



**SHIELD
INSURANCE**

OBJECTIVES

- To analyze the customer distribution and revenue trends for Shield Insurance across different cities and sales modes.
- To provide actionable insights into customer behavior based on age groups, policy preferences, and expected settlement values.
- To help the company identify high-performing segments and improve decision-making in product offerings and sales strategies.
- This project is based on a virtual internship and focuses on using Power BI dashboards to support data-driven insights.

COMPANY OVERVIEW

Shield Insurance operates through 4 key sales modes:

- 1. Offline-Agent**
- 2. Offline-Direct**
- 3. Online-App**
- 4. Online-Website**

The company aims to provide comprehensive insurance services via both online and offline channels to cater to diverse customer preferences.



CITIES

Shield Insurance currently operates in 5 major Indian cities:

- 1. Chennai**
- 2. Delhi NCR**
- 3. Hyderabad**
- 4. Indore**
- 5. Mumbai**

These cities represent the key markets where customer and revenue performance are analyzed in detail.

1

CHENNAI

2

DELHI NCR

3

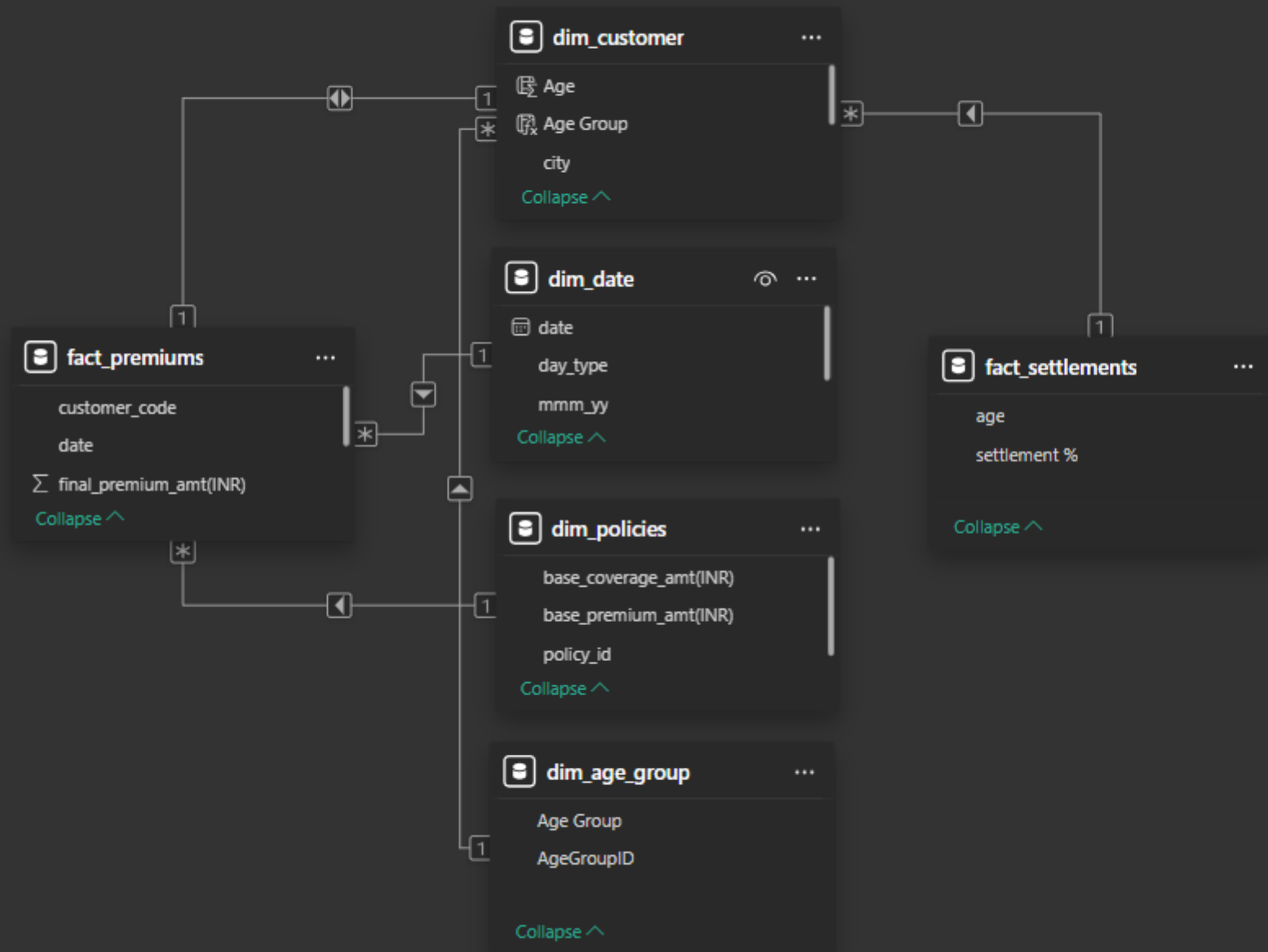
HYDERABAD

4

INDORE

5

MUMBAI





SHIELD INSURANCE



General View

High-level insights on total revenue, customer base, and daily growth metrics. Analyze revenue trends by month and city, and segment performance by age groups.



Sales Mode Analysis

