# DSW's purpose–built insurance solution Drives Sales Transformation with AI resulting in 70% Effort Savings and 2x Faster Insights

**DSW**
Data Science Wizards®

## About the Customer

India's leading Life Insurance company is a leading insurer in India, serving diverse markets across the country with a wide range of insurance solutions.

## The Challenge

**1** **Fragmented Sales Data:** Sales and agent data was spread across multiple sources, preventing a single, consolidated view of performance.

**2** **Manual & Error-Prone Processes**: Heavy reliance on manual data processing led to slow reporting cycles and increased risk of inaccuracies.

**3** **Limited Analytics Scalability**: The existing setup could not support scalable or advanced analytics as sales volumes and complexity increased.

**4** **Lack of Timely Leadership Insights**: Delayed and incomplete reporting limited leadership's ability to effectively monitor, guide, and optimize sales and agent performance.

## The Solution

To address these issues, the life insurer partnered with DSW's purpose-built insurance solution built on top if UnifyAI & AgenticAI platforms to design and deploy a Sales Performance Dashboard – a powerful, end-to-end analytics solution. This automated system brought all sales and agent data into a centralized, interactive Power BI dashboard that enabled real-time tracking and fast, informed decision-making.

### What the solution Delivered:

**Automated Pipelines:** Seamless data ingestion, cleansing, and integration from multiple sources.

**Scalable Infrastructure:** Centralized environment for high-volume data processing.

**Feature Engineering:** Enhanced metrics for deeper performance insights.

**Real-Time Dashboard:** Power BI-based interface showing live sales trends and agent productivity.

**Business Accessibility:** Easy-to-use insights available directly to business users.

## Business Impact

- Streamlined operations and decision-making across teams.
- Faster identification of underperforming areas.
- Scalable analytics supporting growth across regions.
- Empowered users with self-service access to performance data.

### Business Outcomes

**70%**
reduction in manual effort by eliminating repetitive data processing

**2X**
faster reporting with insights delivered in minutes, not hours

- **Real-Time** sales visibility across regions and agent teams.

- **Improved Operational Efficiency** by shifting focus from reporting to action