SHIELD INSURANCE

General View

This view provides key KPIs, offering insights into customer growth, segmentation, and revenue by time, city, and age group

Sales Mode Analysis

This view analyzes revenue growth over time, showing revenue and customer splits by sales mode for data-driven decisions.

Age Group Analysis

This view analyzes customer distribution by age, sales mode, policy preferences, and growth over time, with insights on expected settlements. It highlights key trends for informed decisions and strategic planning.

SHIELD INSURANCE

FILTERS

SALES MODE
All

POLICY ID
All

AGE GROUP
All

CITY
All

MONTH
All

Abbreviation
LM : Last Month
MoM % Chg : Month Over Month % Change
No data : No Last Month Data Available

Developed By Ayush Bambure

Total Revenue
989M
LM: No Data 0.00%

Total Customer
27K
LM: No Data 0.00%

Daily Revenue Growth
5.47M
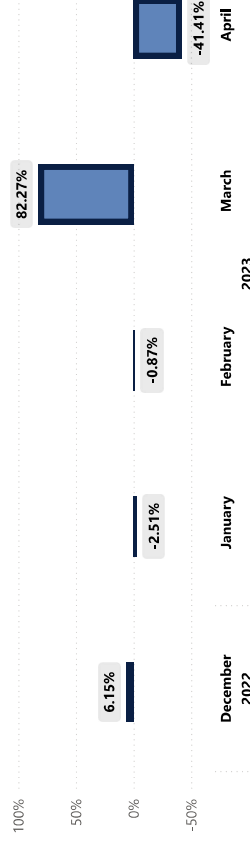LM: No Data 0.00%

Daily Customer Growth
148
LM: No Data 0.00%

Total Revenue by Age Group & City

City	18-24	25-30	31-40	41-50	51-65	65+	Total
Delhi NCR	10M	24M	128M	90M	67M	83M	402M
Mumbai	7M	14M	73M	55M	42M	48M	240M
Hyderabad	4M	8M	51M	39M	26M	34M	161M
Chennai	3M	6M	32M	25M	17M	22M	106M
Indore	2M	5M	27M	17M	13M	17M	81M

Total Customer by Age Group & City

City	18-24	25-30	31-40	41-50	51-65	65+	Total
Delhi NCR	749	1267	4361	2469	1241	920	11007
Mumbai	455	771	2446	1437	783	540	6432
Hyderabad	303	506	1697	1002	476	356	4340
Chennai	205	386	1140	672	322	241	2966
Indore	132	264	816	451	255	178	2096

MoM Change % of Policies Sold

- December 2022: 6.15%
- January: -2.51%
- February 2023: -0.87%
- March: 82.27%
- April: -41.41%

Total Customer by Months

Customer / Revenue

- November 2022: 3.8K
- December: 4.0K
- January: 3.9K
- February: 3.9K
- 7.1K
- March 2023:
- April: 1.1K
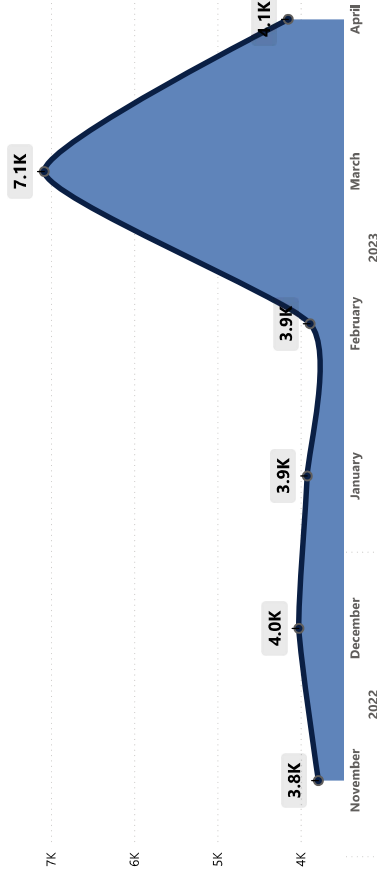
SHIELD INSURANCE

GENERAL VIEW   SALES MODE ANALYSIS   AGE GROUP ANALYSIS   CLEAR FILTER

FILTERS

SALES MODE
All

POLICY ID
All

AGE GROUP
All

CITY
All

MONTH
All

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Total Policies Sold by Sales Mode

14.9K (Offline-Agent)
4.3K (Online-App)
4.3K (Offline-Direct)
3.4K (Online-Website)

15K
10K
5K

Total Revenue by Sales Mode

551M (55.67%)
161M (16.27%)
153M (15.46%)
125M (12.6%)

● Offline-Agent ● Online-App ● Offline-Direct ● Online-We...

Total Customer by Sales Mode

14.87K (55.41%)
4.30K (16.03%)
4.26K (15.86%)
3.41K (12.7%)

● Offline-Agent ● Online-App ● Offline-Direct ● Online-We...

