

Total Customer  
1K

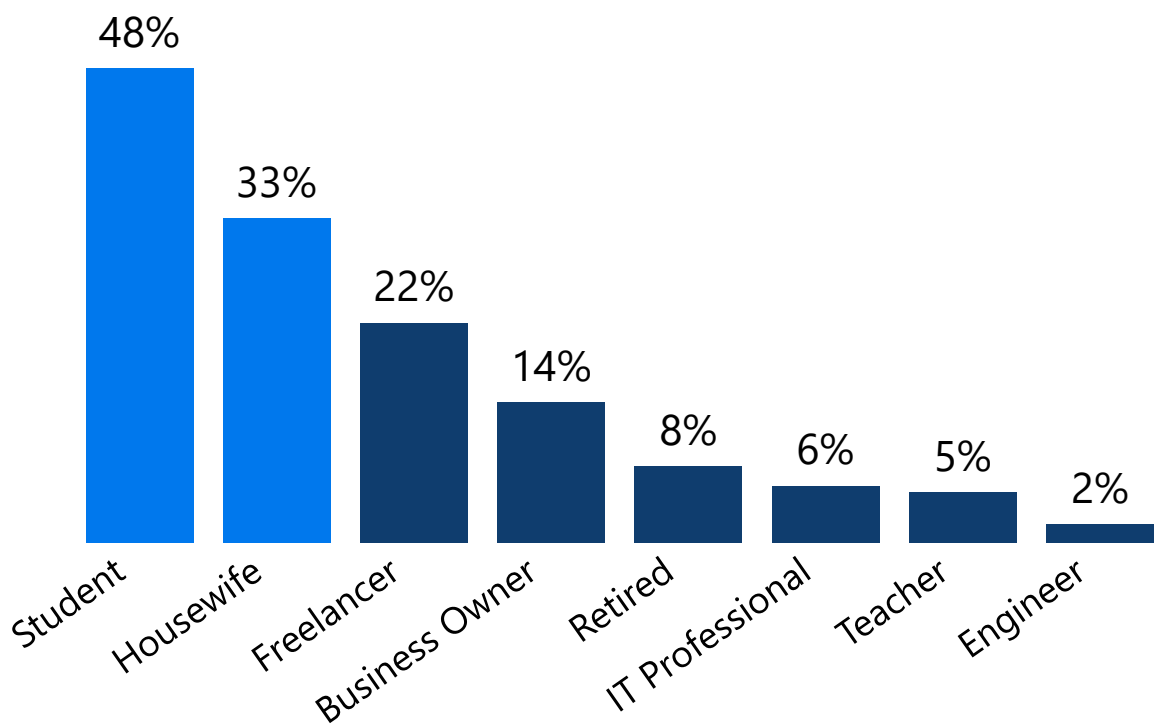
Total Churned  
176

Churned Rate  
18%

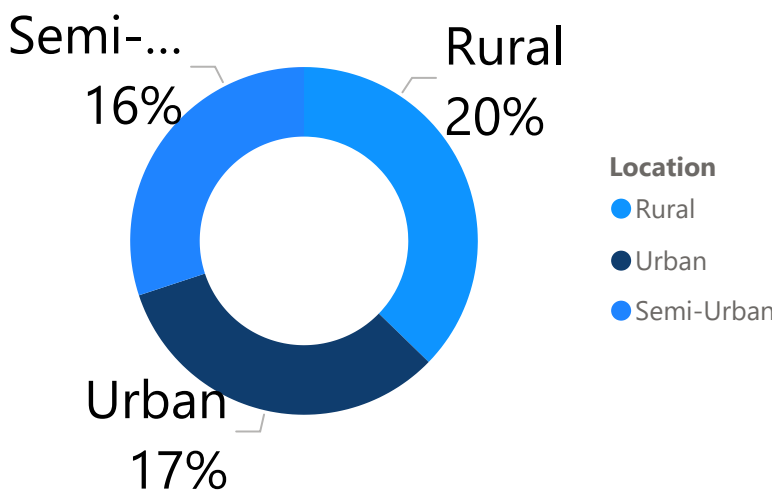
Premium Amount  
11M

Coverage Amount  
2491M

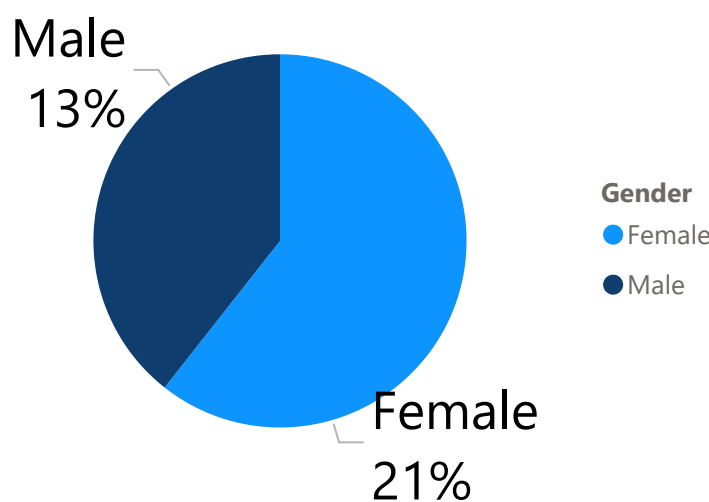
Churned Rate by Occupation



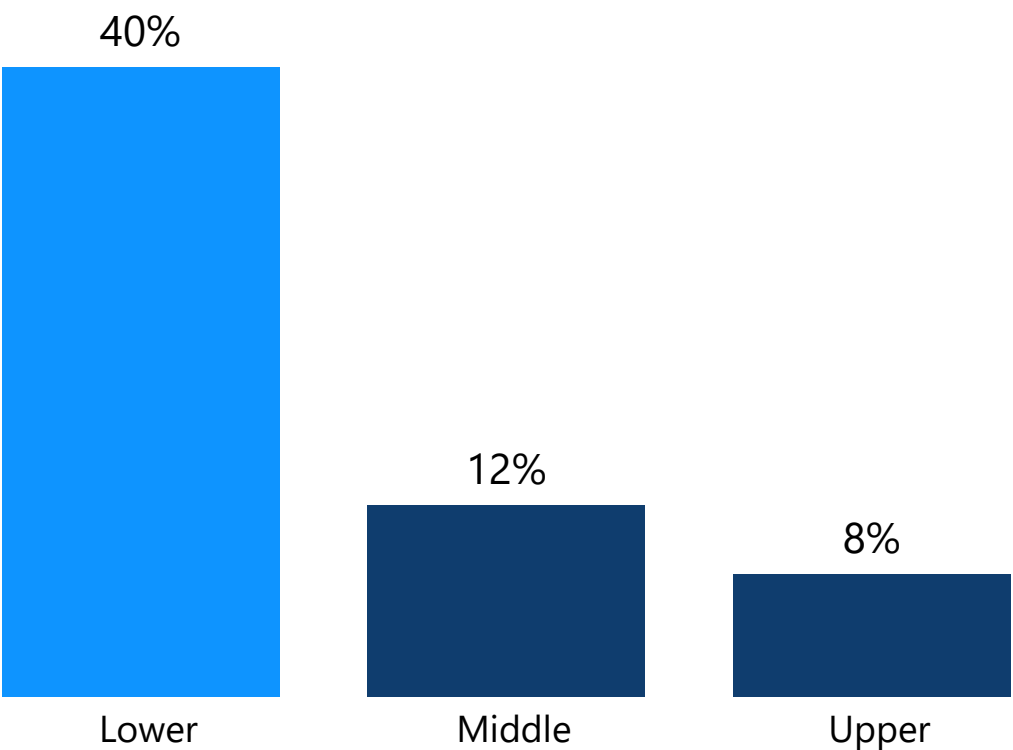
Churned Rate by Location



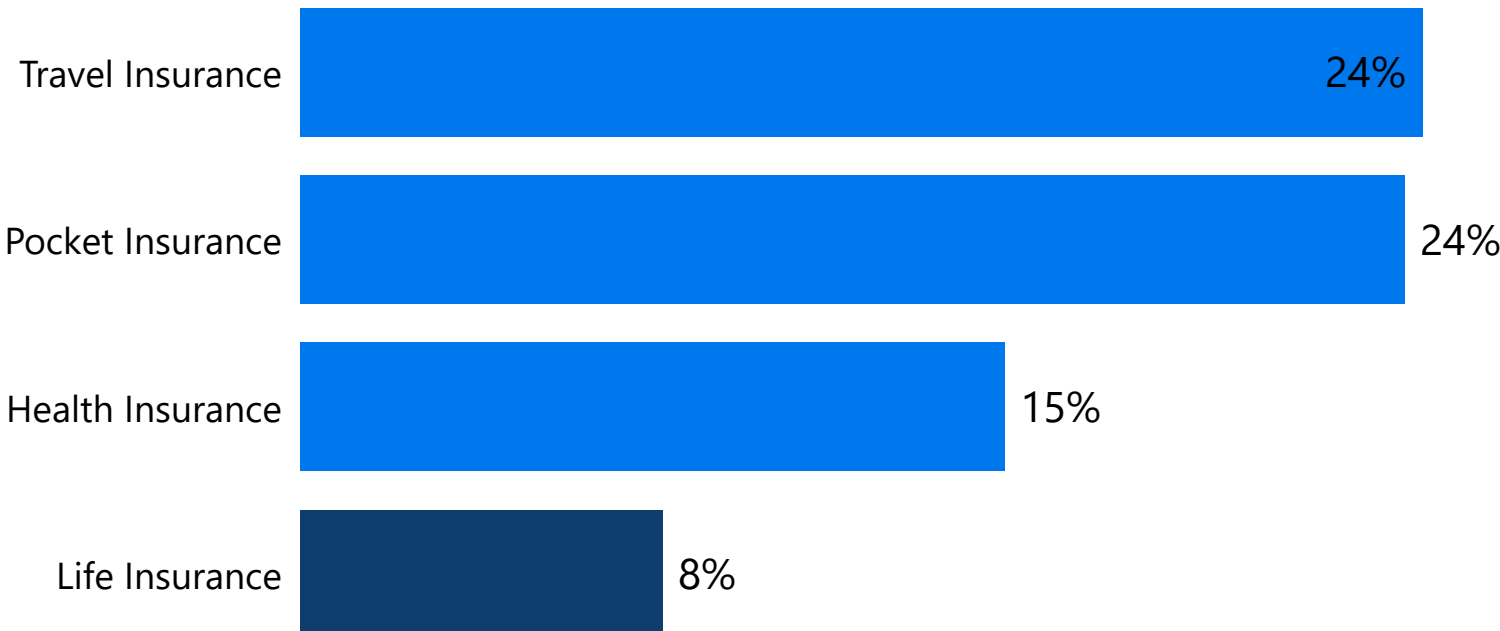
Churned Rate by Gender



Churned Rate by IncomeGroup



Churned Rate by ProductType



Filters

ProductType