Sales channel performance breakdown across four modes: Offline Agent, Offline Direct, Online App, and Online Website. Visuals show customer and revenue splits, plus time-based trends.

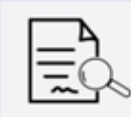


Age Group Analysis

Explore **customer behavior by age segment**, sales mode preference, policy inclination, and expected settlement values. Spot trends across months and understand which age groups drive business.

General View

Blank:- No Data available
for Last Month



city

All

month

All

policy_id

All

sales_mo...

All

Age Group

All



26.84K

Total Customers

Blank



989.25M

Total Revenue

Blank



148.29

Daily Customers Growth

Blank



5.47M

Daily Revenue Growth

Blank

Customer & Revenue Split by Age Group

Age Group	Total_Customers	Total_Revenue
18-24	1844	25.32M
25-30	3194	56.74M
31-40	10460	311.13M
41-50	6031	226.53M
51-65	3077	165.62M
65+	2235	203.92M
Total	26841	989.25M

Customer & Revenue Split by City

City	Total_Customers	Total_Revenue
Chennai	2966	106.31M
Delhi NCR	11007	401.57M
Hyderabad	4340	160.52M
Indore	2096	81.35M
Mumbai	6432	239.51M
Total	26841	989.25M

Month wise Trend by Revenue



Customers Segmentation

City	Total_Customers	Total_Revenue
Chennai	2966	106.31M
Delhi NCR	11007	401.57M
Hyderabad	4340	160.52M
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Total	26841	989.25M

Sales Mode Analysis



city

All

month

All

policy_id

All

sales_mode

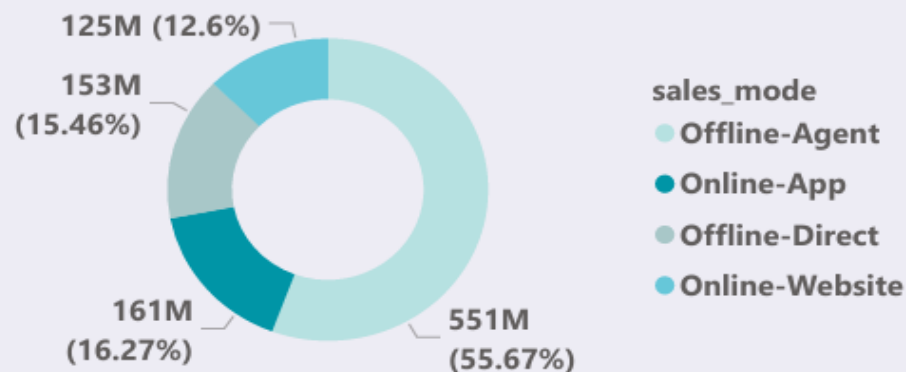
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Age Group

