SHIELD INSURANCE PERFORMANCE ANALYSIS

By- Pooja Poundkar

Content

Introduction

Project Overview

Data Modelling

Dashboard

Recommendations

WE HELP BUSINESSES GROW AND NURTURE A CONSUMER-FIRST MINDSET.

About us

Shield Insurance is a trusted provider of personalized insurance solutions for individuals and businesses.

Our mission is to safeguard our clients' assets and well-being through comprehensive coverage and reliable service.

With a commitment to security and peace of mind, we strive to be the protective shield our clients can rely on in times of need.

Project Overview

1. Policies and Sales Details :

Shield Insurance operates sales offices in key cities including Delhi NCR, Indore, Chennai, Mumbai, and Hyderabad. Offering a diverse selection of 9 policies, accessible through both online platforms like the website and app, as well as offline channels with the support of agents and direct services, we ensure that consumers' demands are met efficiently.

This extensive range of policies ensures consumers have ample options tailored to their needs, while the convenience of online transactions empowers clients to research and purchase policies conveniently from their homes, ensuring a modern and swift experience.

2. Policies Overview

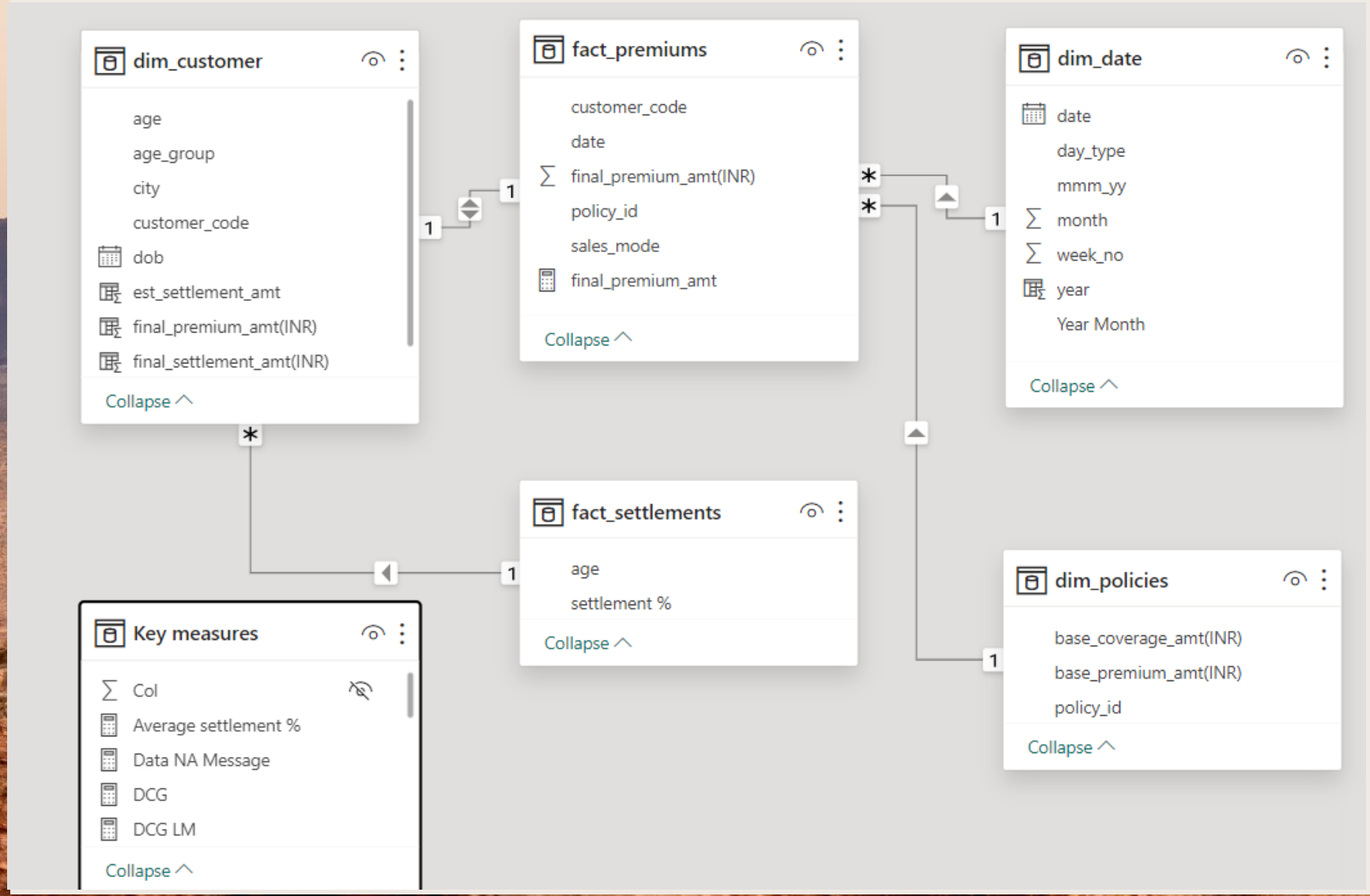
Policy_Id	Premium
POL4321HEL	₹5,000
POL4331HEL	₹7,500
POL3309HEL	₹12,000
POL5319HEL	₹16,700
POL6303HEL	₹21,500
POL6093HEL	₹31,700
POL9221HEL	₹42,500
POL1048HEL	₹76,500
POL2005HEL	₹1,20,000

