Shield Insurance

General Overview

This view offers a comprehensive view of critical KPIs, delivering valuable insights into customer growth, segmentation, and revenue distribution. It meticulously breaks down data over time, by city, and across various age groups, enabling a nuanced understanding of key business metrics.

Sales Mode Analysis

This view provides an in-depth analysis of revenue growth over time, highlighting the percentage split of total revenue and total customers by sales mode. It delivers critical insights that empower data-driven decision-making and strategic pl

Age Group Analysis

This view offers a comprehensive analysis of customer distribution by age group and sales mode, policy preferences, and customer growth over time. It also provides insights into expected settlements segmented by age group. This detailed view empowers informed decision-making and strategic planning by highlighting key trends.

FILTERS

Month
All

Age Group
All

City
All

Policy Id
All

Sales Mode
All

ABBERVIATIONS

DCG - Daily Customer Growth
DRG - Daily Revenue Growth
LM - Last Month

989M Total Revenue
LM: (Blank) 0.00%

27K Total Customers
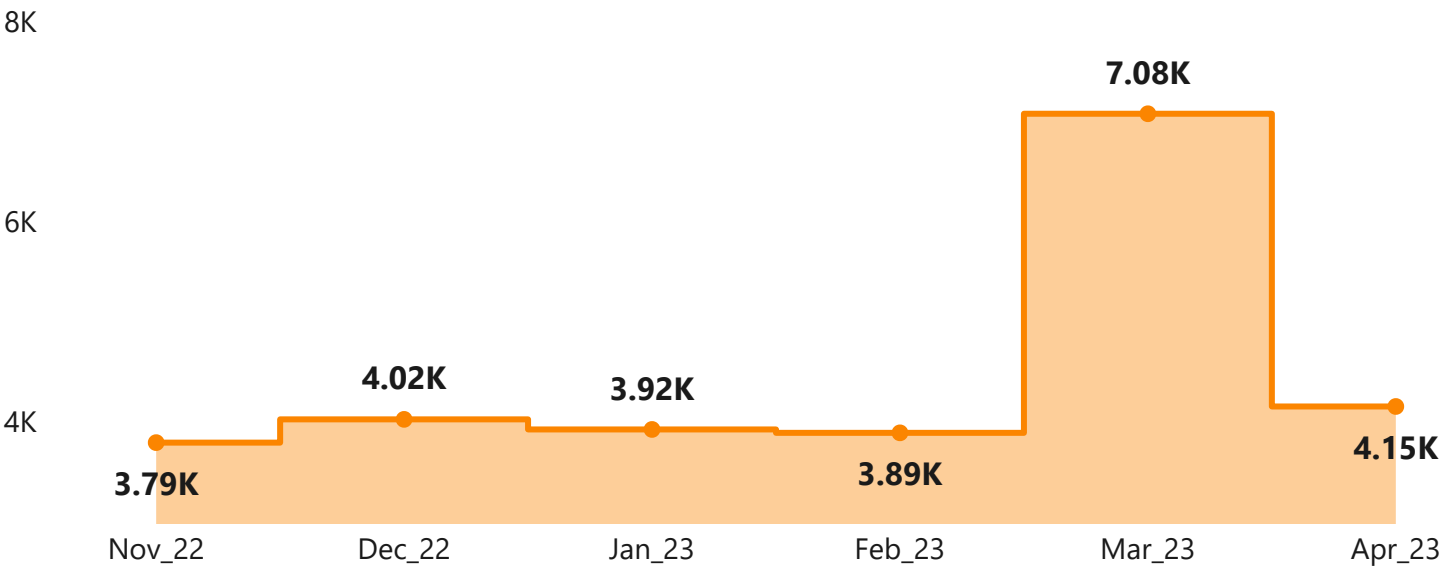LM: (Blank) 0.00%

5.47M DRG
LM: (Blank) 0.00%

148.29 DCG
LM: (Blank) 0.00%

Customer Segmentation

