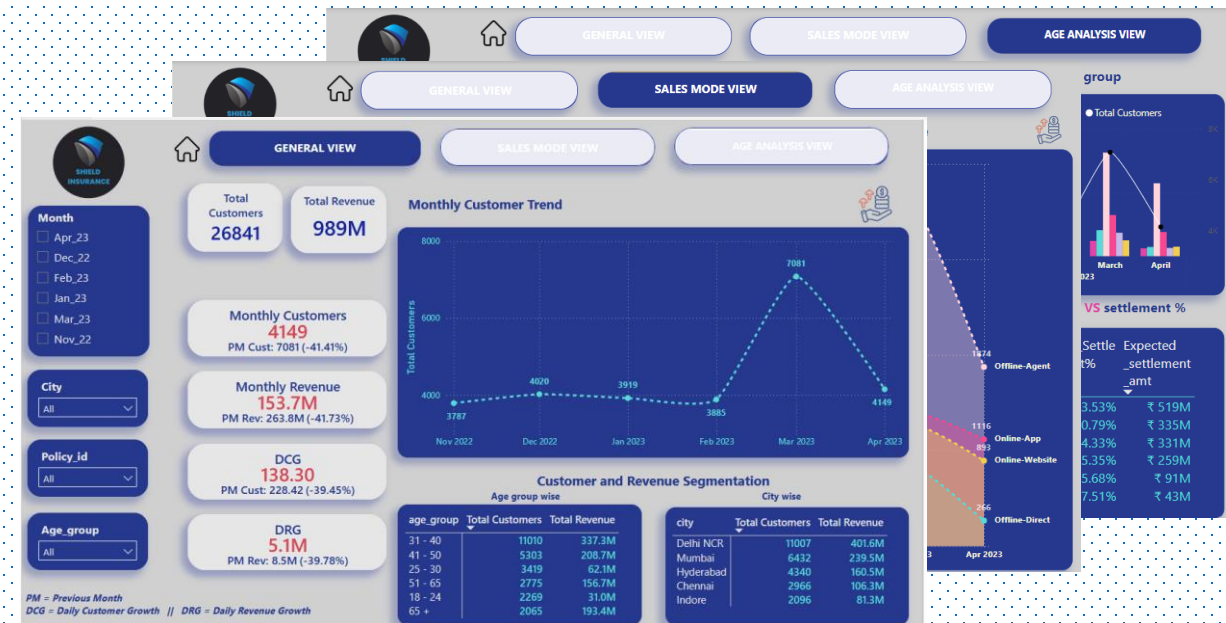


# SHIELD INSURANCE PERFORMANCE ANALYSIS



INSIGHTS AND KEY  
FINDINGS

SHIELD  
INSURANCE



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Linkedin

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- Project overview
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- Insights & key findings
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## PROJECT OVERVIEW

**Shield Insurance** was found with a vision to provide comprehensive and innovative insurance solutions to individuals, families and businesses.

They have entrusted our team with the task of conducting a comprehensive analysis to evaluate the performance of their company.

The analysis is based on the data provided by Shield Insurance, covering the period from **November 2022 to April 2023**.

Our goal is to provide Shield Insurance with valuable insights so they can make informed data-driven decisions on key areas and take the company to new heights.



**Get Ready for an  
Exciting Insurance  
Journey**

We know insurance can be a snooze fest, but not with our app! Let's get started on your

## EXPLORING DATA

### Age segmentation

18 – 24

25 – 30

31 – 40

41 – 50

51 – 65

65 +

### Customer city

Delhi NCR

Mumbai

Hyderabad

Chennai

Indore

### Sales mode

Offline - agent

Offline – direct

Online - app

Online - website

### Policy id

Base coverage  
amt (INR)

Base premium  
amt (INR)

POL4321HEL

2,00,000

5,000

POL4331HEL

3,00,000

7,500

POL3309HEL

5,00,000

12,000

POL5319HEL

7,50,000

16,700

POL6303HEL

10,00,000

21,500

POL6093HEL

15,00,000

31,700

POL9221HEL

25,00,000

42,500

POL1048HEL

50,00,000

76,500

POL2005HEL

100,00,000

1,20,000

## THE DATASET

customer_code ▾	dob ▾	city ▾
SUNPMH5	10 June 1989	Delhi NCR
SUNQ7A	20 June 1989	Delhi NCR
SUNXAL	31 March 1989	Delhi NCR
SUNXD9Y	21 September 1989	Delhi NCR
SUNRD3N	24 January 1989	Delhi NCR