3. Fundamental Observations

Total Revenue: 989.25 million INR
Total Customer Base: 26,841,
Customer Age Range: 18-65+

The company operates with two sales modes, each with two categories to cater to diverse customer needs.

Data Modelling



- Star Schema
- Fact_tables:
  - fact_premiums
  - fact_settlements
- Dimension_tables:
  - dim_date
  - dim_policies
  - dim_customer

Dashboard for Shield Insurance

1. Home Page

General View

The General View page provides a high-level overview of overall system activity such as trends, patterns and statistics.

Sales View

The Sales View page is designed exclusively for sales- related data and analytics.

Age Group View

The Age View page focuses on demographic information about age groupings.

Click on an icon to navigate to the respective view

2. General View

1. Delhi NCR stood out in revenue and customer acquisition compared to all other cities, boasting a total of 11,007 customers and revenue amounting to 401.6 million.

2. March marks the peak in revenue generation, reaching a total of 0.26 billion.

3. March also records the highest number of customer acquisitions, with a significant 7,100 new customers.

4. The age group of 31-40 years demonstrates both the highest revenue generation and the largest customer base.

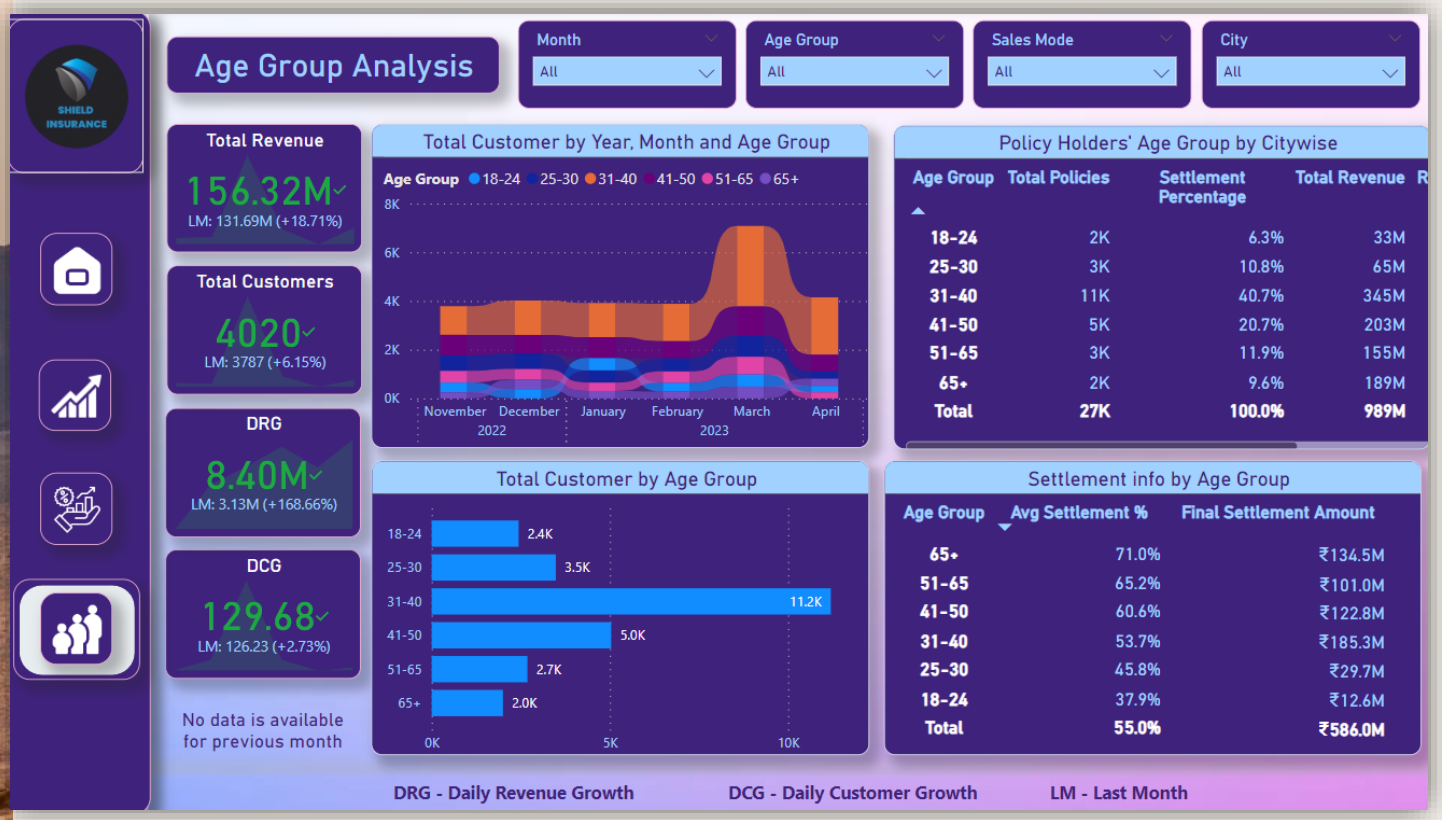
3. Sales Analysis

1. The most effective sales mode for revenue generation and customer acquisition is the Offline-Agent mode.

2. While online app and website revenue experienced growth starting from February 2023, revenue from offline-direct sales saw a decline.

3. The offline agent channel remains dominant in client acquisition, contributing to 55.4% and 55.7% of revenue, respectively.

