

INTRODUCTION

OVERVIEW

In this project, I have worked on Visualizing the Data on the Gross Direct Premium Income of Public Sector General Insurance Companies. The data set for this project was made available to me courtesy of <https://data.gov.in>

The data about the GDP of the Public Sector General Insurance Companies consists of the premium income included in the revenue account for the Fire, Marine & Miscellaneous account both within India and Outside of India.

The main task in the project was to generate a in-depth understanding of creation and visualization of very large data sets and to be able to manipulate it very efficiently to create dashboards and stories related to the problem statement with the help of Tableau Workspace and to be able to publish this workbook online for it to be seen/accessed by others for interpretational purposes.

PURPOSE

The purpose of this project is to gain an in-hand experience working in the field of Data Analytics and Visualization with the help of Tableau.

Through this project, I have learned to be able to work with various data files like .csv and .json and to be able to integrate these data files with the Tableau Workspace and manipulate the data fields according to the requirements for visualization purposes. It has taught me how to integrate various different data files with each other on specified parameters and be able to cluster in together to form an overall report.

Through the help of Tableau I was able to handle large amounts of data and work on it very easily with the help of the robust software. I was able to correlate with the various data fields available for the visualization purposes and be able to easily modify/group them according to my needs.

Through this project, we are able to achieve a conclusion on the various existing problems that we faced and what could be done in a particular field to be able to increase the revenue generated. It helps us to analyze the peak income generated during a specific tenure and to be able to draw conclusions on the company growth during a financial year.

EXPERIMENTAL INVESTIGATIONS

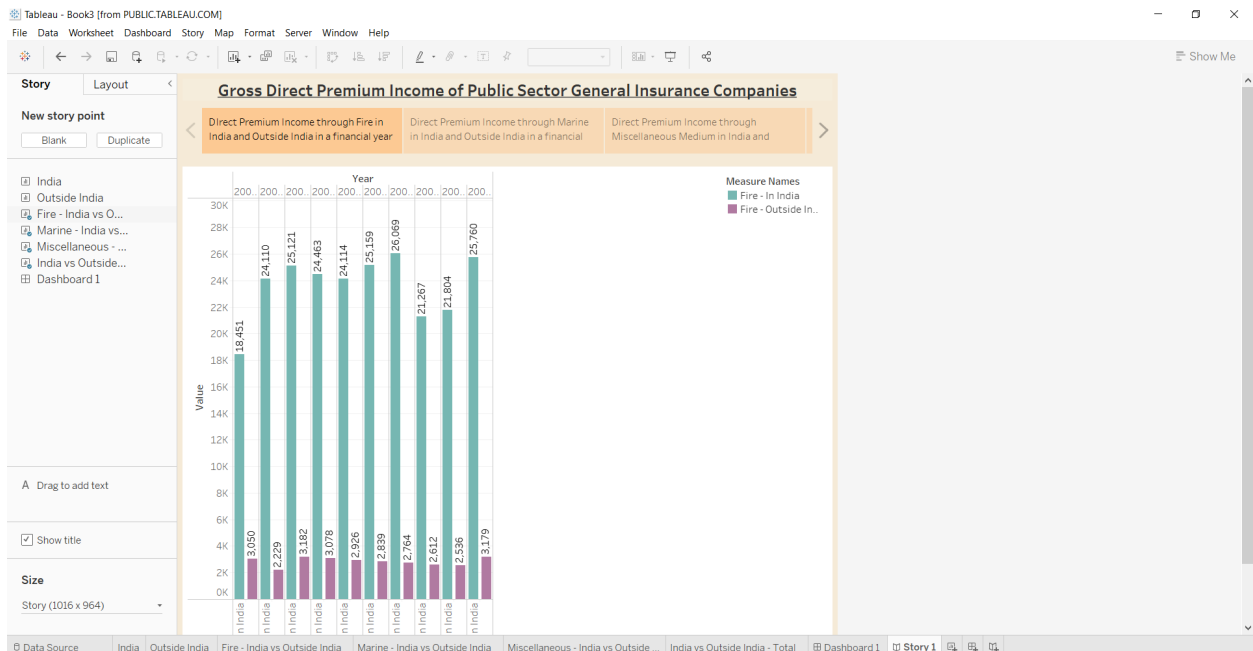
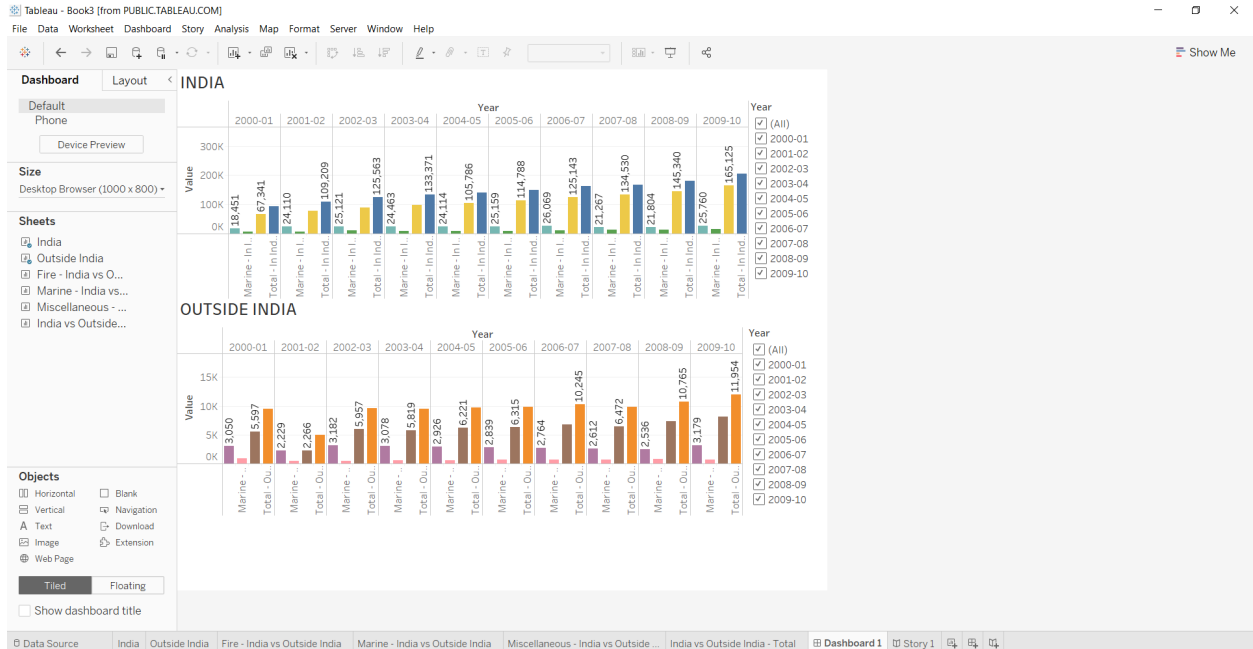
ANALYSIS