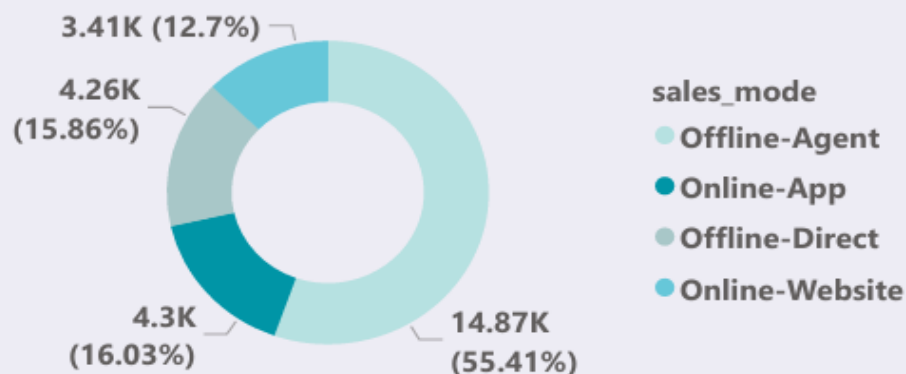
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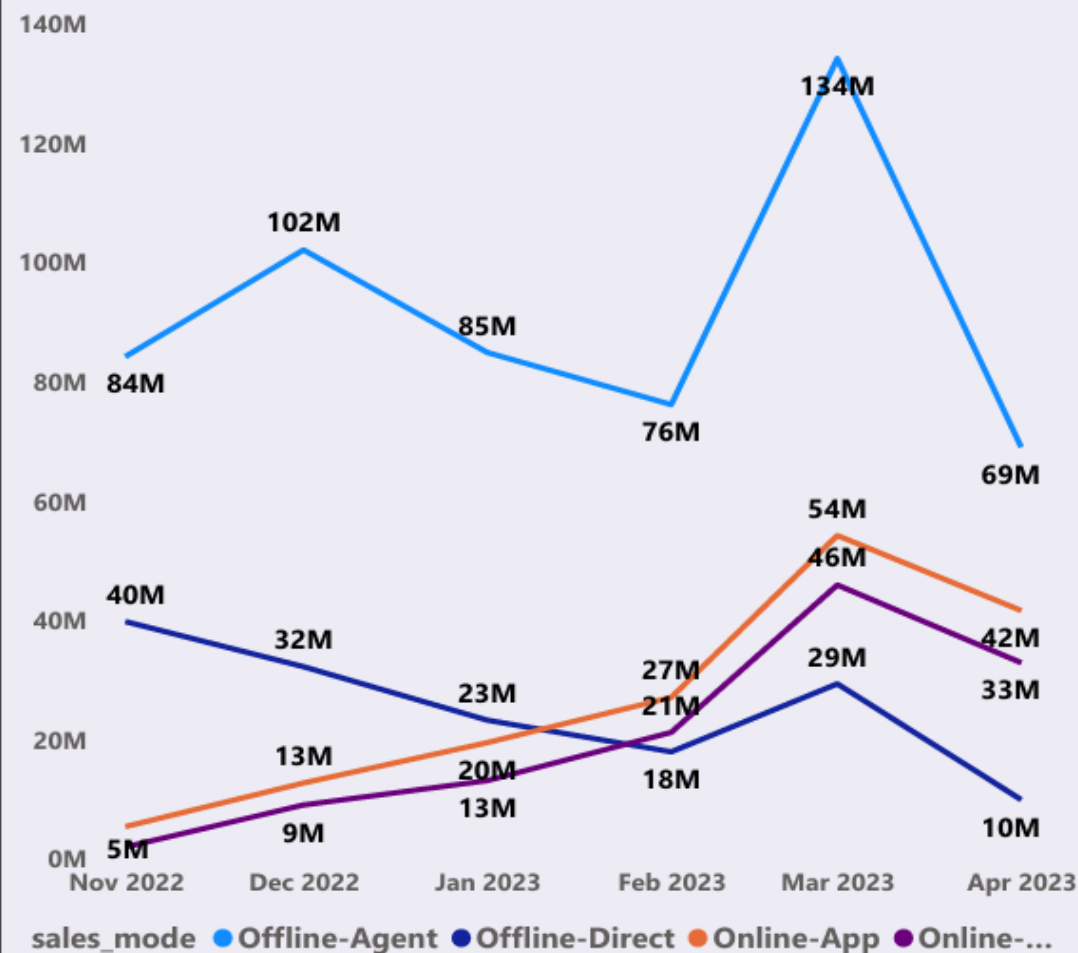
Total Revenue split% by sales_mode