*dim\_customer*

date ▾	mmm_yy ▾	day_type ▾	week_no ▾
08 January 2023	Jan_23	Sunday	1
09 January 2023	Jan_23	Monday	2
10 January 2023	Jan_23	Tuesday	2
11 January 2023	Jan_23	Wednesday	2
12 January 2023	Jan_23	Thursday	2

*dim\_date*

policy_id ▾	base_coverage_amt(INR) ▾	base_premium_amt(INR) ▾
POL4321HEL	200000	5000
POL4331HEL	300000	7500
POL3309HEL	500000	12000
POL5319HEL	750000	16700

*dim\_policies*

date ▾	customer_code ▾	policy_id ▾	sales_mode ▾	final_premium_amt(INR) ▾
01 December 2022	SUNSSVU	POL4321HEL	Offline-Agent	5100
02 December 2022	SUN2QA	POL4321HEL	Offline-Agent	5100
02 December 2022	SUNPF	POL4321HEL	Offline-Agent	5100
03 December 2022	SUNXB9	POL4321HEL	Offline-Agent	5100

*fact\_premiums*

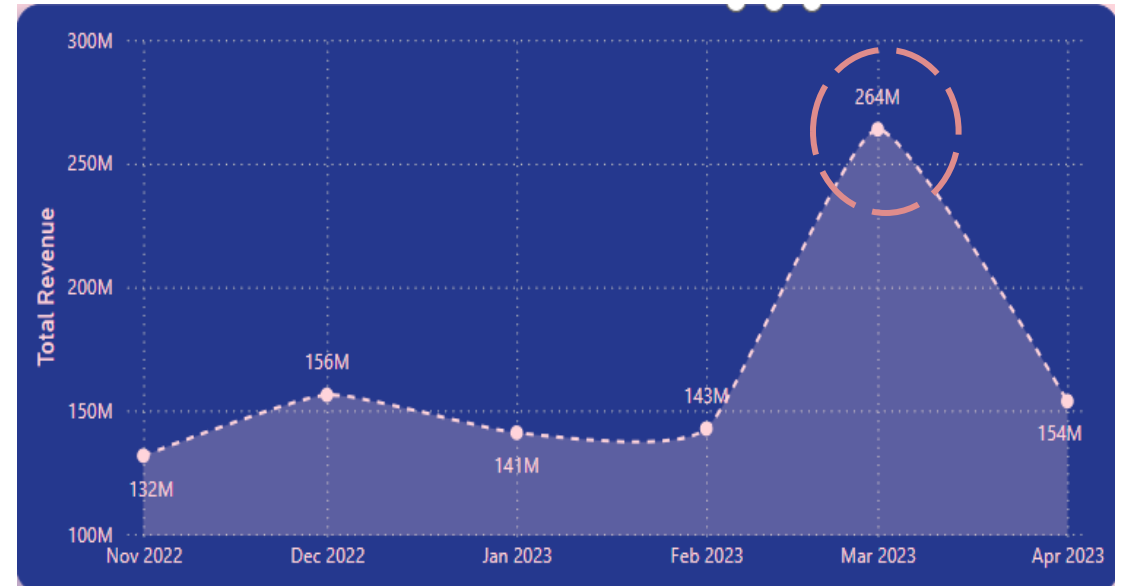
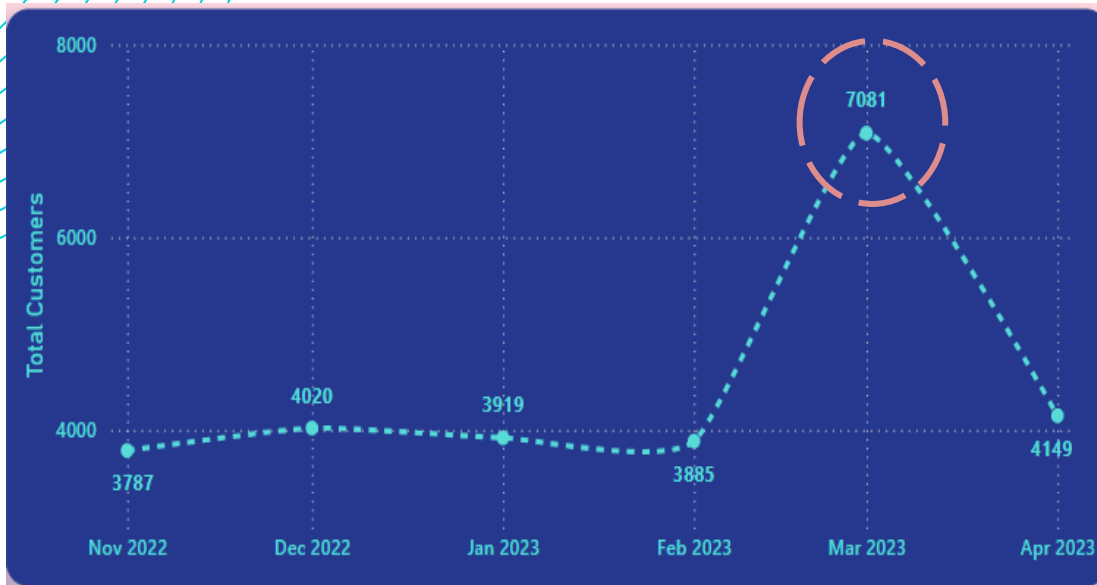
age ▾	settlement % ▾
18	34.15%
19	34.75%
20	36.20%
21	37.40%
22	38.80%
23	39.95%