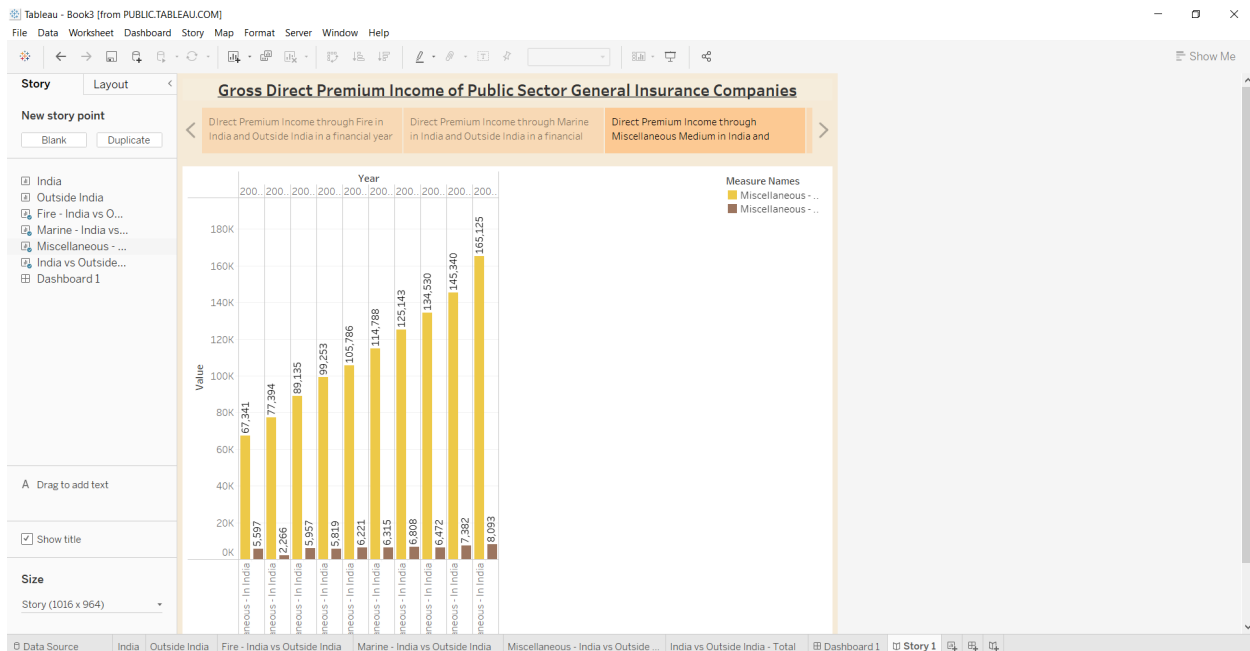
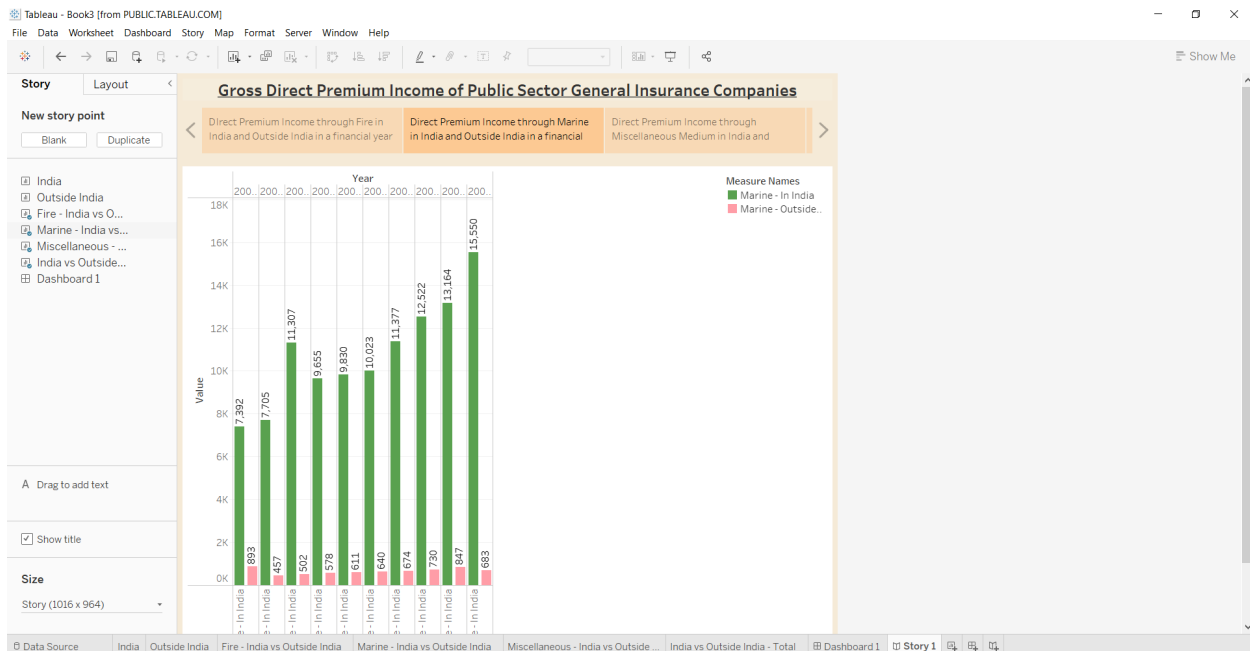
While working on the project, I was able to analyze where the GDP of the Public Sector General Insurance Companies was not able to perform according to the market size and the competition available for the growth.

