

## 1 INTRODUCTION

### 1.1 OVERVIEW

This is a data vizualization project performed using Tableau BI tool for generating insights on data of "Life Insurance Revenue Account of the Life Insurance Corporation of India upto 2012-13"

### 1.2 PURPOSE

This storytelling dashboard has been developed for a DataViz. Challenge and also for learning purposes.

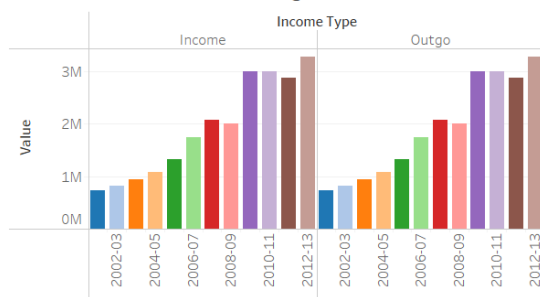
## 2 PROCEDURE AND THEORITICAL ANALYSIS

On seeing the dataset I realized that the "item" column had "income type" concated to it's values so I splitted the "item" column into 2 columns named "item w/o income type" and "income type" for better vizualisation.

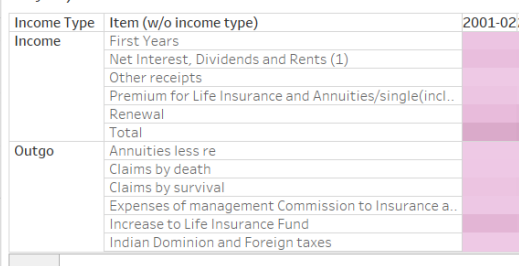
## 3 RESULT

### 3.1 DASHBOARD

Visualization of reconciling financial data



Yearwise trend for each Item (Color palette style)



Item (w/o income ty..  
All

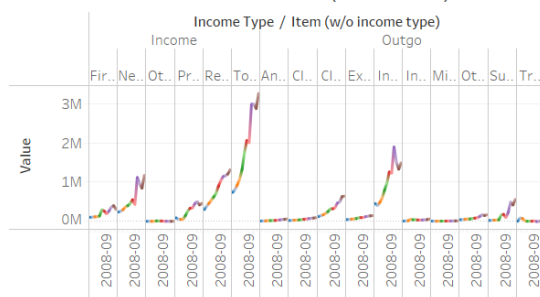
Income Type

Income  
Outgo

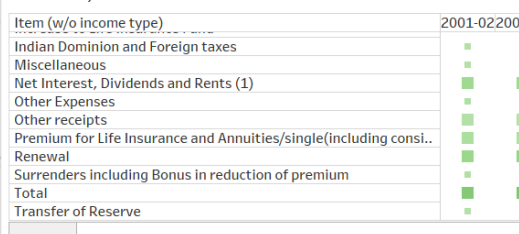
Measure Names

2001-02  
2002-03  
2003-04  
2004-05  
2005-06  
2006-07  
2007-08  
2008-09  
2009-10  
2010-11  
2011-12  
2012-13

Yearwise trend for each item (Line chart)



Yearwise trend for each Item (Color Scaling and size difference regarding "Income type of items")



Measure Values

-4,182 3M

## 3.2 WORKSHEET STORY

Insights regarding Life Insurance Corporation of India upto 2012-13

Items and their Income Type	Value of each item over the period of 2001-2013	Checking if financial data is reconciling	Data for Revenue Account of Life Insu..
Item (w/o income type)			
First Years	Income		
Net Interest, Dividends and Rents (1)	Income		
Other receipts	Income		
Premium for Life Insurance and Annuities/single(including consideration for annuities granted)	Income		
Renewal	Income		
Total	Income		
Annuities less re	Outgo		
Claims by death	Outgo		
Claims by survival	Outgo		
Expenses of management Commission to Insurance agents	Outgo		
Increase to Life Insurance Fund	Outgo		
Indian Dominion and Foreign taxes	Outgo		
Miscellaneous	Outgo		
Other Expenses	Outgo		
Surrenders including Bonus in reduction of premium	Outgo		
Transfer of Reserve	Outgo		

Income Type  
■ Income  
■ Outgo

## 4 APPLICATIONS USED

Tableau BI Tool is used for the whole project.

## 5 CONCLUSIONS

From the insights presented above we conclude that Revenue Account data is conciling and is correct for Life Insurance Corporation of India. Also it can be concluded from the given visuals, the trend for each item over the period of 2001-13.

## 6 BIBILOGRAPHY

<https://help.tableau.com> (for Tableau documentation)

[data.gov](https://data.gov) (for dataset)

<https://www.youtube.com/watch?v=6kcQjQH9ujs> (SmartBridge tableau playlist)