*fact\_settlements*

*\*Data available and analysed from Nov 2022 to Mar 2023*

# ***INSIGHTS & KEY FINDINGS***





Except Mar 23, for the rest of the months the data remains in a range, slightly varying from each other

Customers and revenues are significantly higher in March 23, this could be due to the people eyeing for upcoming Financial year ending and taking tax harvesting and tax savings measures.

### City wise

city	Total Customers	Total Revenue
Delhi NCR	11007	401.6M
Mumbai	6432	239.5M
Hyderabad	4340	160.5M
Chennai	2966	106.3M
Indore	2096	81.3M

### Delhi NCR -

Highest Customers and Revenue.

### Mumbai

follows closely behind in Revenue with fewer customers.

**Hyderabad and Chennai** Considerable revenue contribution despite having fewer customer counts.



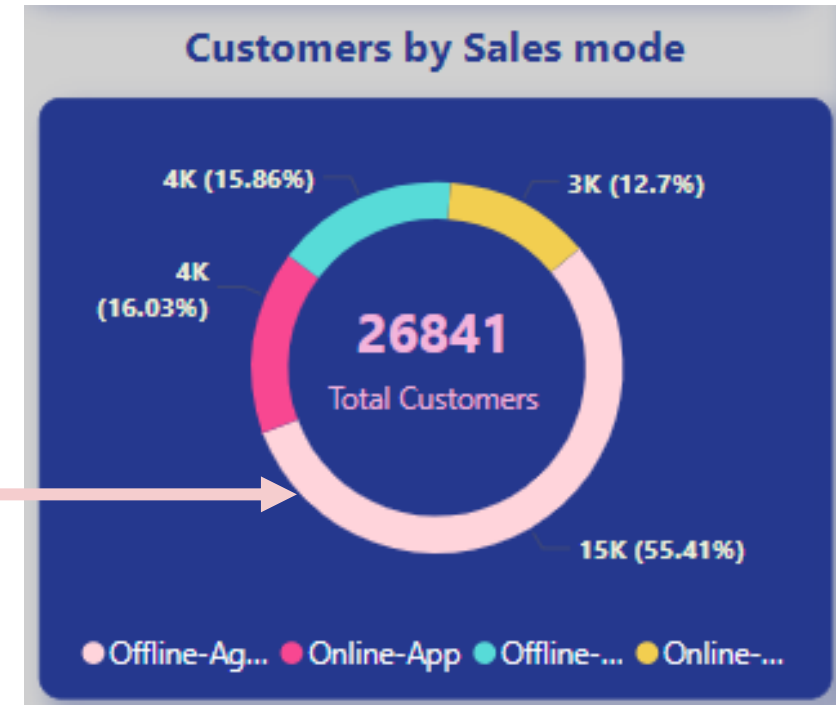
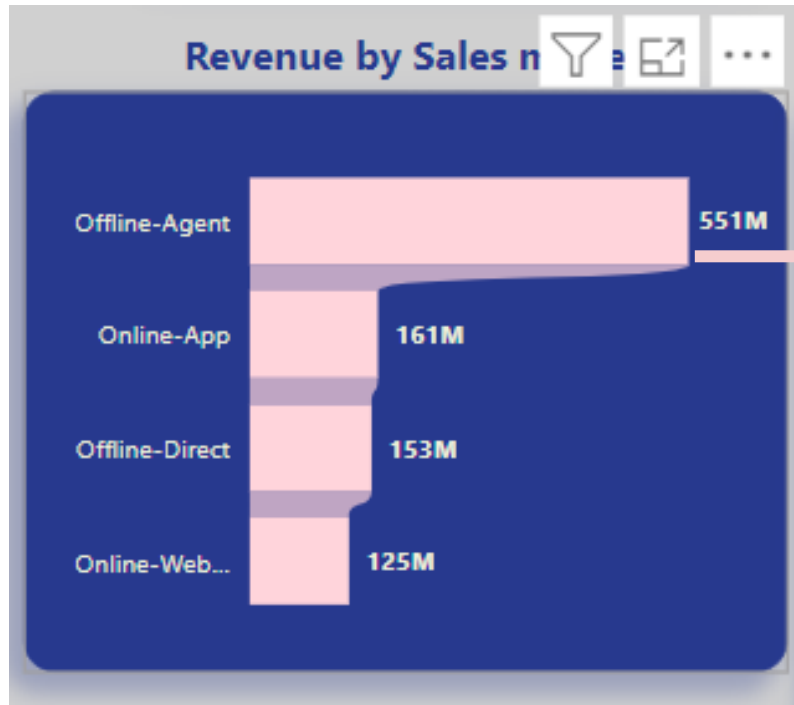
## Age group 31 - 40

