



## Shield Insurance



### General View

Gain a high-level overview with visuals on city-wise and age group summaries, and monthly trends for both customers and revenue.



### Sales Mode Analysis

Analyze performance by sales channel through revenue %, customer %, and monthly customer trends based on sales modes.



### Age Group Analysis

Understand age-based patterns with detailed visuals on sales preferences, policy choices, expected settlements.



## GENERAL VIEW



### Filters

#### Month Year

Select all

Dec\_22

Jan\_23

Nov\_22

Apr\_23

Feb\_23

Mar\_23

#### Policy ID

All

#### City

All

#### Sales Mode

All

#### Age Group

All

DRG : Daily Revenue Growth

DCG : Daily Customer Growth

#### Total Revenue

989.3M

Last Month : 0

% Change : 0.00

#### Total Customers

26.8K

Last Month : 0

% Change : 0.00

#### DCG

148.3

Last Month : 0

% Change : 0.00

#### DRG

5.47M

Last Month : 0

% Change : 0.00

#### City-wise Summary

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

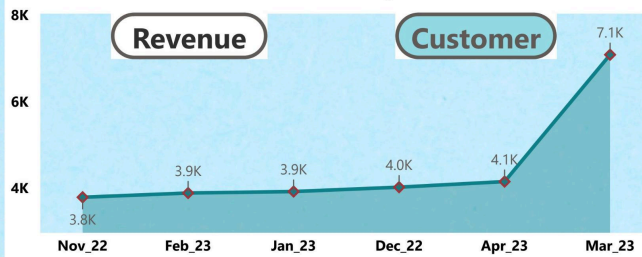
#### Age Group Summary

Age Group	Total Customers	Total Revenue
31-40	10693	322.74M
41-50	5744	220.63M
25-30	3315	59.21M
51-65	2904	159.23M
65+	2164	199.70M
18-24	2021	27.74M
Total	26841	989.25M

#### Customers Segmentation

City	Age Group	Total Customers	Total Revenue
Delhi NCR	31-40	4445	133.21M
Mumbai	31-40	2498	75.32M
Delhi NCR	41-50	2349	87.27M
Hyderabad	31-40	1746	52.88M
Mumbai	41-50	1374	53.84M
Delhi NCR	25-30	1331	24.80M
Delhi NCR	51-65	1169	64.20M
Chennai	31-40	1166	33.86M
Hyderabad	41-50	961	38.31M
Delhi NCR	65+	894	81.14M
Indore	31-40	838	27.47M
Delhi NCR	18-24	819	10.94M
Mumbai	25-30	797	14.45M
Mumbai	51-65	751	41.73M
Chennai	41-50	629	24.47M
Hyderabad	25-30	517	8.36M
Mumbai	65+	517	46.47M
Mumbai	18-24	495	7.71M
Hyderabad	51-65	441	24.06M
Total		26841	989.25M

#### Customer Trends by Month





## SALES MODE ANALYSIS



### Filters

#### Month Year

All

#### Age Group

All

#### City

All

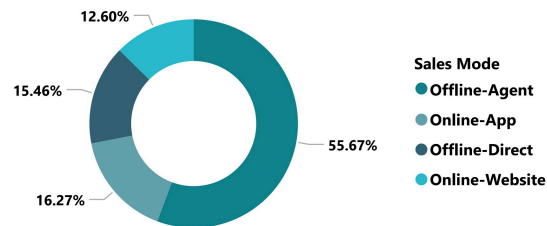
#### Policy ID

All

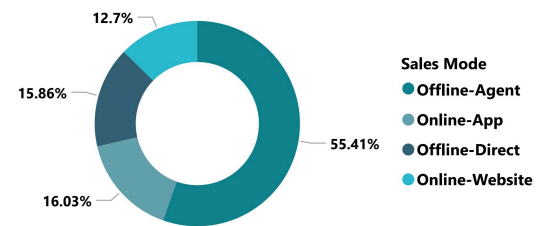
#### Sales Mode

All

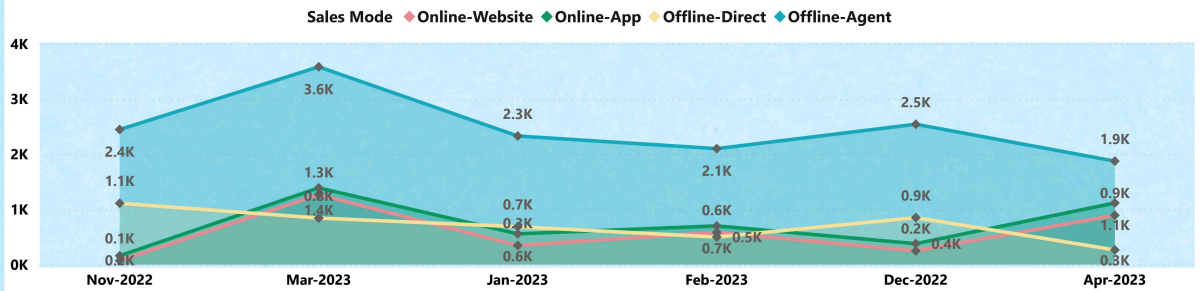
### Revenue Percentage by Sales Mode



### Customer Percentage by Sales Mode



### Monthly Customer Trend by Sales Mode







## AGE GROUP ANALYSIS



### Filters

#### Month Year

All

#### