



Shield Insurance

Welcome to the Shield Insurance project presentation. This analysis has been conducted as part of my virtual internship with AtliQ Technologies.

Insurance

About Company

Company Presence

Operations in 5 major Indian cities, serving a large urban client base.

Sales Channels

Offline Agents, Direct Sales, and digital platforms like apps and websites.

Product Portfolio

Nine insurance policies designed for varied customer needs and preferences.

Project Contribution

Analyzed data from Nov 2022 to Apr 2023 to support strategic business decisions.



Data Sets and Data Model

Dimension Tables

- dim_date: Date-related information
- dim_customer: Customer demographics and details
- dim_policies: Policy types and characteristics

Fact Tables

- fact_premiums: Premium payment transactions
- fact_settlements: Claims and settlements data

Key Insights from Data Analysis

1 Strong Revenue Growth

₹989.25M total revenue from 26,841 customers with average daily revenue growth of 5.4M in revenue and 148 customers per day.

2 Top Cities

Delhi NCR leads, along with Mumbai and Hyderabad, over 80% revenue share.

3 Valuable Age Groups

31-40 age group brings ₹335.72M; senior groups also noteworthy.

4 Sales Channel Split

Offline agents dominate with ₹550.8M; online sales need growth.

5 Seasonality

March peaks in acquisitions; later months show a decline.

Recommendations

Boost Online Sales

Enhance app usability and offer exclusive online promotions.

Market to Key Age Groups

Focus marketing on 31-40 & 41-50, tailor plans for 65+ customers.

Expand in Growth Cities

Increase efforts in Delhi NCR, Mumbai, Hyderabad, target similar markets.

Address Seasonality

Implement seasonal offers and renewal incentives to stabilize growth.

Promote Offline-to-Online Transition

Use hybrid sales models combining offline support with online transactions.



Thank You

Thank you for your attention. Looking forward to your questions and feedback.