Highest Revenue as well as Customers. Followed by age group 41 – 50.

## Age group 51 – 65 and 65 +

Considerable contribution to revenue growth with limited customer base

Age group wise		
age_group	Total Customers	Total Revenue
31 - 40	11010	337.3M
41 - 50	5303	208.7M
25 - 30	3419	62.1M
51 - 65	2775	156.7M
18 - 24	2269	31.0M
65 +	2065	193.4M



## Offline Agent

Highest revenue -- Rs.551M

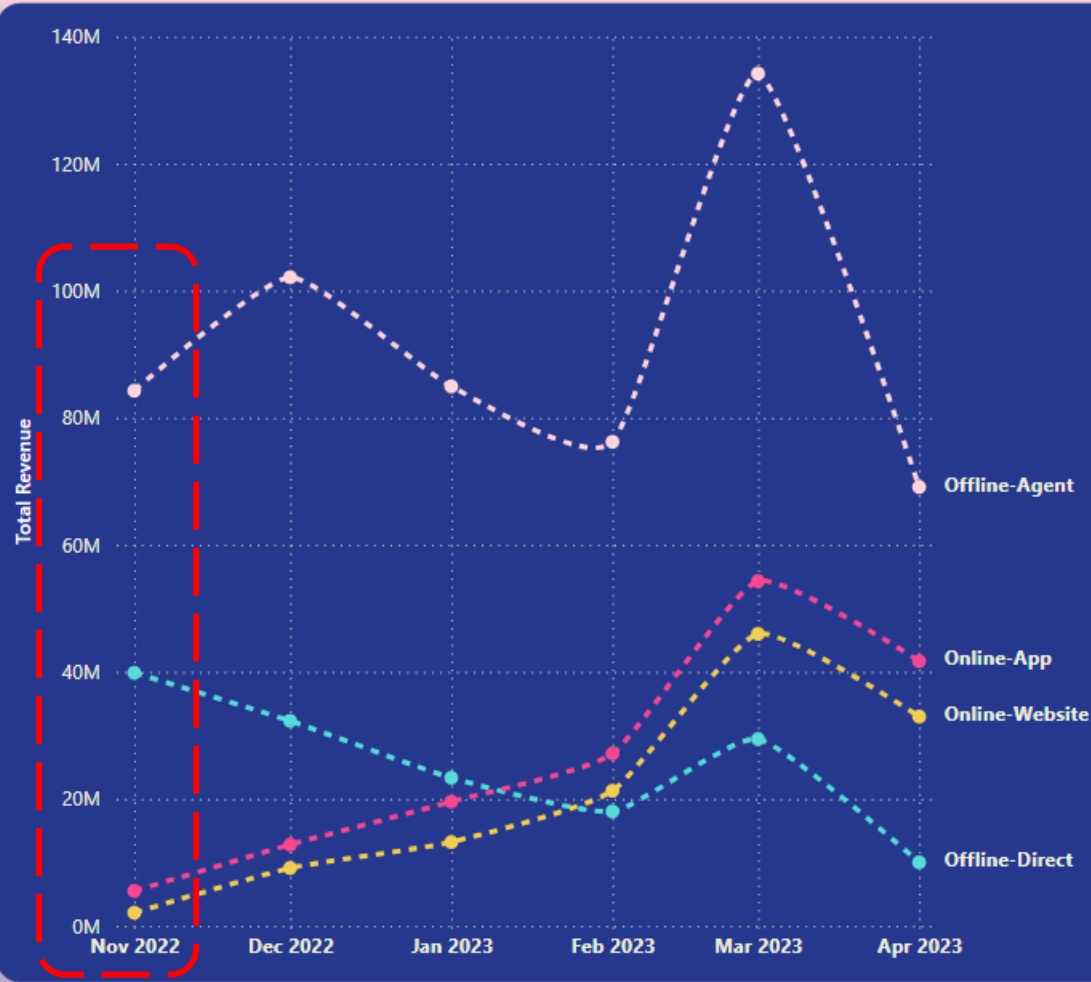
Highest customer base – 15k

]- Both more than 55% of total

## Online App (second highest)

Revenue - Rs. 161M with 16% customer base.

