



SHIELD  
INSURANCE

# SHIELD INSURANCE DATA ANALYSIS PROJECT

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# AGENDA



1. INTRODUCTION - PROJECT
2. OPERATIONAL BACKGROUND
3. POWER BI DASHBOARD WALK-THROUGH
4. KEY FINDINGS

## INTRODUCTION- PROJECT



- This objective of this project was to perform data analysis on the transactional dataset of Shield Insurance Company.
- The dataset used for analysis were the transactions from **November 2022** to **April 2023**.
- The Analysis was done using **Power BI**.
- The Key Metrics used are **Total Revenue, Total Customers, Daily Revenue and Daily customers**.

# COMPANY BACKGROUND



- **Operational background of the company**
- Operations in five cities
  - Delhi NCR
  - Mumbai
  - Chennai
  - Hyderabad
  - Indore
- 9 different Policies
  - Base coverage ranging from Rs. 2 lakh to Rs.1 crore.
- Four different Sale Modes
  - Offline-Agent
  - Offline-Direct
  - Online-App
  - Online-Website

## KEY FINDINGS



- **March 2023** recorded the highest revenue generation and Customer acquisition.
- **Delhi NCR** has the largest customer base and has generated the most amount of revenue.
- **31-40** is the age group with the most amount of revenue and customer acquisition.
- **Offline-Agent** mode has acquired the most customers and generated the most revenue.
- **Offline-Direct** mode is experiencing a steady decline in revenue generation and customer acquisition.
- **Online-App and Online-Website** mode is undergoing a steady pickup in revenue generation and customer acquisition.
- The most preferred policy by customers is **POL4321HEL**.

THANK YOU FOR WATCHING