4. Age Group Analysis



1. March 2023 witnessed the highest peak in customer acquisition among the 31-40 age group

2. Among all policy plans, the 31-40 age group emerged as the most consistent customer base.

3. The Expected Settlement Percentage stands at approximately 71% for individuals aged 65 and older, whereas it hovers around 37% for those aged 18 to 24.

Highlights

Targeting the 18-24 Age Group: With fewer customers and revenue than other demographics, focusing efforts on this age group presents an opportunity for product development and tailored marketing strategies.

Capitalizing on the Senior Market: The significant customer base and revenue generated by the 65+ age group highlight the company's strength in serving seniors, suggesting potential for further growth through tailored offerings.

Exploring Strategic Partnerships: Leverage partnerships with healthcare providers, financial institutions, or other relevant businesses to expand reach and offer exclusive discounts to customers across different age groups.

Enhancing Online Presence: Opportunities for growth exist in the online domain, with online sales modes contributing a smaller share of both customer acquisition and revenue.

Agent Training and Support: Invest in continuous training and support for agents to bolster their skills, product knowledge and customer service capabilities, thereby strengthening the performance of the offline-agent sales mode.

THANK YOU

poojapoundkar1995@gmail.com

https://codebasics.io/portfolio/Pooja-Poundkar

https://www.linkedin.com/in/pooja-poundkar/

https://github.com/poojapoundkar