Trend of Sales Mode

Dec_22 4.0K
Nov_22 3.8K
Apr_23 4.1K
Mar_23 7.1K
Feb_23 3.9K
Jan_23 3.9K

6K
4K
2K
0K

FILTERS

SALES MODE
All

POLICY ID
All

AGE GROUP
All

CITY
All

MONTH
All

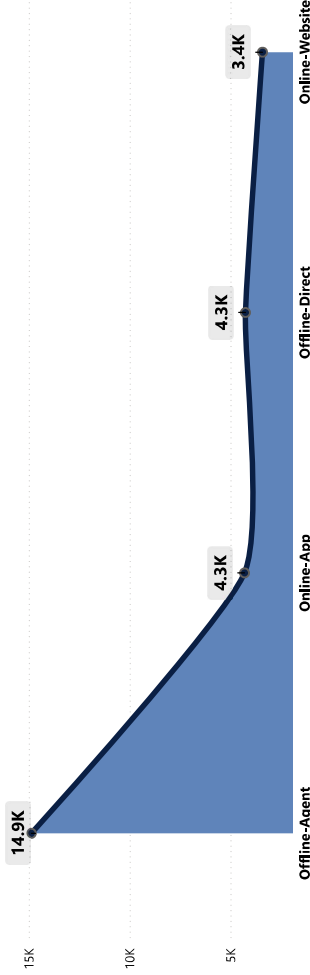**Abbreviation**
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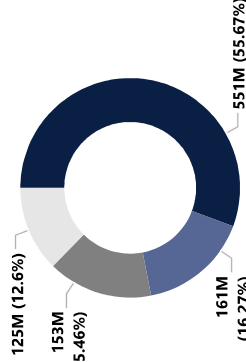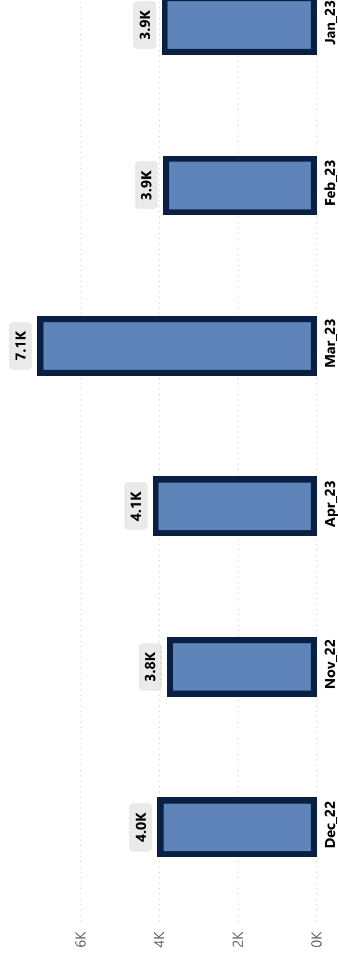No data : No Last Month Data Available

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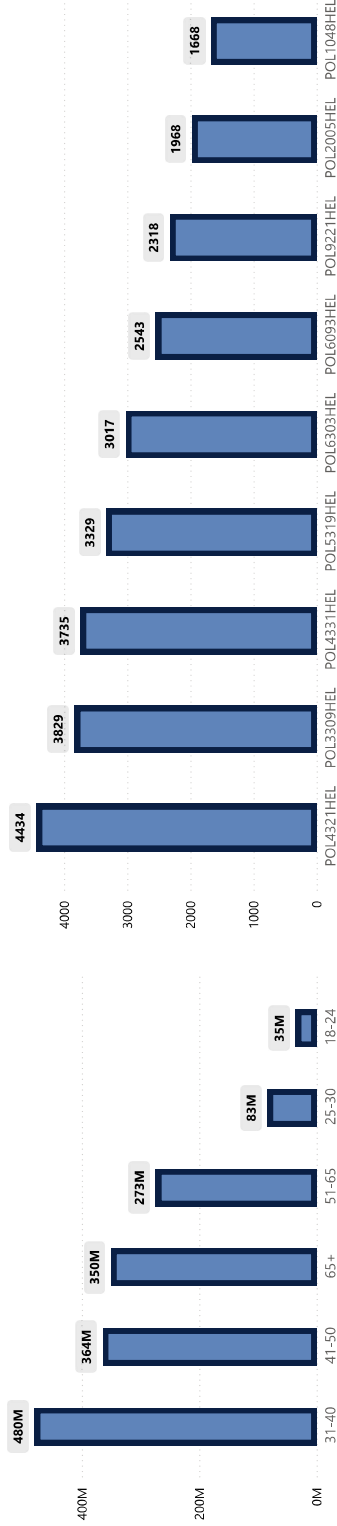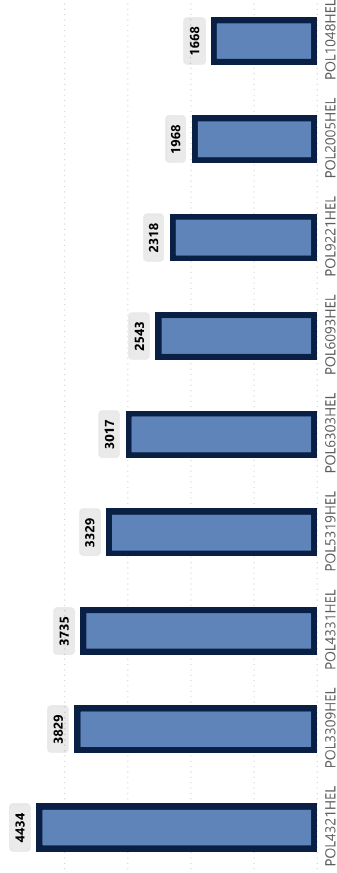
Daily Customer Growth
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Policy Preference

Policy	Value
POL4321HEL	4434
POL3309HEL	3829
POL4331HEL	3735
POL5319HEL	3329
POL6303HEL	3017
POL6093HEL	2543
POL9221HEL	2318
POL2005HEL	1968
POL1048HEL	1668

Settlement Amt

Age Group	Value
31-40	480M
41-50	364M
65+	350M
51-65	273M
25-30	83M
18-24	35M

Total Policy Count By Age Group

Age Group	Offline-Agent	Offline-Direct	Online-App	Online-Website
31-40	5647	1583	1761	1469
41-50	3405	927	922	777
25-30	1790	580	466	358
51-65	1729	485	493	370
65+	1239	360	395	241
18-24	1063	321	265	195

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