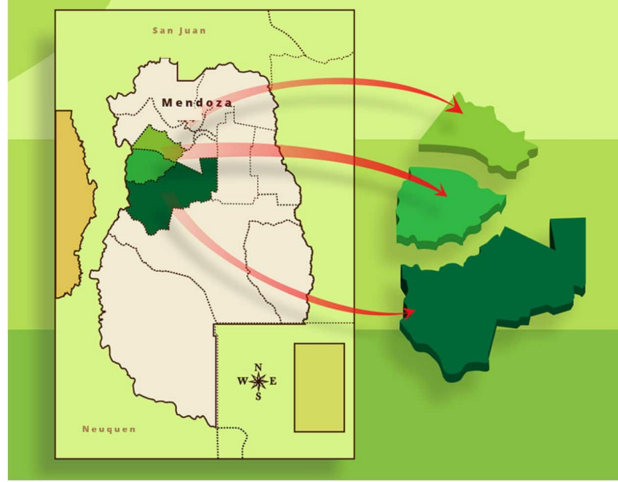




Identifying prosperous areas using GIS



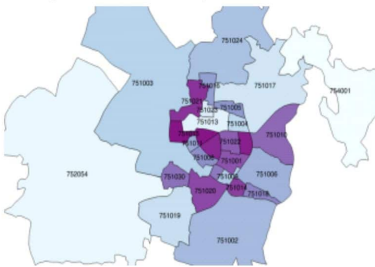
Introduction

The identification of prosperous areas with probable customers based on population density is the main problem insurance companies are facing. The high prospective density areas are sometimes assigned less agents and vice versa. This leads to imbalance in agent allocation in right areas which leads to bad customer outreach.

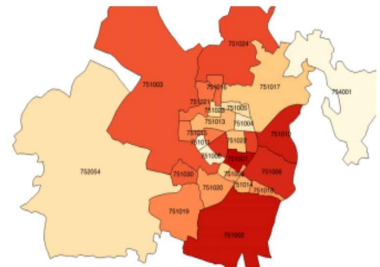


Problem

In the pin code area 751015, there are 6038 households with the total population of 25,500. Problem arises while allocating areas to agents based on its prosperity with no insight data for distribution. 30.8% of households uses cars/jeep/van. In this area, there are 20,000 prospective customers but the number of agents assigned are very few.



Identification of prosperous pin codes	
*purple indicates areas with high prosperity	
Pin codes with high prosperity index	Number of agents in these areas
751007	8
751012	4
751015	3



Identification of customer presence	
*red indicates areas with high customer count	
Pin codes with maximum policies issued	Number of agents in these areas
751001	19
751002	21
751010	0

As you can see , the penetration in the prosperous areas is low because there are not enough distributors or reach in those areas. This results in low customer outreach.



Our Solution

Our application maps the pin codes with reference to their population density and prosperity in bhubaneshwar city. The number of agents in these mapped areas helps us give an insight about their distribution in service areas. Increased customer reach can be achieved by strategically placing agents in more prosperous areas