Health Insurance

Life Insurance

Pocket Insurance

Travel Insurance

Income Group

Lower

Middle

Upper

Marital Status

All

LocationType

☐ Rural

☐ Semi-Urban

☐ Urban

Clear

Total Customer  
1K

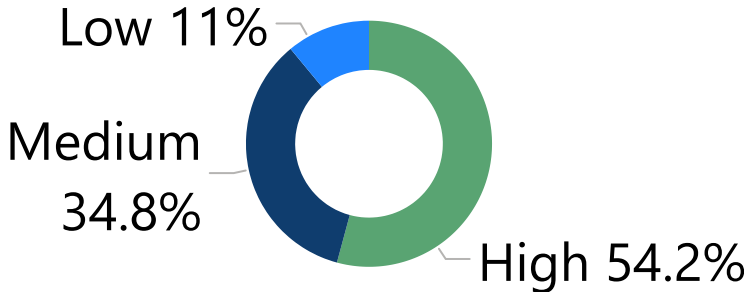
Total Churned  
176

Churned Rate  
18%

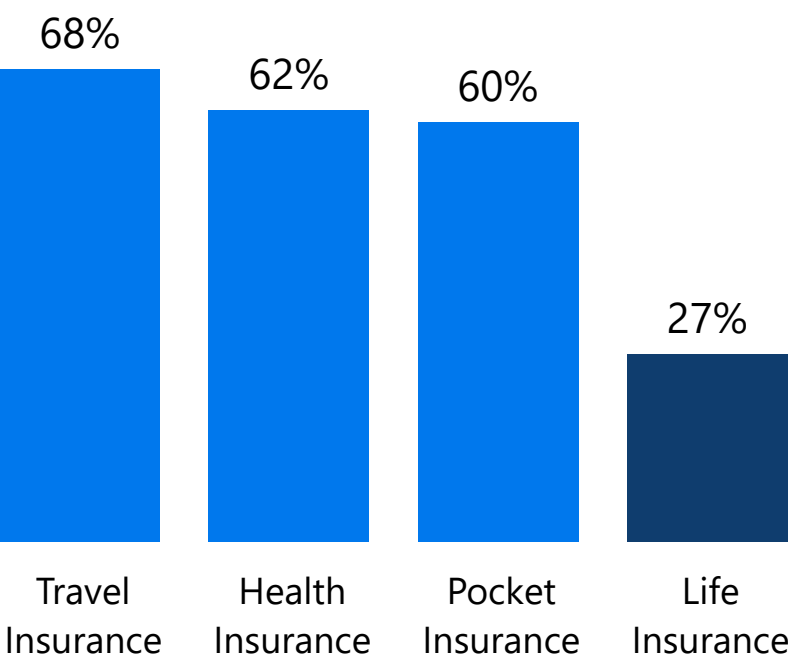
Total High Risk  
542

High Risk Rate  
54%

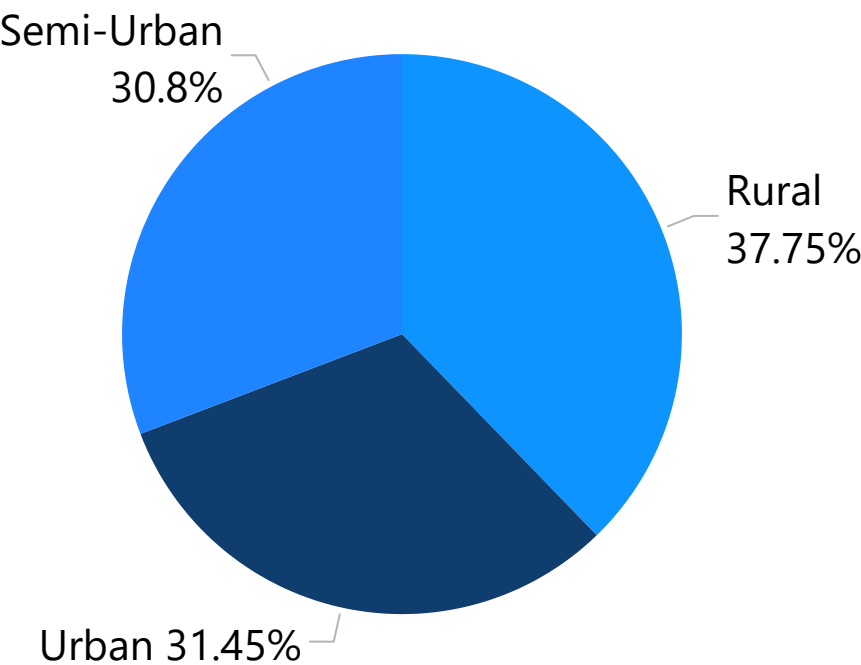
Total Customer by Churn Risk Level



High Risk Rate by ProductType



High Risk Rate by LocationType



Occupation	Product Type	Premium Amount	Coverage Amount	High Risk Rate
Housewife	Health Insurance	746K	18550K	
Student	Health Insurance	1101K	23550K	
Freelancer	Pocket Insurance	13K	3830K	
Housewife	Pocket Insurance	14K	4870K	
Student	Pocket Insurance	16K	5920K	
Freelancer	Travel Insurance	20K	3800K	
Housewife	Travel Insurance	28K	5800K	
Student	Travel Insurance	19K	3950K	
Business Owner	Health Insurance	659K	10050K	
Housewife	Life Insurance	333K	153000K	
Student	Life Insurance	378K	181000K	
Teacher	Travel Insurance	19K	3550K	
Business Owner	Travel Insurance	21K	4300K	
Engineer	Health Insurance	590K	15450K	
Retired	Travel Insurance	24K	4450K	
Retired	Pocket Insurance	10K	3660K	
Freelancer	Health Insurance	849K	21650K	
Retired	Health Insurance	837K	16950K	
Business Owner	Pocket Insurance	18K	6930K	
Teacher	Pocket Insurance	12K	3980K	
Teacher	Health Insurance	846K	23500K	
Teacher	Life Insurance	438K	211500K	
IT Professional	Health Insurance	1000K	16100K	

