

# Secure Shield Insurance Analysis Report

## Introduction

This report presents an in-depth analysis of **Secure Shield Insurance** data, focusing on **Premium Amounts, Coverage Amounts, Claim Status, Policy Types, and Customer Activity**. The objective is to provide key insights into customer behavior and policy performance to aid in data-driven decision-making.

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## Key Questions & Insights

### What is the total Premium Amount collected?

The total premium amount collected is **2.37M**.

### What is the total Coverage Amount?

The total insurance coverage provided amounts to **240.05M**.

### How does the Claim Status distribution look?

- **Rejected Claims: 1716**
- **Settled Claims: 1382**
- **Pending Claims: 898**  
*Observation:* The highest number of claims are rejected, followed by settled and pending claims.

### Which policy type generates the highest premium amount?

- **Travel Insurance** leads with **0.96M**, followed by
- **Health (0.47M)**
- **Auto (0.39M)**
- **Life (0.28M)**

- **Home (0.26M)**

*Observation:* Travel insurance policies contribute the highest premium revenue.

## How is the Claim Amount distributed across different age groups?

- **Elderly customers: 3.0M**
- **Adults: 2.3M**
- **Young Adults: 1.6M**

*Observation:* Elderly customers have the highest claim amounts.

## What is the proportion of Active vs. Inactive customers?

- **Active Customers: 3.86K (96.5%)**
- **Inactive Customers: 0.14K (3.5%)**

*Observation:* A majority of customers (96.5%) remain active in their insurance policies.

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## Conclusion

- ♦ **Travel Insurance** generates the highest premium revenue.
- ♦ **Claim rejections** are significantly high compared to settled claims.
- ♦ **Elderly customers** have the highest claim amounts.
- ♦ **Customer retention is strong**, with 96.5% of policies remaining active.

### **Business Recommendation:**

- ✓ Optimize claim approval processes to reduce rejection rates.
- ✓ Enhance marketing efforts on profitable policy types like Travel and Health Insurance.
- ✓ Focus on elder customers, as they contribute the highest claim amounts.