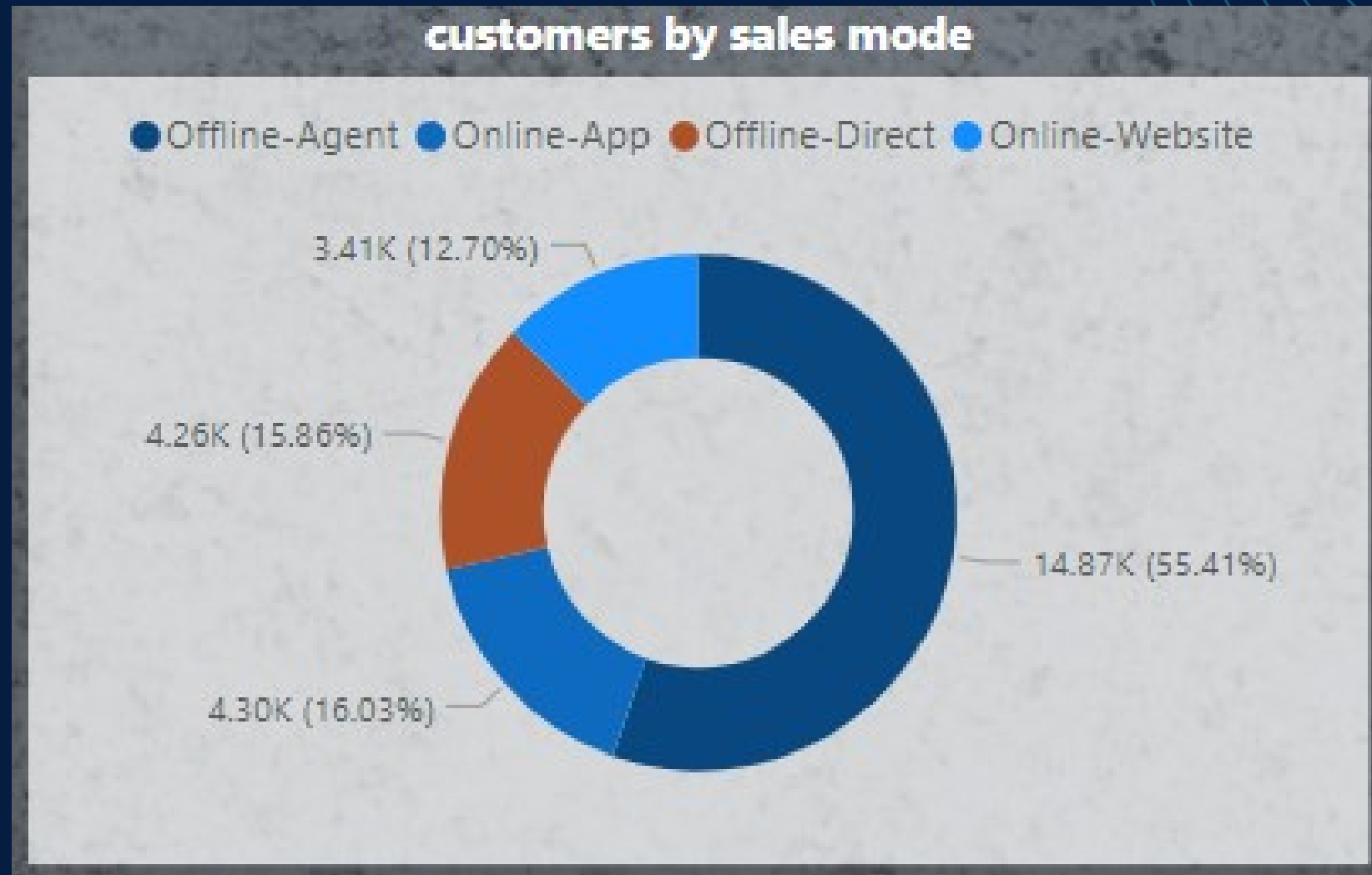


Insight: Top Revenue and Customer Base by City

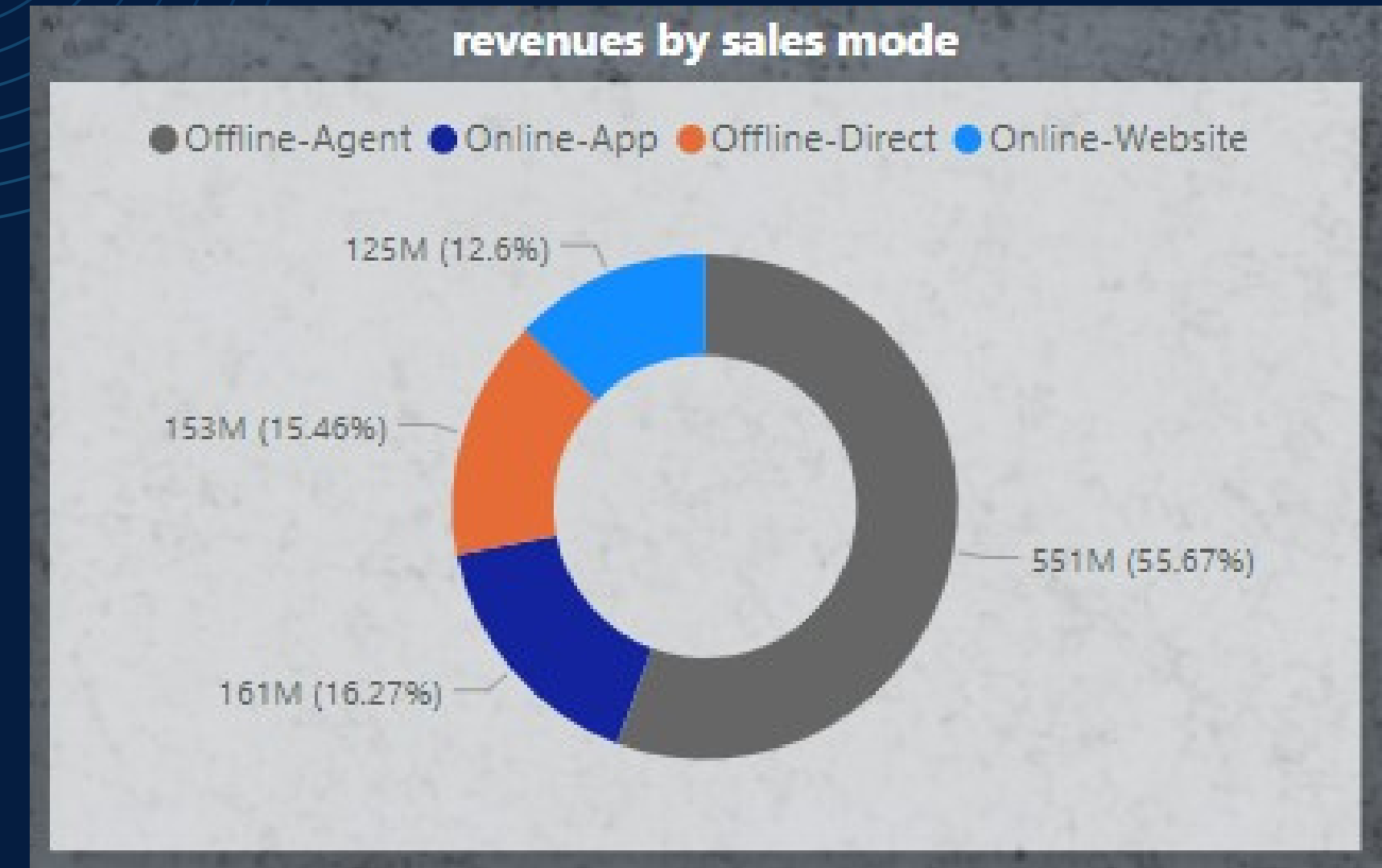


Delhi NCR is the leading city in terms of both revenue and customer base, generating 401.6 million INR in revenue and having the highest number of customers, totaling 11,007.

Insight: Most Effective Sales Mode



The Offline-Agent sales mode is the most effective for acquiring customers, bringing in 14,873 customers, which accounts for 55.41% of the total customers acquired across all sales modes.



The Offline-Agent sales mode also leads in revenue generation, contributing 551 million INR, which represents 55.67% of the total revenue generated across all sales modes.

Insight: Policy that generated the most revenue

customers and revenue by age groups

age group	customers	revenue
65+	592	113.0M
31-40	545	78.6M
51-65	358	61.5M
41-50	351	55.7M
25-30	83	10.7M
18-24	39	4.8M
Total	1968	324.3M

The policy with ID POL2005HEL generated the most revenue of 324.3 million INR, despite having only 1,968 customers. This is in stark contrast to other policies that have significantly more customers but far less revenue. The age group 65+ contributed the most to this policy's revenue, generating 113 million INR with just 592 customers. This could likely be a premium policy with higher coverage or benefits that appeal particularly to older customers.

Insight: Policy Preferences by Age Group

age group vs policy preference							
policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL4321HEL	1044	1175	1449	453	209	104	4434