Filters

ProductType

Health Insurance

Life Insurance

Pocket Insurance

Travel Insurance

Income Group

Lower

Middle

Upper

LocationType

☐ Rural

☐ Semi-Urban

☐ Urban

Churn Risk Level

High

Low

Medium

Clear

Total Customer  
1K

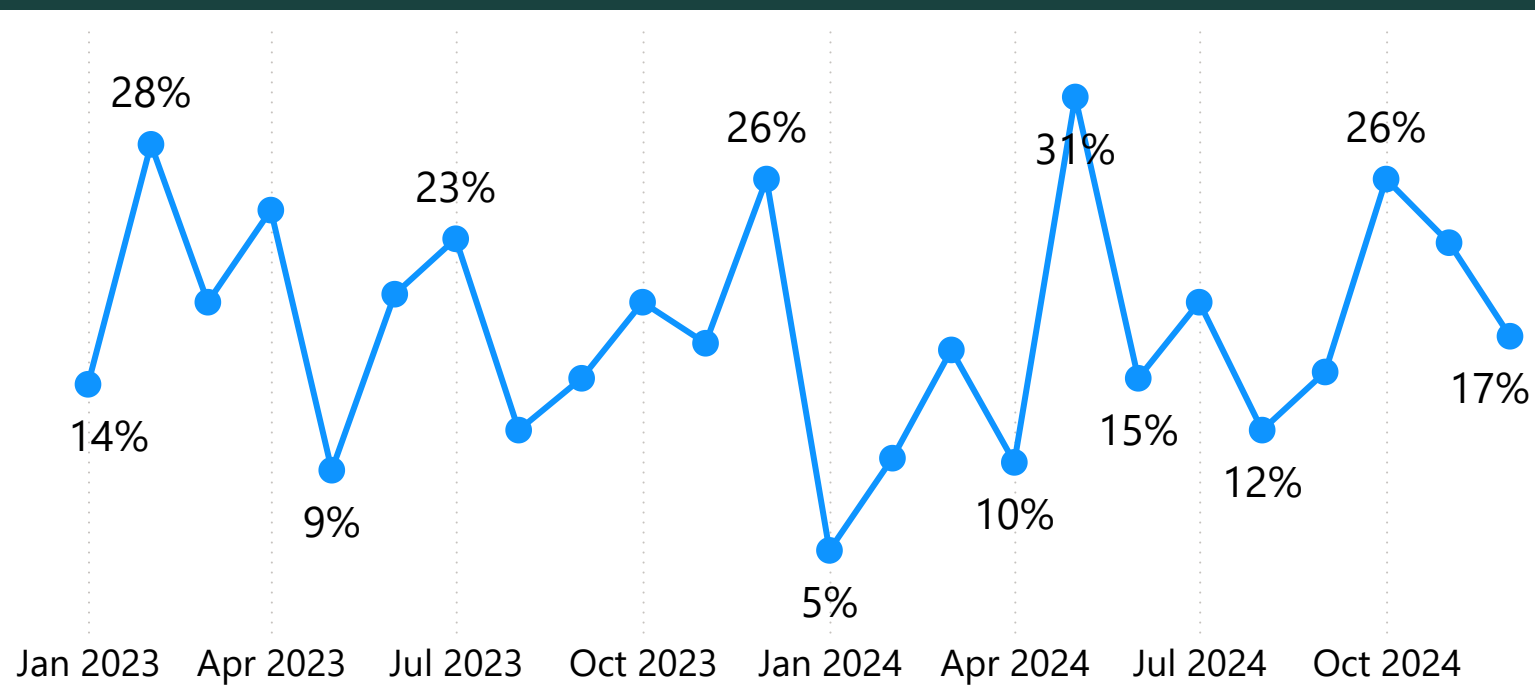
Total Churned  
176

Churned Rate  
18%

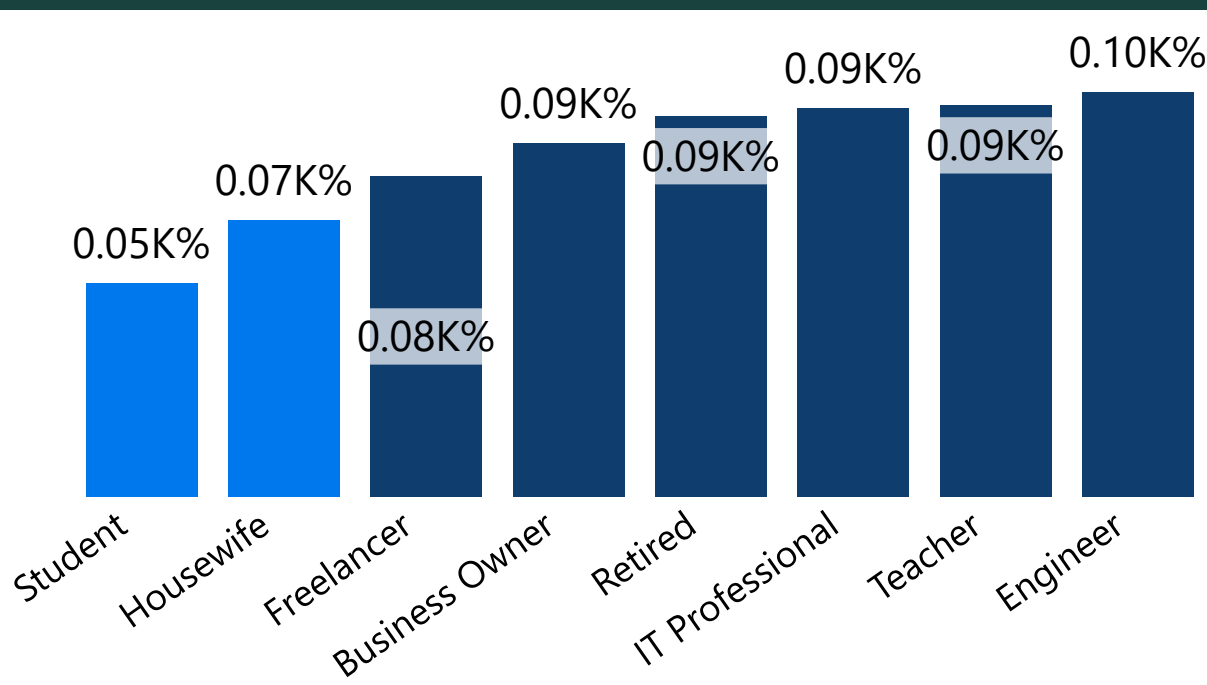
Premium Amount  
11M

Avg Monthly Spending  
9M

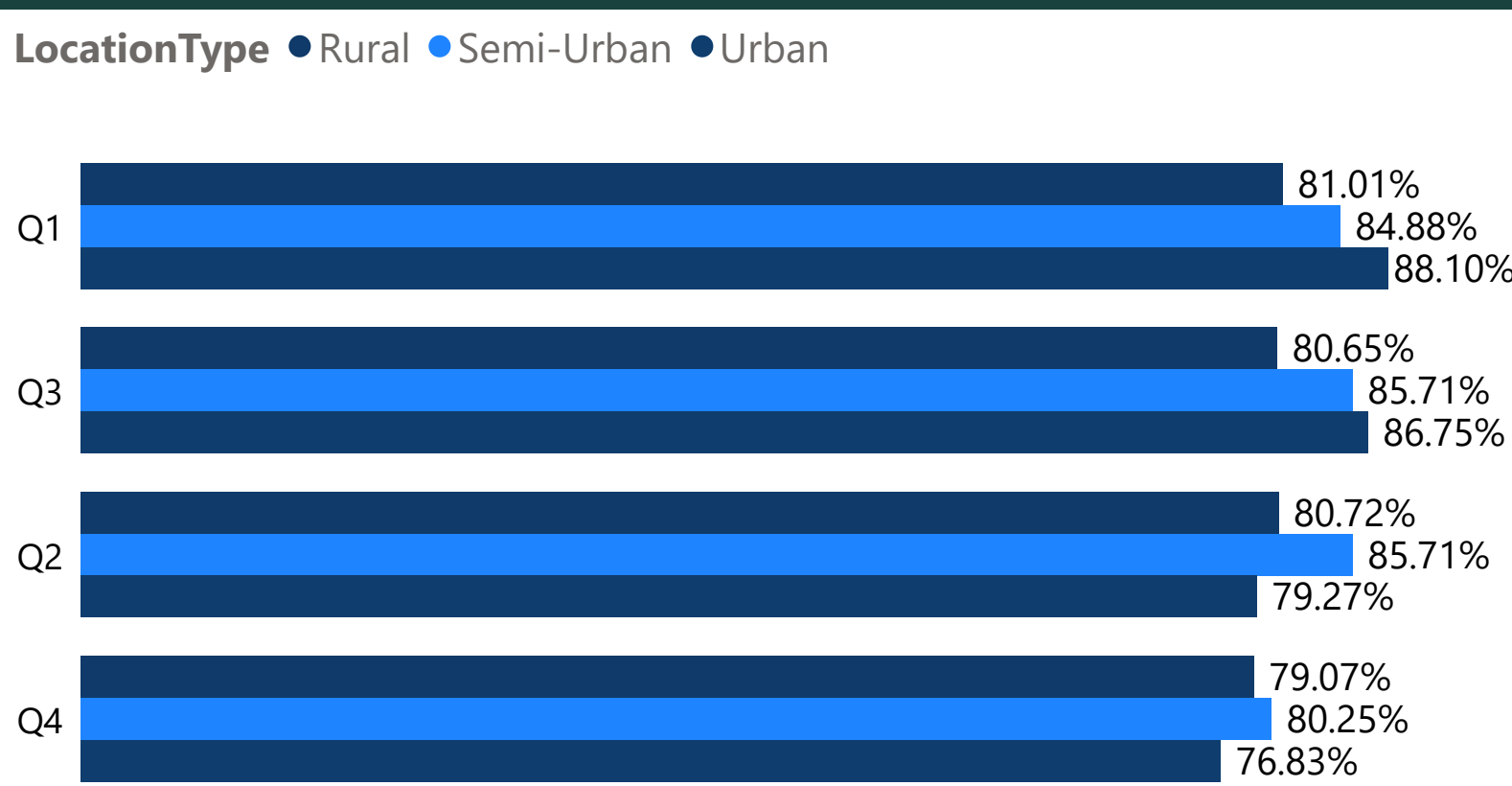
Churned Rate by Year and Month



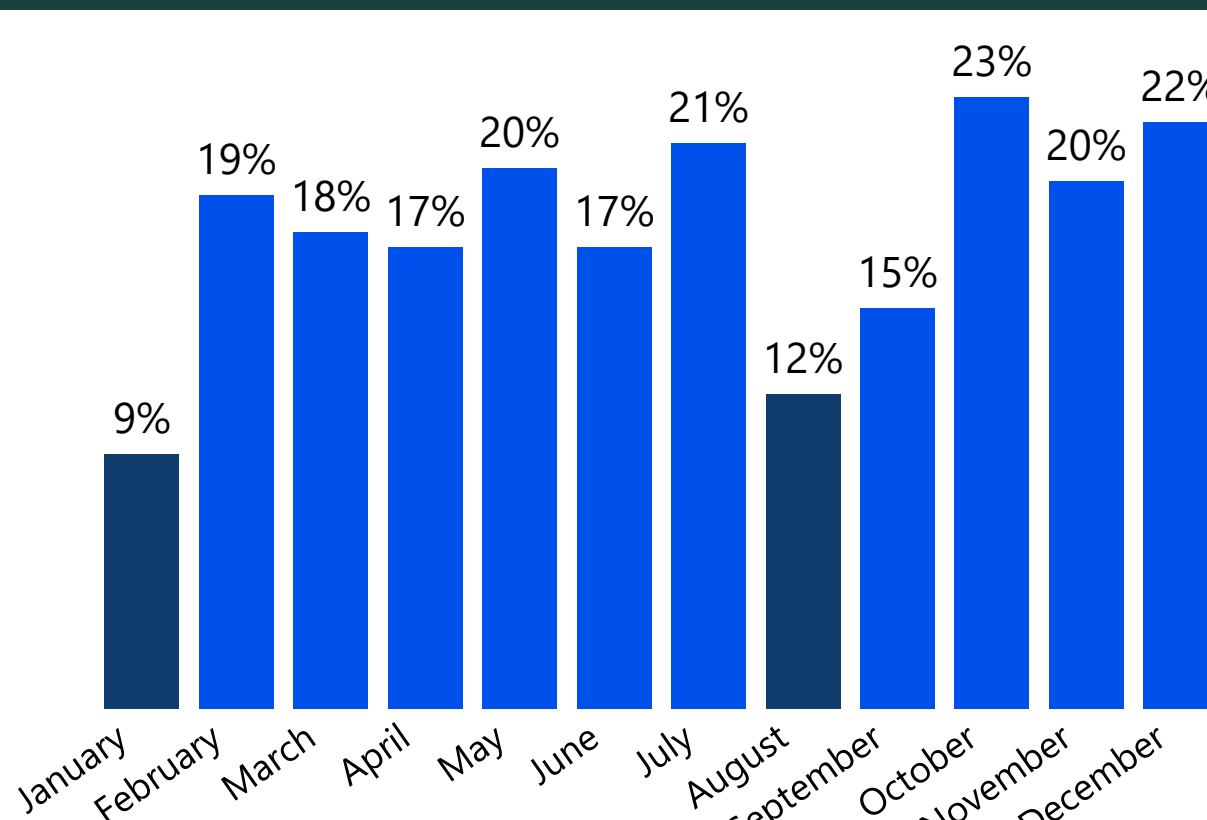
