

Shield Insurance Business Insights

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Company Overview

- Shield Insurance provides reliable and comprehensive insurance plans for people of all ages and for businesses.
- The company focuses on customer satisfaction and security to make their customers feel safe and protected.

Objective

- Design a dashboard to guide Shield Insurance in making informed decisions.
- Create a presentation to help them understand dashboard navigation and highlight key insights.

About Data

Shield Insurance Operates in five major cities.



Delhi NCR



Mumbai



Indore



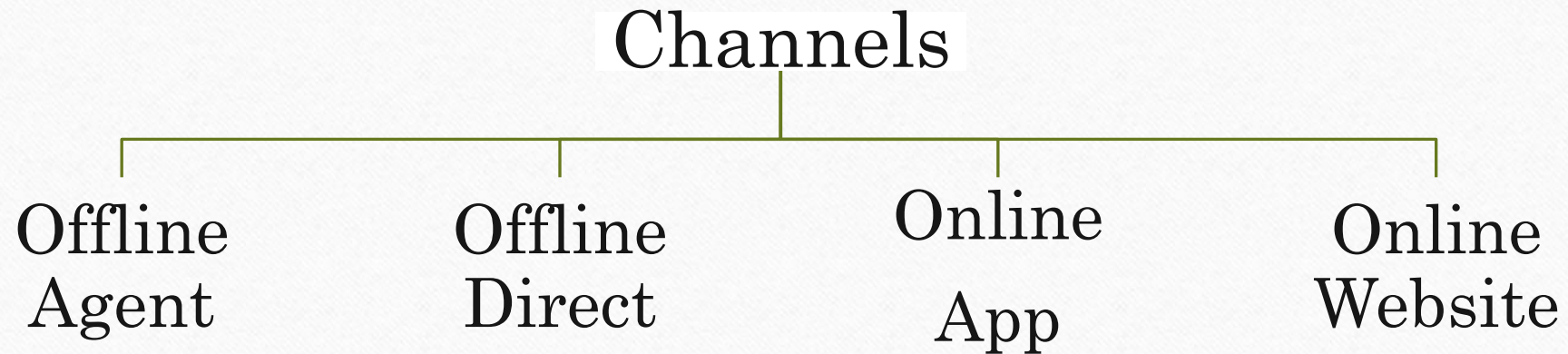
Hyderabad



Chennai

About Data

Reaches customers via four unique sales channels.



About Data

Policies Offered by Shield Insurance.

Policy Ids
POL6303HEL
POL6093HEL
POL9221HEL
POL1048HEL
POL2005HEL

Policy Ids
POL4321HEL
POL4331HEL
POL3309HEL
POL5319HEL

Dashboard



Recommendations

- **Increase Presence in Delhi and Other Key Cities:** Since Delhi is the top revenue city, more efforts should be made to grow in this market and also expand in cities like Mumbai and Hyderabad.
- **Enhance Digital Presence:** Improving the app and website can provide a great opportunity to increase sales along with offline methods.

Recommendations

- **Focus on Young Adult Customers:** Since adults aged 18-35 generate the less revenue, marketing should aim to attract and keep these customers.
- **Promote Popular Policies:** Focus on marketing successful policies like "POL4321HEL" to attract more customers.

Recommendations

- **Increase Presence in Delhi and Other Key Cities:** Since Delhi is the top revenue city, more efforts should be made to grow in this market and also expand in cities like Mumbai and Hyderabad.
- **Understand Monthly Changes:** Look into the reasons for the significant drop in April 2023 to avoid similar issues in the future and maintain steady growth.

Thank You!