Revenue trend by sales mode



**March 2023** (Magic month) –

Highest revenue and customers for all sales mode except ‘Offline Direct’ for which revenue and customers were highest in Nov 22.

## Business Growth

“Online App” and “Online Website”

Upward trend - Continuous growth

“Offline Direct”

Downward trend – Continuous decline

### Age group VS Policy preference

policy_id	18 - 24	25 - 30	31 - 40	41 - 50	51 - 65	65 +
POL4321HEL	1058	1173	1445	447	207	104
POL3309HEL	279	495	1948	701	283	123
POL4331HEL	462	658	1694	581	206	134
POL5319HEL	111	321	1516	855	358	168
POL6303HEL	112	250	1303	818	378	156
POL6093HEL	97	200	1054	665	323	204
POL9221HEL	71	124	871	554	416	282
POL2005HEL	39	84	549	346	359	591
POL1048HEL	40	114	630	336	245	303
<b>Total</b>	<b>2269</b>	<b>3419</b>	<b>11010</b>	<b>5303</b>	<b>2775</b>	<b>2065</b>

### Revenue & Customers vs Policy

policy_id	Total Customers	Total Revenue	First
POL4321HEL	4434	25M	Offlii
POL3309HEL	3829	56M	Offlii
POL4331HEL	3735	34M	Offlii
POL5319HEL	3329	70M	Offlii
POL6303HEL	3017	82M	Offlii
POL6093HEL	2543	103M	Offlii
POL9221HEL	2318	128M	Offlii
POL2005HEL	1968	324M	Offlii
POL1048HEL	1668	168M	Offlii

Most demanded policies in the **dominant age group** i.e. 31-40:  
**POL3309HEL, POL4331HEL, POL5319HEL, POL4321HEL.**

**POL4321HEL and POL3309HEL** ---- Highest customer base with least revenues,  
 due to low base premium amount.

**POL2005HEL and POL1048HEL** ---- Lowest customer base with highest revenues,  
 due to high base premium amount.

### Age -group VS settlement %

age_group	Avg_Settle ment%	Expected _settlement _amt
31 - 40	53.53%	₹ 519M
41 - 50	60.79%	₹ 335M
65 +	74.33%	₹ 331M
51 - 65	65.35%	₹ 259M
25 - 30	45.68%	₹ 91M
18 - 24	37.51%	₹ 43M

Age group & Settlement % = Direct relationship, as the age increases the settlement % also increases.

Customers from the **age group 65 +** has **highest settlement %**

whereas

Customers from the **age group 31- 40** has the **highest expected settlement value**

***RECOMMENDATION  
AND  
STRATEGIES***





# Targeted Marketing

The age group of 31-40 contributes significantly to the overall revenue and customer base. Develop targeted marketing campaigns tailored to this age group to maximize acquisition and retention.



# Attention to potential customer base

Customers above the age of 51 years contribute considerably to the overall revenue, efforts should be made to enhance engagement, easy and transparent customer services and specialized products focusing their needs to ensure their engagement and loyalty.





# Invest in Employees' Performance

Given the significance of offline agents in the policy sales, invest in training programs and resources to further enhance the capabilities of offline agents.



# Focus on Online mode

Capitalize on the continuous growing online mode.

Focus on the slow and steady growth in customers and revenue through online mode since Nov 22 by strengthening online marketing strategies and user experience on these platforms.



# Boost performance in major cities

With **Delhi NCR** and **Mumbai** being top revenue contributors, focus on enhancing customer experience and service in these cities.

Expanding presence and marketing efforts in **Hyderabad**, **Chennai**, and **Indore** can also capitalize on their growing contributions.



# Leverage FY end opportunities

Since customer numbers and revenues peak around March, likely due to financial year-end tax-saving measures, run time-sensitive promotions and discounts to encourage policy purchases and maximize revenue.

# ***LIVE DASHBOARD***



# THANK YOU

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