Retention Rate by Occupation



Retention Rate by Quarter and Location



Churned Rate by Month



Filters

Year

2023

2024

2025

Month

All

ProductType

Health Insurance

Life Insurance

Pocket Insurance

Travel Insurance

Clear

Total Customer  
1K

High Risk Rate  
54%

Travel Insurance Risk Rate  
32%

Pocket Insurance Risk Rate  
27%

Churned Rate  
18%

Insights :

- 1. **Churn is highest in Travel & Pocket Insurance** products due to their short-term nature and low perceived value, while **Life & Health Insurance have lower churn** as they are long-term commitments.
- 2. **Rural Tier-2/3 regions and low-income groups show higher churn**, mainly due to affordability challenges and lack of awareness about policy benefits.
- 3. **Urban high-income customers churn moderately**, often influenced by competitive offers and lack of personalized engagement.
- 4. High churn risk segments include **Rural students, freelancers & housewives**.

Suggestion :

- 1. **Bajaj Finserv** should introduced bundled **renewal discounts & multi-trip annual plans for Travel & Pocket Insurance plan**.
- 2. **Bajaj should** run **awareness campaigns**, offer **micro-insurance plans for Rural and low income segments**.
- 3. By providing **personalized loyalty rewards** and dedicated relationship managers for urban high-income customers Bajaj can reduce churn.
- 4. Bajaj prevents large revenue loss by keeping high value urban customers ( Business owner, IT professionals) & **grow premium revenue** via upselling higher coverage plans.