City	Age Group	Total Customers	Total Revenue
Delhi NCR	31-40	4544	137.85M
Delhi NCR	41-50	2195	84.03M
Mumbai	31-40	2580	79.01M
Delhi NCR	65+	860	78.92M
Delhi NCR	51-65	1128	62.88M
Hyderabad	31-40	1800	55.01M
Mumbai	41-50	1273	51.08M
Mumbai	65+	493	45.35M
Mumbai	51-65	721	40.65M
Hyderabad	41-50	891	36.44M
Chennai	31-40	1194	35.30M
Hyderabad	65+	324	31.70M
Indore	31-40	859	28.56M
Delhi NCR	25-30	1384	25.76M
Hyderabad	51-65	426	24.14M
Chennai	41-50	600	23.41M
Chennai	65+	225	21.20M
Indore	65+	167	16.60M
Chennai	51-65	286	16.27M
Total		**26841**	**989.25M**

Total Customers | **Total Revenue**

Total Customers by Month Trends

	Nov_22	Dec_22	Jan_23	Feb_23	Mar_23	Apr_23
	3.79K	4.02K	3.92K	3.89K	7.08K	4.15K

Revenue & Customer Split By City

City	Total Customers	Total Revenue
Delhi NCR	11007	401.57M
Mumbai	6432	239.51M
Hyderabad	4340	160.52M
Chennai	2966	106.31M
Indore	2096	81.35M
Total	**26841**	**989.25M**

Revenue & Customer Split By Age

Age Group	Total Customers	Total Revenue
31-40	10977	335.72M
41-50	5357	210.60M
65+	2069	193.77M
51-65	2792	156.92M
25-30	3407	61.50M
Total	**26841**	**989.25M**

FILTERS

Month
All

Age Group
All

City
All

Policy Id
All

Sales Mode
All

ABBERVIATIONS

DCG - Daily Customer Growth
DRG - Daily Revenue Growth
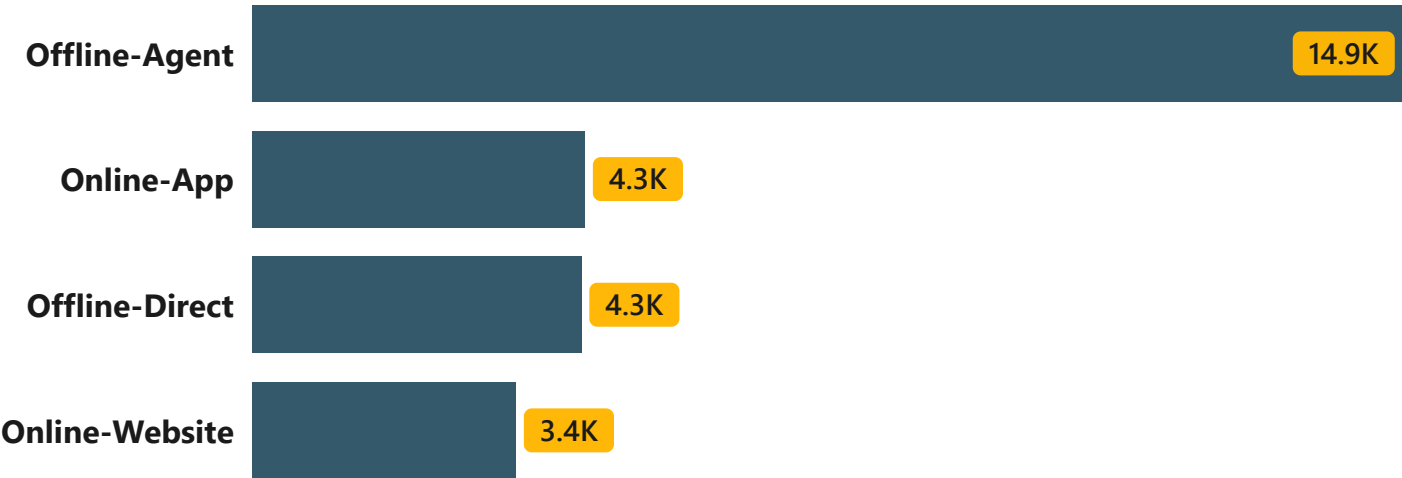LM - Last Month

