

General analysis

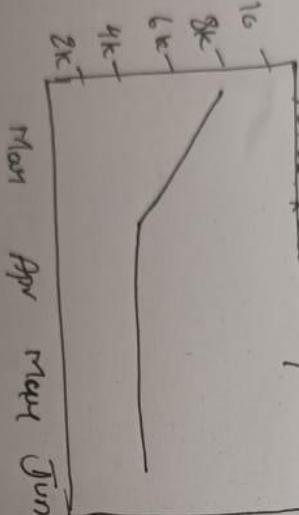
Total customer Total Revenue D661

DRCN.

Sales mode

Customer Growth Total Revenue by Month

Revenue Growth



City Month

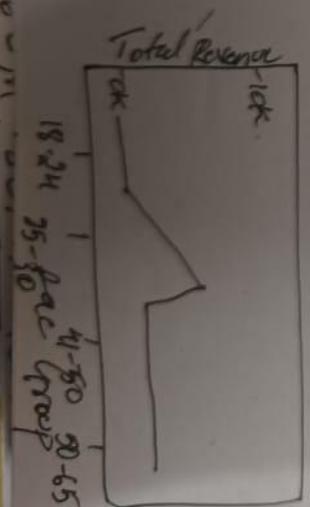
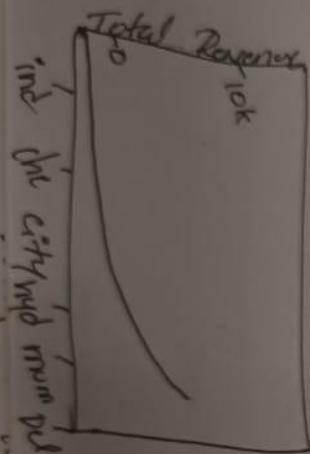
city	Age-Group	T/R	T/L
Delhi	31-40	123.93	4.353
Mumbai	41-50	55.26	123
Mad	51-60	43.26	456
Chennai	31-40	26.29	784

Total

9842.26k

Total Revenue & Total customer by city Total Revenue / customer / Age

Age Group



Sales mode Analysis

Shield
insurance

Sales mode

month ↗

policy-id ↗

Age-Group ↗

Sales mode trend over month

Sale mode • offline Agent • offline direct • online-app • online Web

-100M

-50M

0M

50M

100M

150M

200M

Total revenue by sales mode

Total customer by sales mode

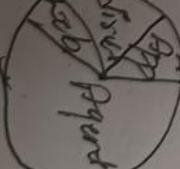
12% APP

27% offline

Agent

15.4% direct

65.6%



Market X

3rd

tier

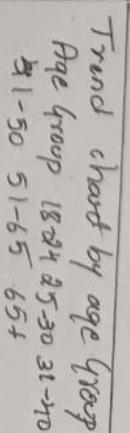
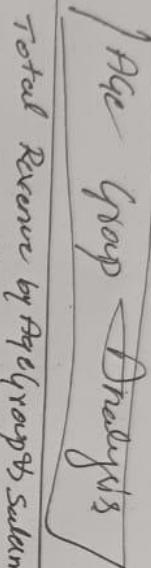
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shield
Insurance

F2

[Sales made →]

[City ↗]
[month ↗]



Age Group Vs policy performance.



dm 2011 40M 60M 80M 100M 120M