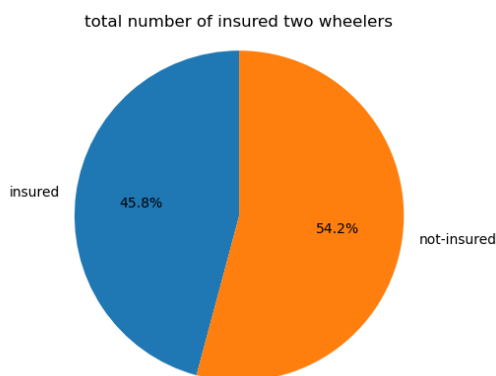


Comprehensive KPI Report: Insights into the Two-Wheeler Insurance Market in India

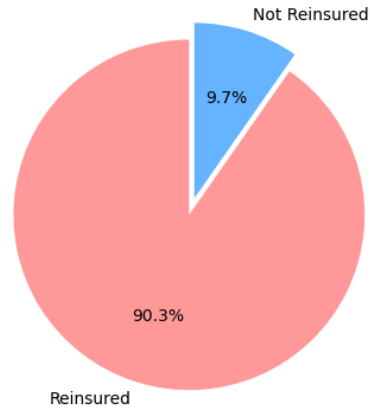
Overview:

This KPI report provides a comprehensive analysis of the two-wheeler insurance market in India. By examining key performance indicators (KPIs) derived from the dataset, we gain valuable insights into various aspects of the market, including the total number of insured two-wheelers, customer retention rates, the average age of insured individuals, policy sales channels, driving license compliance, vehicle age distribution, claim percentages, gender distribution, and average annual premiums. These insights enable insurance companies to better understand market dynamics, identify opportunities for growth, and make informed decisions regarding product offerings, marketing strategies, and pricing. The report combines statistical analysis and graphical representations to present a holistic view of the two-wheeler insurance landscape in India.

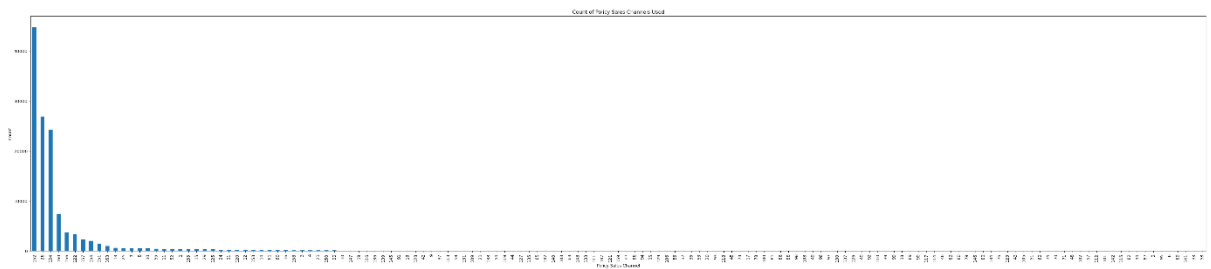
1. **Total Number of Insured Two-Wheelers:** With a count of 58,442 insured two-wheelers, this metric provides a fundamental understanding of the market size and the potential customer base for insurance companies operating in the two-wheeler market in India.



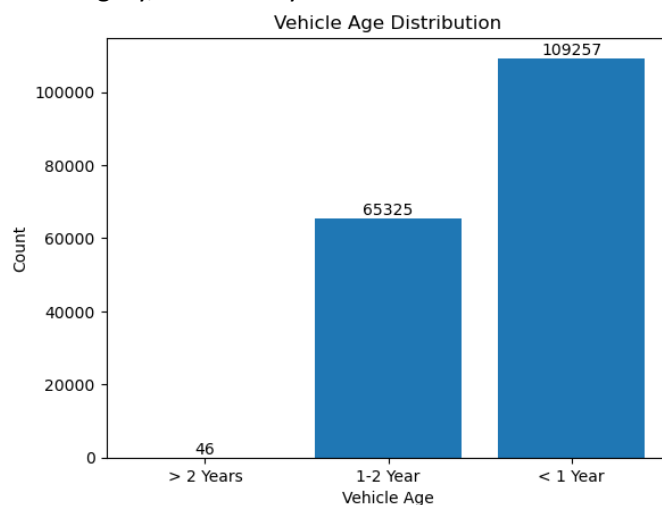
2. **Policy Retention Rate:** The high percentage of 90.31% indicates a strong customer retention rate and loyalty towards insurance coverage. This highlights the effectiveness of the insurance products and services provided.