26.8K Total Sales
LM: (Blank) 0.00%

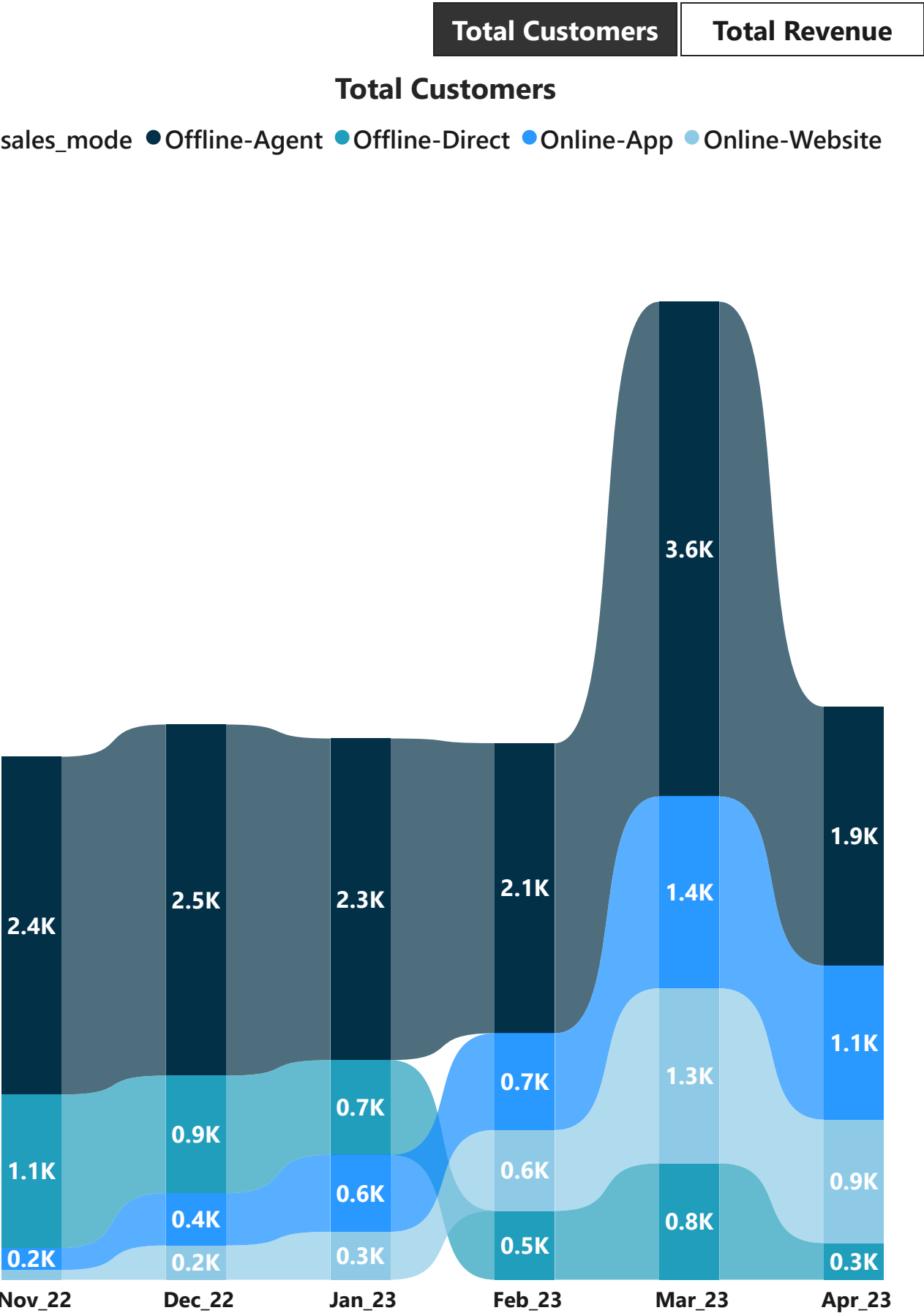