

General Analysis Mock-Up

Total Revenue vs LM Total Revenue

131.69M ✓

LM: (Blank) (+Infinity%)

DCG vs LM DCG

126.23 ✓

LM: (Blank) (+Infinity%)

Total Customer vs LM Total Customer

3.79K ✓

LM: (Blank) (+Infinity%)

DRG vs LM DRG

4.39M ✓

LM: (Blank) (+Infinity%)

Month

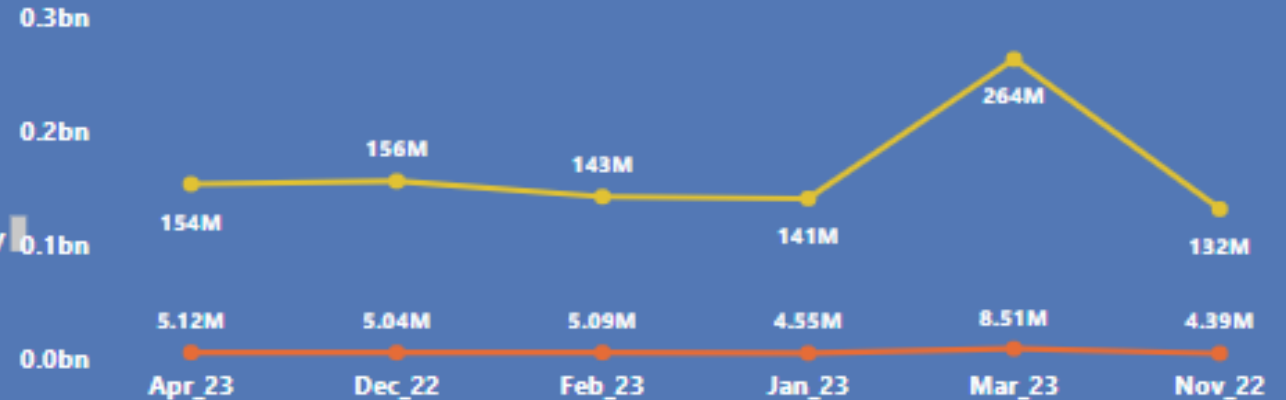
All

DCG Trends By Month

DRG Trends By Month

total_revenue and DRG @ by month

● total_revenue ● DRG @



Total revenue split by age group, city

city	age_group	total_revenue
Chennai	18-24	4206K
Delhi NCR	18-24	14771K
Hyderabad	18-24	4816K
Indore	18-24	2795K
Mumbai	18-24	9602K
Chennai	25-30	7248K
Delhi NCR	25-30	27439K
Hyderabad	25-30	10748K
Indore	25-30	5714K
Mumbai	25-30	16560K
Chennai	31-40	36982K
Delhi NCR	31-40	146488K
Hyderabad	31-40	58086K
Indore	31-40	29860K
Total		989253K

Total customers split by age group, city

city	age_group	total_customer
Chennai	18-24	296
Delhi NCR	18-24	1062
Hyderabad	18-24	429
Indore	18-24	211
Mumbai	18-24	642
Chennai	25-30	432
Delhi NCR	25-30	1474
Hyderabad	25-30	568
Indore	25-30	275
Mumbai	25-30	868
Chennai	31-40	1236
Delhi NCR	31-40	4741
Hyderabad	31-40	1886
Indore	31-40	889
Total		26841

Customer Segmentation

city	age_group	total_customer	total_revenue
Delhi NCR	31-40	5K	146M
Mumbai	31-40	3K	85M
Delhi NCR	41-50	2K	78M
Delhi NCR	65+	1K	75M
Delhi NCR	51-65	1K	60M
Hyderabad	31-40	2K	58M
Mumbai	41-50	1K	48M
Mumbai	65+	0K	44M
Mumbai	51-65	1K	38M
Total		27K	989M