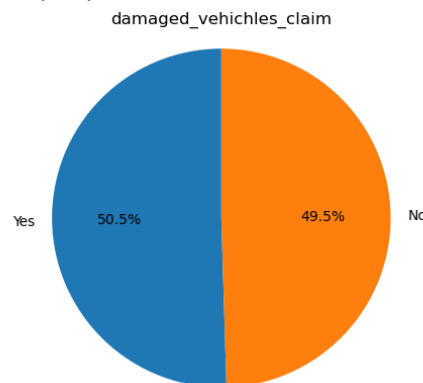
3. **Average Annual Premium:** The average annual premium of ₹30,524.64 reflects the average amount paid by insured individuals for their two-wheeler insurance policies. This metric directly impacts the insurance company's revenue and profitability.
4. **Policy Sales Channels with Maximum Reach:** Channels 152, 26, and 124 have reached the maximum number of people. This information helps insurance companies optimize their marketing and distribution strategies to target a broader customer base effectively.



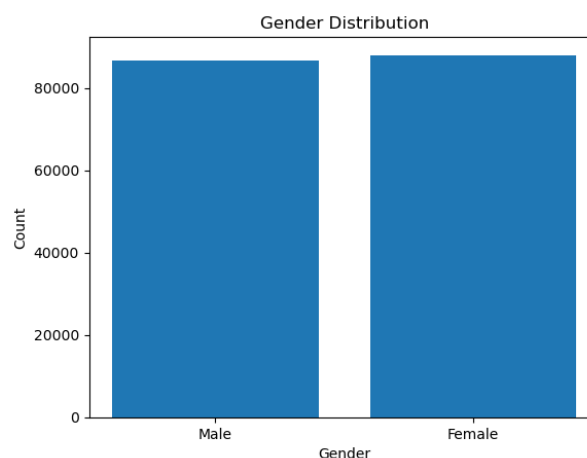
5. **Vehicle Age Distribution:** The distribution of vehicle age reveals insights into the market demand for insurance coverage across different stages of a two-wheeler's lifespan. The majority of vehicles fall under the "<1 Year" category, followed by "1- 2 Year" and "> 2 Years" categories.



6. **Damaged Vehicles Claims Percentage:** With a percentage of 50.49%, this metric indicates the frequency of claims due to vehicle damage. It provides insights into the risk assessment and profitability of the insurance company.

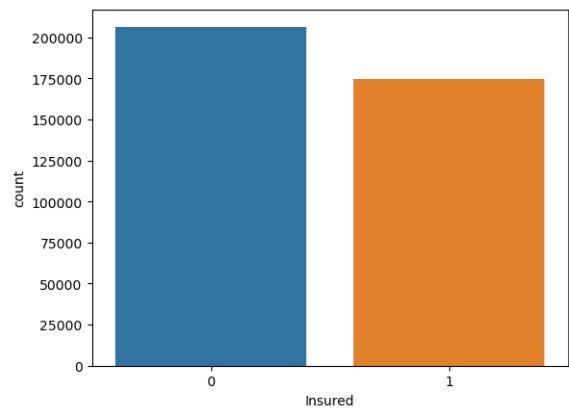


7. **Percentage of Individuals with a Driving License and are Insured:** With a percentage of 45.76%, this metric highlights the proportion of insured individuals who possess a valid driving license. It showcases the alignment with legal requirements and responsible customer behavior.
8. **Gender Distribution:** The near equal distribution between male and female insured individuals indicates a balanced representation in the two-wheeler insurance market, ensuring inclusivity in targeting and product offerings. The male count was found to be 86,679 and the female count was 87,949.