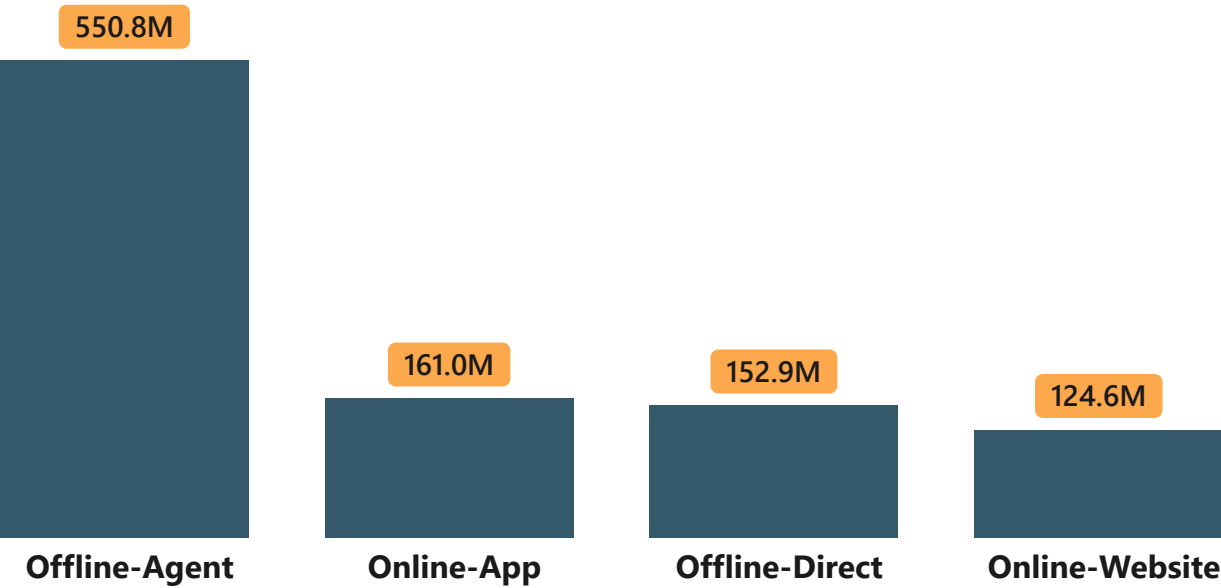**8K** Online Sales
LM: (Blank) 0.00%