POL3309HEL	276	490	1945	707	287	124	3829
POL4331HEL	455	661	1686	592	207	134	3735
POL5319HEL	109	318	1511	862	361	168	3329
POL6303HEL	110	249	1297	824	381	156	3017
POL6093HEL	95	197	1051	670	326	204	2543
POL9221HEL	71	123	864	558	419	283	2318
POL2005HEL	39	83	545	351	358	592	1968
POL1048HEL	40	111	629	340	244	304	1668
Total	2239	3407	10977	5357	2792	2069	26841

- Policies like **POL4321HEL**, **POL3309HEL**, **POL4331HEL** and **POL5319HEL** are preferred by the age group of 31-40
- The policy with the most customers is **POL4321HEL** with a total of 4,434 customers.
- The policy with the least preference by the customers in all age groups is **POL1048HEL** with a total of 1,668 customers.

RECOMMENDATIONS

- Enhance marketing strategies and product offerings tailored to specific age group, with a special emphasis on cities where their demographic contributes significantly to revenue. This targeted approach could drive further growth and optimize engagement in key markets.
- Consider enhancing agent training, increasing incentives, and optimizing support resources to leverage its success. Simultaneously, evaluate and refine other sales modes to balance overall strategy and address potential growth opportunities in those channels.
- Focus on promoting and expanding high-value policies, Consider developing similar premium policies tailored to the needs of specific age groups to capitalize on their willingness to invest in comprehensive coverage.

Thank You
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