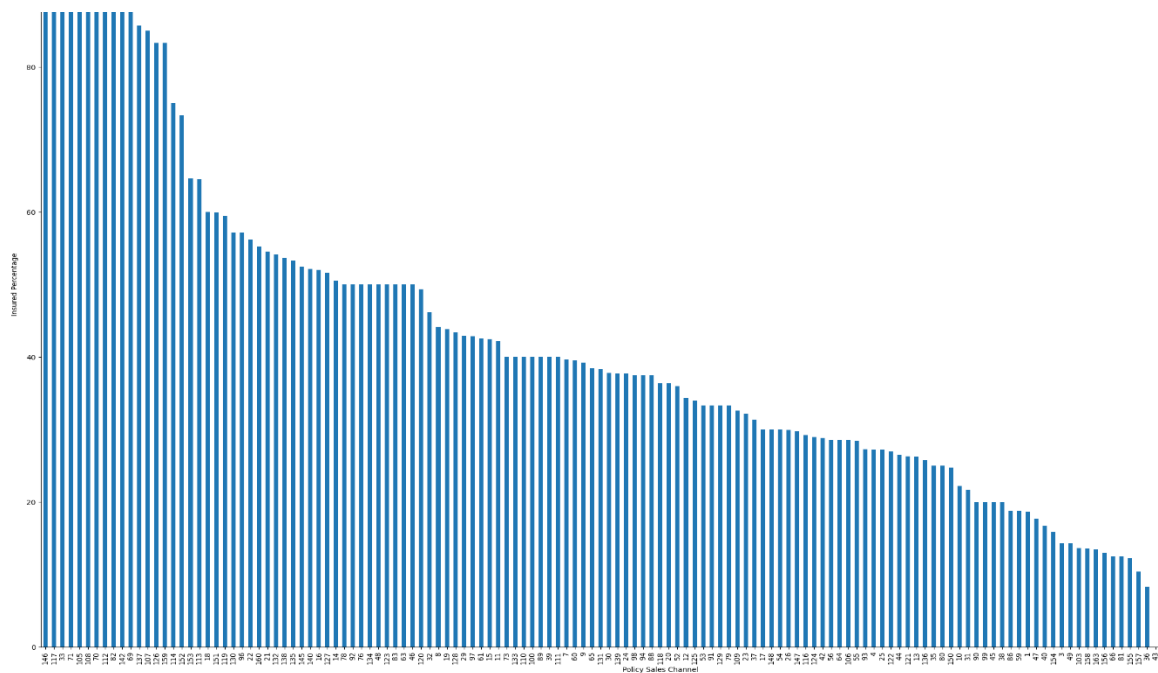


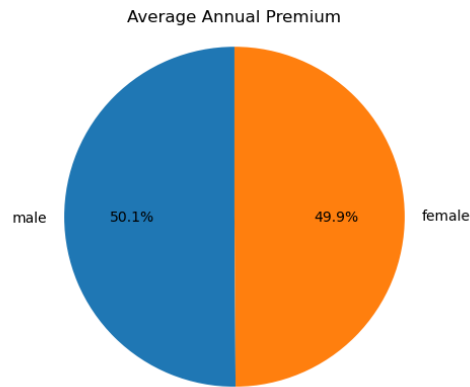
9. **Average Age of Insured People:** This KPI calculates the average age of insured individuals, which is 34.44 years. It helps in understanding the age demographics of the target market and aids in tailoring insurance products and marketing campaigns to specific age groups.
10. **Region with Maximum Number of Insured Vehicles (Region Code):** This metric identifies the regions with the highest number of insured vehicles based on the region code. Regions 28, 8, 46, and 41 have the maximum number of insured vehicles, indicating concentrated demand for insurance in these regions.
11. **Insured People vs Uninsured People:** The pie chart visually represents the distribution of insured and uninsured individuals. Approximately 45.8% of the population is insured, while 54.2% remains

uninsured. This highlights the potential for growth in the uninsured segment and the opportunity for insurance companies to expand their customer base.

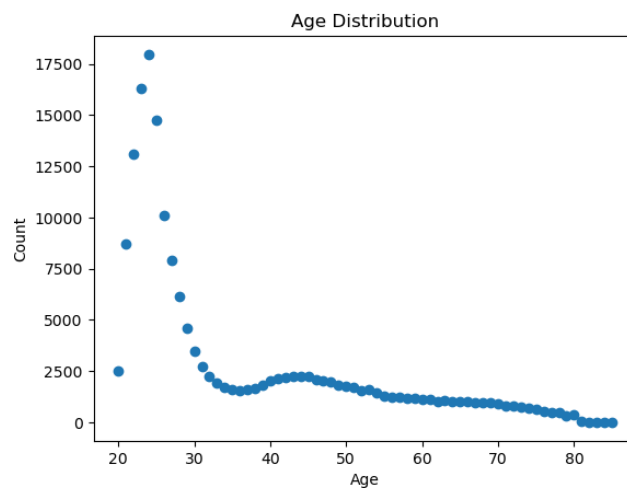


12. Percentage of Insured out of Total Reach by Policy Sales Channels: This metric highlights the effectiveness of policy sales channels in converting potential customers into insured individuals. Channels 146, 117, 33, and 71 have been successful in convincing most customers to take insurance, showcasing their influence in driving customer acquisition.