Sales-Mode Analysis Mock-Up

policy_id

All

Chennai

Delhi NCR

Hyderabad

Indore

Mumbai

Apr_23

Dec_22

Feb_23

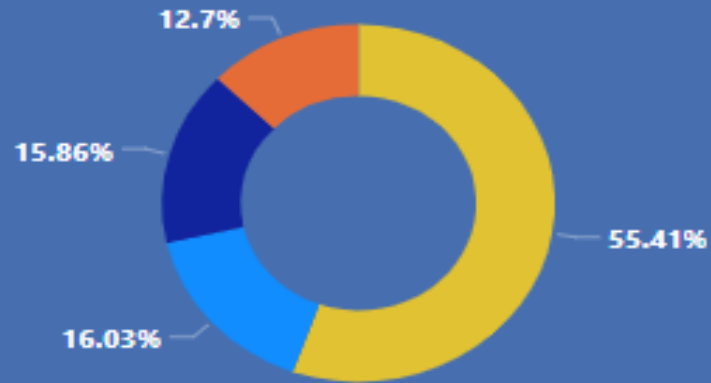
Jan_23

Mar_23

Nov_22

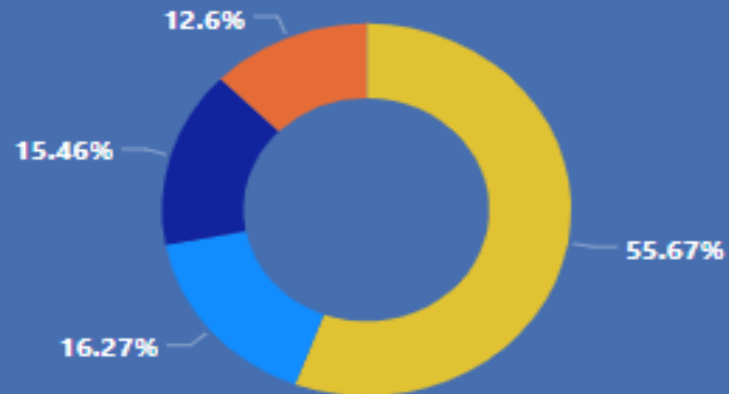
total_customer by sales_mode

Offline-Agent Online-App Offline-Direct Online-Website



total_revenue by sales_mode

Offline-Agent Online-App Offline-Direct Online-Website



Trend of sales mode over month

MoM by sales_mode



Age-Group Analysis Mock-Up

Chennai

Delhi NCR

Hyderabad

Indore

Mumbai

Apr_23

Dec_22

Feb_23

Jan_23

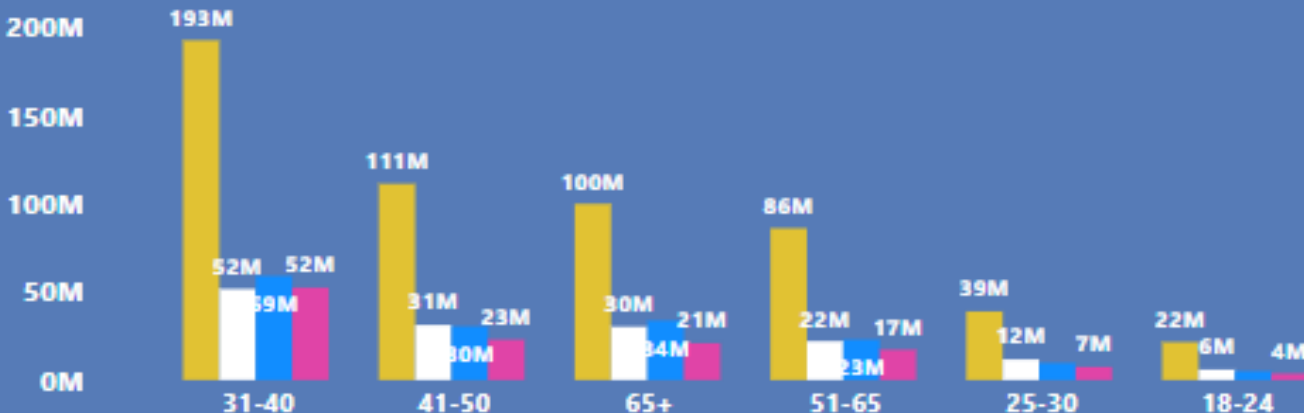
Mar_23

Nov_22

Age group vs sales mode

total_revenue by age_group and sales_mode

Offline-Agent Offline-Direct Online-App Online-Website



Age group vs Estimate Settlement

age_group	est_settlement_amt
18-24	1,63,51,381.25
25-30	3,05,92,580.71
31-40	16,08,63,170.73
41-50	8,85,67,071.51
51-65	6,70,55,754.70
65+	8,35,36,241.83
Total	44,69,66,200.74

Age group vs policy preference

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	45	127	659	313	228	296	1668
POL2005HEL	47	86	578	333	354	570	1968
POL3309HEL	315	555	2026	571	256	106	3829
POL4321HEL	1223	1172	1405	351	187	96	4434
POL4331HEL	551	679	1741	460	179	125	3735
POL5319HEL	134	347	1628	755	314	151	3329
POL6093HEL	111	223	1114	633	273	189	2543
POL6303HEL	131	281	1383	772	314	136	3017
POL9221HEL	83	147	921	511	406	250	2318
Total	2640	3617	11455	4699	2511	1919	26841