19K Offline Sales
LM: (Blank) 0.00%

Total Customers By Sales Mode

Sales Mode	Customers
Offline-Agent	14.9K
Online-App	4.3K
Offline-Direct	4.3K
Online-Website	3.4K

Total Revenue By Sales Mode

Sales Mode	Revenue
Offline-Agent	550.8M
Online-App	161.0M
Offline-Direct	152.9M
Online-Website	124.6M

Total Customers | **Total Revenue**

Total Customers

sales_mode ● Offline-Agent ● Offline-Direct ● Online-App ● Online-Website

	Nov_22	Dec_22	Jan_23	Feb_23	Mar_23	Apr_23
Offline-Agent	2.4K	2.5K	2.3K	2.1K	3.6K	1.9K
Online-App			0.7K	0.7K	1.4K	1.1K
Online-Website	1.1K	0.9K	0.6K	0.6K	1.3K	0.9K
Offline-Direct	0.2K	0.4K	0.3K	0.5K	0.8K	0.3K
		0.2K				

FILTERS

Month
All

Age Group
All

City
All

Policy Id
All

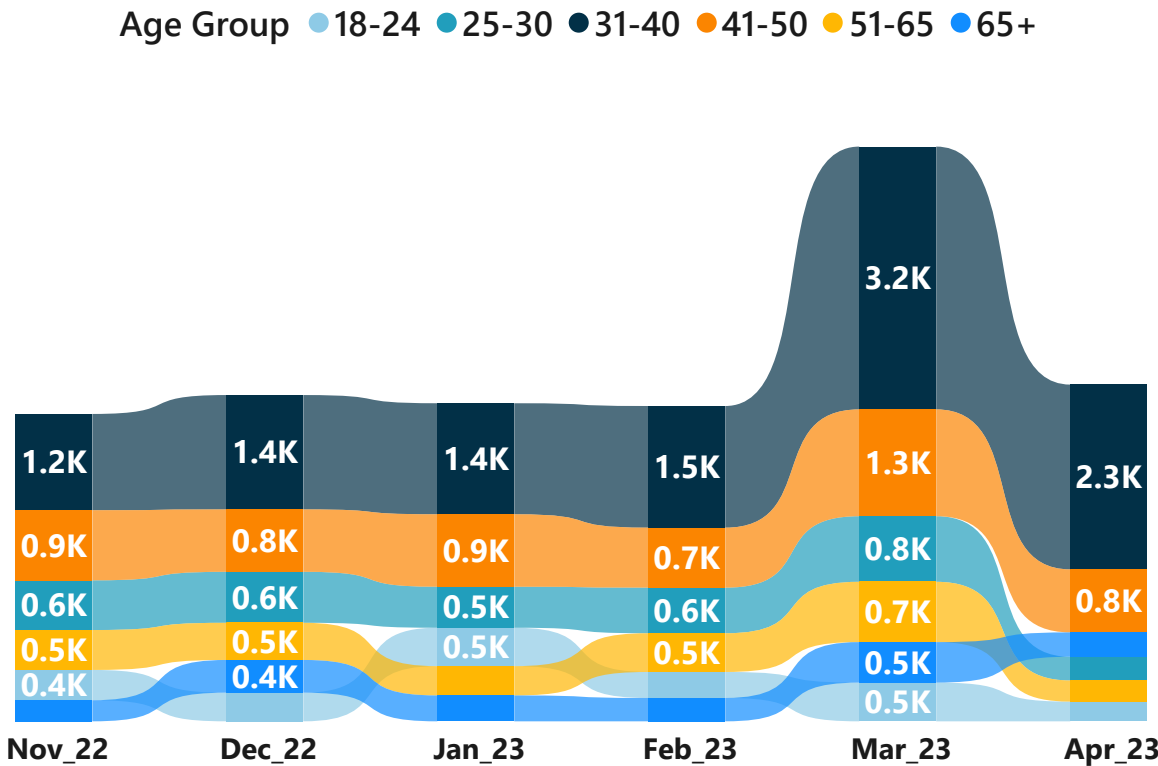**Sales Mode**
All

ABBERVIATIONS

DCG - Daily Customer Growth
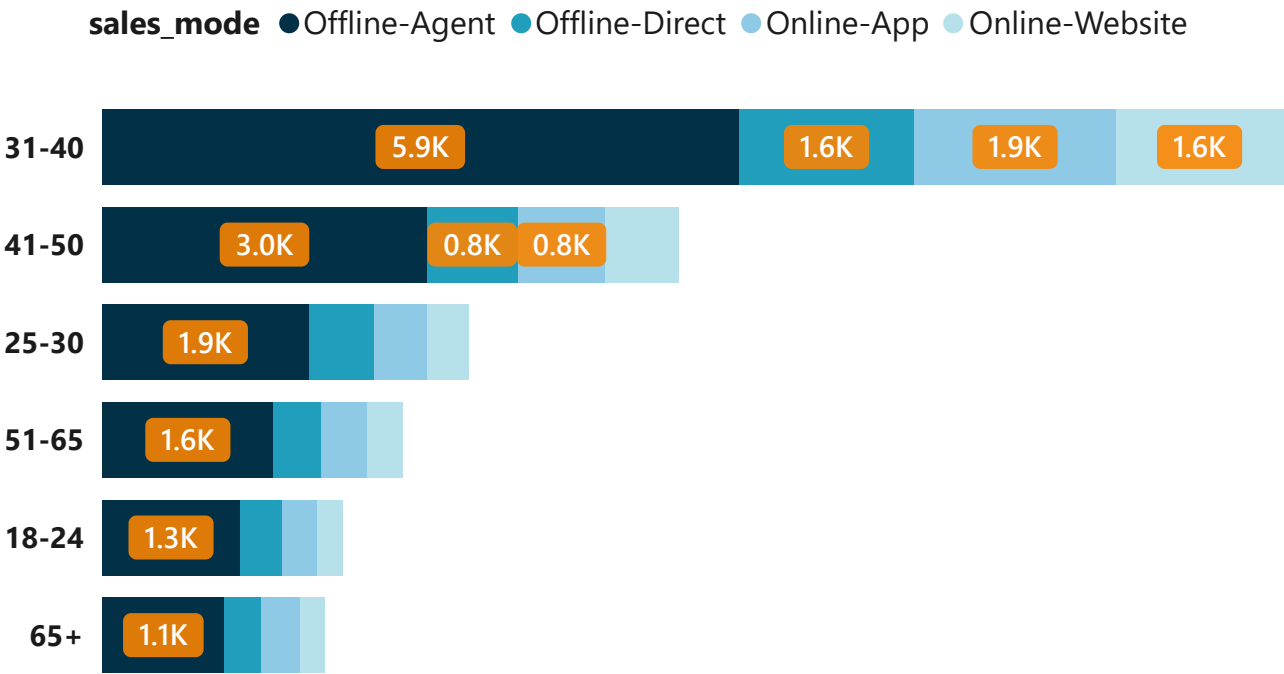DRG - Daily Revenue Growth
LM - Last Month

Customer Trends By Age Group

Age Group ● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65+

	Nov_22	Dec_22	Jan_23	Feb_23	Mar_23	Apr_23
31-40	1.2K	1.4K	1.4K	1.5K	3.2K	2.3K
