



Perspective analysis on espn subscribers

It was a regular evening on 15th March 2019 and Mr. Shyam Sundar Joshi, the branch manager of Aam Admi Bank, Boisar Branch was sitting late in office and reviewing insurance sales during financial year 2019. The year to date sales figure were quite disappointing and were far behind the annual target. Having just a fortnight in hand for financial year close, Mr. Shyam was a little tense and apprehensive if he would be able to meet the target. This was the first time he was about to miss the targets in the last five years in a row and knew that he had to take some innovative and proactive measure to meet the target in such a short span.

Mr. Tarun Sathe, the branch insurance sales representative who was responsible for insurance sales in the branch was a sincere guy however despite his honest efforts the conversion ratio was very less. He used to target the customers visiting the branch and explain them the benefits to sell the insurance policies. The Boisar branch was situated in an industrial hub as per MIDC (Maharashtra Industrial Development Corporation) and catered to a mix of urban, suburban and rural customers.

On the same evening, Mr. Shyam was having dinner with his son Rohan who had come home during his semester break. He was pursuing his MBA from a prestigious institute in Pune and was a bright student. He sensed the tension on his fathers face and inquired to which Mr. Shyam did not open-up as he did not want

to mix his personal and professional life. However, after persuasion for a while he shared the problem and told that his respect and yearly bonus both are at stake.

Despite Rohan was a first year MBA student and was not much aware of the management and analytical skills, he decided to help his father and asked about the modus-operandi for insurance sales in the branch. He observed that the As-Is approach was very unstructured and needed some sort of analysis to come up with a proper strategy. However, he assured his father that he would leverage whatever he has studied till now in his MBA to solve the issue he is encountering.

Rohan took up the challenge and took it as his first live project before he goes out for his summer internship. He knew this would be challenging and would require data analysis. He had heard of data analysis tools like R, Python etc. but was not aware how to analyze data using these tools and come up to useful information. However, he was aware of MS Excel which is also a powerful analytics tool.

The next important question was what kind of data is available with the branch to analyze the customers. Based on the concept of segmentation learnt during the marketing course, he thought it would be good idea to start with demographic data viz. Age, Gender, Income and Location to segment the customers which are likely to buy insurance policies.

Based on Rohan's request, Mr. Shyam Sundar directed Tarun to provide the required customer data from centralized banking system. Thanks to the centralized recordkeeping of data, it did not take much time. Keeping in mind the time constraint, Rohan went on to examine the dataset containing demographic details like age, gender, income and location to finalize the further course of action. The sample data is demonstrated in Exhibit 1.

Exhibit 1:

Age	Gender	Income	Location
72	m	72	rural
29	m	68	suburban
33	m	57	suburban
25	m	62	suburban
38	m	164	urban
33	m	44	urban
18	f	62	rural
17	m	68	urban
32	f	53	urban
24	f	92	urban
26	f	54	suburban
40	m	88	urban
26	f	46	rural
21	m	83	suburban
29	m	144	rural
51	f	30	suburban

The customer demographic data is very important and could be used for segregating the target customers. The data showed the age, gender, income (thousand per month) and location (urban, suburban, rural). He observed that based on the data of more than 1000 customers, he will be able to find the customers to whom calling or physical meetings could be done to convert insurance sales during next two weeks. The logical first targets would be male in the range 30-40 earning more than 50,000/- per month and located in urban areas.

Mr. Joshi was very proud to see his son in action and his intentions to help him in need. He was also very happy that he chose MBA stream and made a right decision. He was sure by end of day, he will have some useful insights which could be leveraged for insurance sales conversion in this short span.

For Rohan, it was his first live project and he was very enthusiastic to apply his MS Excel skills and his learnings during the marketing and strategy sessions. He knew the successful execution of this project would bring two pronged benefits. At

one place, this was his first step towards real life business problems and secondly the solution that he will come up to will help no one else than his own father. He knew he did not have enough time to learn the modern analytical tools from scratch and wanted to stick to MS excel.

Case Questions:

1. Analyze the gender of subscribers in terms of percentage.
2. Analyzing the age (10-year interval i.e. first age group [8-17]) of subscribers in the percentage and find out total number of subscribers in each interval [allocate graphical representation also].
3. Analyze the income in a group of intervals 25 subscribers in percentage.
4. Find out in each income group total number of persons in each location with gender information
5. Analyze subscribers' locations in terms of percentage
6. Analyze between age and income (group wise) with their location (in percentage)