Total Customers split% by sales_mode



Revenue over time by Sales Mode



Age Group Analysis



city

All

month

All

policy_id

All

sales_mode

All

Age Group

All

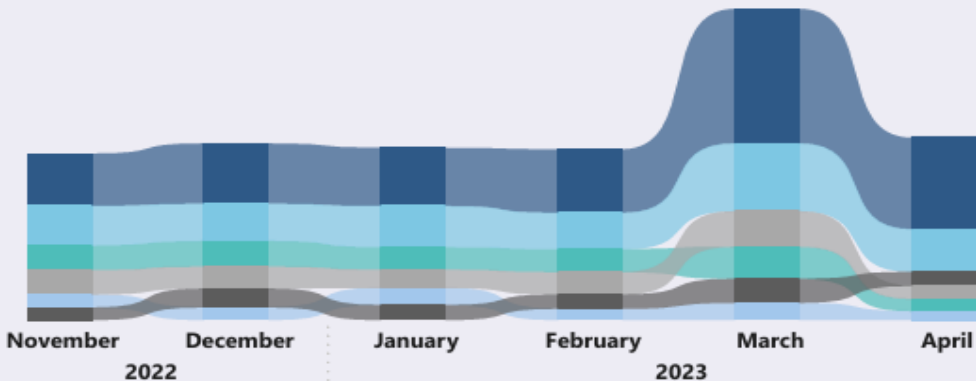


Age Group Vs Sales Mode (Total Customers)

Age Group	Offline-Agent	Offline-Direct	Online-App	Online-Website
18-24	1063	321	265	195
25-30	1790	580	466	358
31-40	5647	1583	1761	1469
41-50	3405	927	922	777
51-65	1729	485	493	370
65+	1239	360	395	241
Total	14873	4256	4302	3410

Trend Chart by Age Group

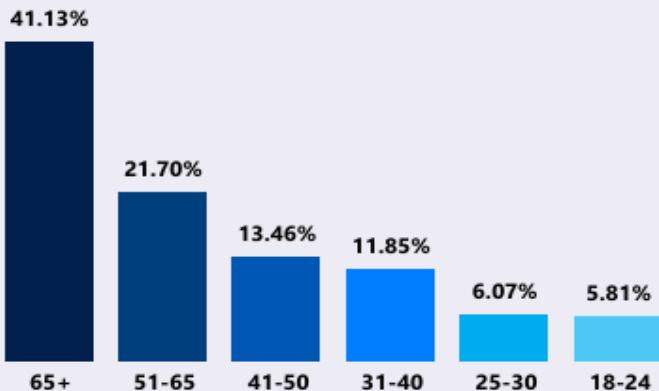
Age Group 18-24 25-30 31-40 41-50 51-65 65+



Age Group vs Policy Preference

Age Group	Total_Customers
18-24	1844
25-30	3194
31-40	10460
41-50	6031
51-65	3077
65+	2235
Total	26841

Age Group vs Expected Settlements



Age Group vs Customers