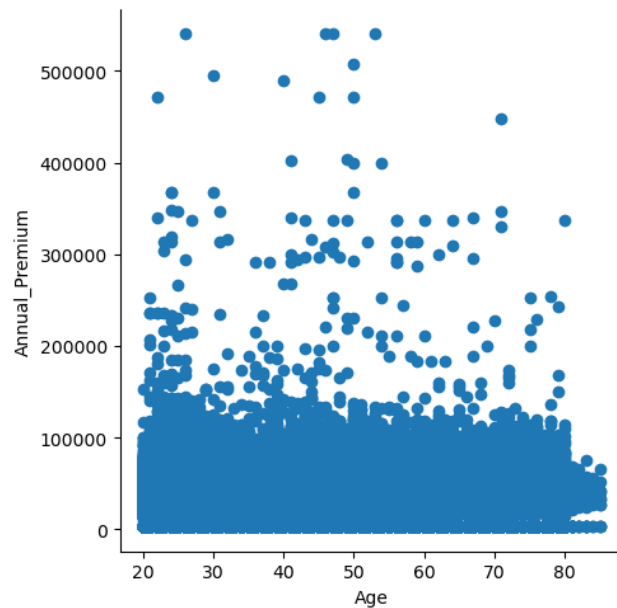




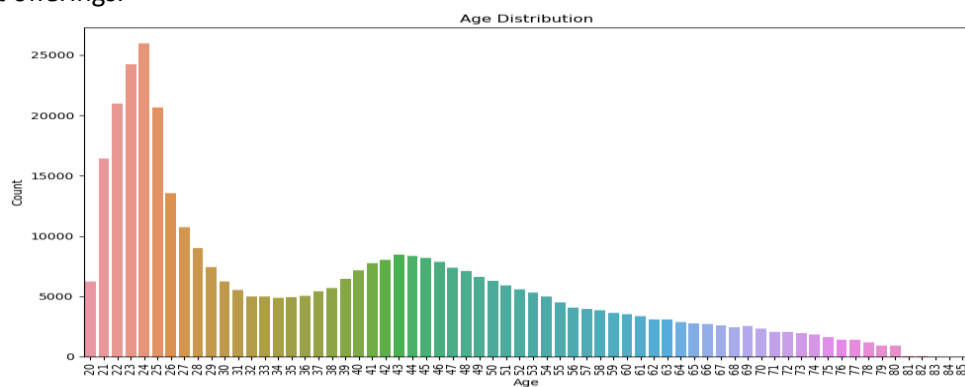
14. Age vs Insured People: This metric shows the relationship between age and the number of insured individuals. The number of insured people decreases drastically from age 20 to 30 and then slightly decreases further. This insight can help in targeting specific age groups with tailored marketing campaigns.



