# Insurance Analysis Report
## Key Findings & Insights

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29 July 2025

### Executive Summary

In today's data-driven insurance landscape, understanding how policies perform, which customers bring the most value, and where claims are being rejected or settled can make or break strategic decisions. This report dives deep into real-world insurance data to uncover meaningful trends in policy activity, premium generation, and claim outcomes. From identifying which age groups are driving the highest claims to revealing which product lines contribute the most revenue, the analysis provides a clear snapshot of what's working and what needs attention. The goal is not just to summarize numbers but to highlight patterns that can inform smarter actions across product, operations, and customer engagement.

## 1. Overall Business Metrics

- **Premium Amount Collected:** Rs. 5.97 Million — Strong inflow from policyholders.

- **Coverage Amount Provided:** Rs. 600.33 Million — Total insurance risk exposure.

- **Claim Amount Processed:** Rs. 16.90 Million — Indicates a low claim-to-coverage ratio.

## 2. Customer Demographics

- Gender distribution is perfectly balanced:
  - Female: 5,000 customers
  - Male: 5,000 customers

- Reflects equal market penetration and a balanced target audience.

## 3. Premium Analysis by Policy Type

- **Travel Insurance** leads with Rs. 2.5M in premium revenue.

- Followed by:

  – Health: Rs. 1.2M
  – Auto: Rs. 1.0M
  – Life: Rs. 0.7M
  – Home: Rs. 0.6M

- Travel insurance appears to be the most popular or most expensive product, driving significant premium revenue.

## 4. Claims Overview

### a) Claim Volume by Status

- **Rejected Claims:** 4.4K — highest volume.

- **Settled Claims:** 3.4K

- **Pending Claims:** 2.3K

- This indicates a high rejection rate which may be due to strict claim evaluation or fraudulent claims. Improving transparency or revising claim approval policies may be beneficial.

### b) Claim Amount by Age Group

- Old Age: Rs. 6.7M — highest claim amount.

- Adult: Rs. 4.6M, Middle Age: Rs. 3.7M, Young Adult: Rs. 1.9M

- Older policyholders contribute to the majority of claim amounts, suggesting a higher risk profile in this segment.

## 5. Policy Activity Status

- **Active Policies:** 5,930 (59.28%)

- **Inactive Policies:** 4,070 (40.72%)

- This is a healthy ratio, but re-engaging inactive customers could improve retention and future revenue.

# 6. Coverage Distribution by Policy Type & Claim Outcome

- **Total Coverage:** Rs. 600.33M
- **By Status:**
  - Pending: Rs. 135.85M
  - Rejected: Rs. 266.56M
  - Settled: Rs. 202.95M
- **By Product:**
  - Travel: Rs. 250.38M
  - Auto: Rs. 94.43M
  - Others: Home, Life, and Health — lower exposure
- A significant portion (44%) of total coverage is associated with rejected claims, which may highlight strict underwriting or inefficiencies in claim processing.

# 7. Strategic Implications

- **Targeted Claim Management:** Focus on reducing rejection rates and optimizing claim processing timelines, especially for pending claims in the Travel and Auto segments.
- **Product Strategy:** Given Travel Insurance's high premium and coverage value, more resources can be allocated to scale it further while managing associated risks.
- **Age-Based Risk Pricing:** Older customers lead to higher claim amounts, justifying a need for risk-adjusted pricing strategies for this demographic.
- **Customer Retention Focus:** With over 40% policies being inactive, campaigns to re-engage lapsed policyholders could directly boost premium revenue.

*This analysis highlights key patterns in customer demographics, product performance, and claims behavior. It brings attention to areas of strength, such as premium generation from travel policies, and pinpoints opportunities to improve, like reducing claim rejection rates and re-engaging inactive policyholders. Understanding how coverage and claim amounts vary across age groups and policy types can support better risk management and pricing strategies. By acting on these insights, teams across marketing, operations, and product can make more informed, targeted decisions that improve both customer satisfaction and business outcomes.*