We can see that in the India Operational Region, the sales have been increasing from the year 2000 to 2002 for each revenue account for the Fire & Marine within India. However, after the completion of the financial year 2002, we are able to notice how the GDP have decreased from the previous high in the year 2002 for both the revenue accounts for a period of three years until 2006, when the economy kicks back in and reaches a record high surpassing the previous 2002 GDP. Whereas for a fresh change, we can see that the revenue account for the Miscellaneous has been following a trend and has been growing consecutively with a positive growth to the GDP during each financial year.

We can also notice a trend in the Outside India Operational Region, the GDP have been almost constant for all the consecutive years and have been very slightly affected no matter the performance within the India Operations.

RESULT





CONCLUSION

Therefore, from the analysis of the data that has been provided from us we can draw the conclusion that no matter what the circumstances might have been for any financial year, GDP of the Public Sector General Insurance Companies in the revenue account for the Fire, Marine & Miscellaneous account Outside of India has always stayed consistent throughout the 10 year tenure so we can draw that if we want to grow the GDP in this operational region - our existing strategy might not be best fit for this market domain and we might have to adopt to different methods to be able to succeed in this region comparatively to the operational region of India.

We also might try to follow the trend that has been in the Miscellaneous account for the other accounts of the Fire & Marine to have consistent growth for each financial year.

We come to the final conclusion that although GDP for Indian Domain has always remained high - we can try to follow the strategies applied in the Indian market and follow it to the Outside of India so we can see similar growth Outside India as well for the GDP of the Public Sector General Insurance Companies.

BIBLIOGRAPHY

https://data.gov.in/catalog/gross-direct-premium-income-public-sector-general-insurance-companies?filters%5Bfield_catalog_reference%5D=88187&format=json&offset=0&limit=6&sort%5Bcreated%5D=desc

<https://www.tableau.com/>

<https://www.tableau.com/resources>

<https://www.tableau.com/learn/whitepapers>

<https://www.tableau.com/solutions/gallery>

<https://www.tableau.com/support/knowledgebase>