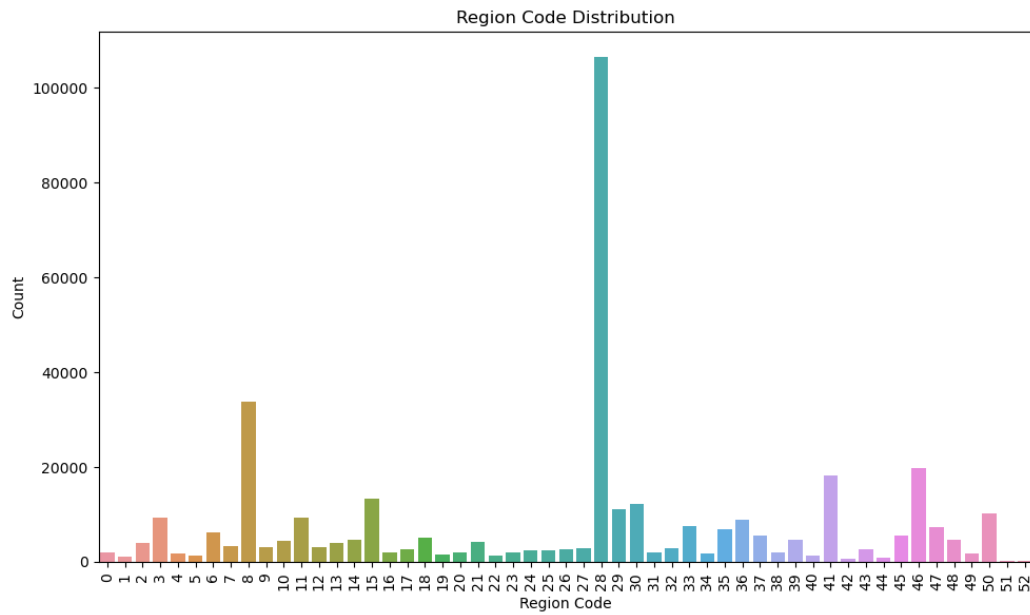
15. Most People have the Premium Amount between ₹0 to ₹100,000: This information reveals the range of premium amounts most commonly paid by insured individuals, indicating the affordability and accessibility of insurance coverage in the two-wheeler market.



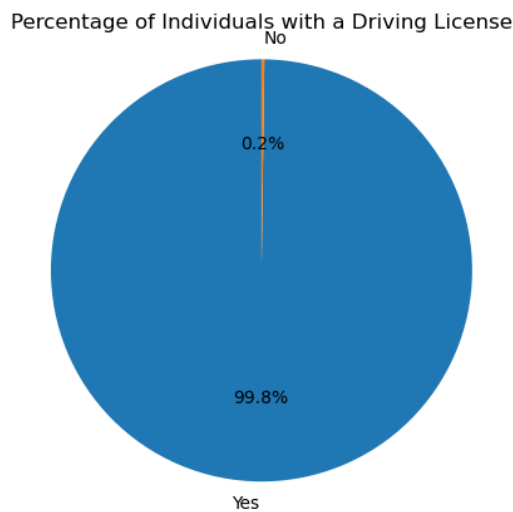
16. The Count of Insured People is Highest between Ages 22 to 25: This metric highlights the age group with the highest number of insured individuals. Insurance coverage is most prevalent among individuals between the ages of 22 and 25, presenting an opportunity for targeted marketing and product offerings.



17. Region Code 28 has the Maximum Number of Insured People: Region code 28 has the highest number of insured individuals, indicating a potential concentration of customers in that particular region. This insight can guide geographical expansion strategies and localized marketing efforts.

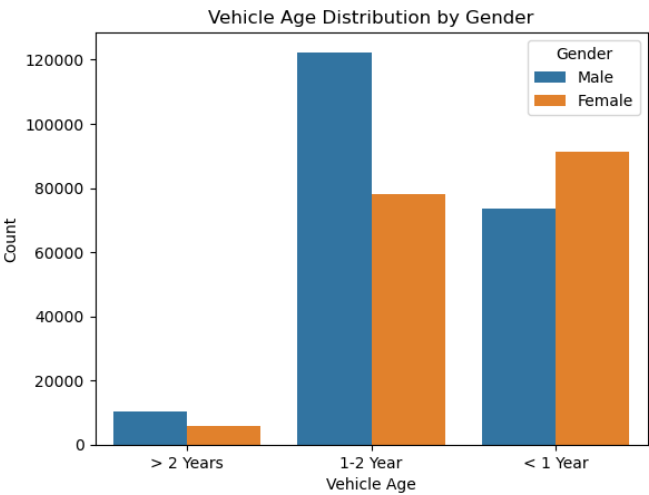


18. Percentage of Individuals with a Driving License: This metric highlights the proportion of insured individuals who possess a valid driving license. With a percentage of 99.79%, it indicates a high level of compliance with legal requirements among the insured population. This is a positive sign for insurance companies in terms of responsible customer behavior.



19. Vehicle Age Distribution by Gender: The analysis of vehicle age distribution by gender provides insights into the preferences and choices of male and female-insured individuals in terms of the

age of their two-wheelers. This KPI helps understand whether there are any gender-specific trends or variations in vehicle age preferences within the insured population.



Disclaimer: The data used for analysis is simulated and should be interpreted with caution. Actual trends and preferences may vary in the real two-wheeler insurance market in India.

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