41-50	0.9K	0.8K	0.9K	0.7K	1.3K	0.8K
25-30	0.6K	0.6K	0.5K	0.6K	0.8K	
51-65	0.5K	0.5K	0.5K	0.5K	0.7K	
65+	0.4K	0.4K			0.5K	0.5K

Age Group vs Policy Preference

policy_id	18-24	25-30	31-40	41-50	51-65	65+
POL2005HEL	4.82M	10.66M	78.63M	55.67M	61.45M	113.02M
POL1048HEL	3.15M	9.16M	57.66M	34.18M	26.63M	37.07M
POL9221HEL	3.09M	5.60M	44.10M	31.15M	25.46M	18.95M
POL6093HEL	3.10M	6.70M	39.92M	27.85M	14.68M	10.29M
POL6303HEL	2.44M	5.75M	33.46M	23.24M	11.60M	5.27M
POL5319HEL	1.87M	5.70M	30.23M	18.84M	8.54M	4.43M
POL3309HEL	3.40M	6.32M	27.99M	11.01M	4.87M	2.33M
POL4331HEL	3.51M	5.31M	15.14M	5.76M	2.20M	1.59M
POL4321HEL	5.36M	6.29M	8.60M	2.91M	1.49M	0.82M
Total	**30.74M**	**61.50M**	**335.72M**	**210.60M**	**156.92M**	**193.77M**

Total Customers | Total Revenue

Total Customers by Age Group and sales_mode

sales_mode ● Offline-Agent ● Offline-Direct ● Online-App ● Online-Website

31-40	5.9K	1.6K 1.9K 1.6K
41-50	3.0K	0.8K 0.8K
25-30	1.9K	
51-65	1.6K	
18-24	1.3K	
65+	1.1K	

Expected Settlement amount by Age Groups

	31-40	41-50	65+	51-65	25-30	18-24
	516.77M	338.33M	331.77M	259.27M	89.8M	42.5M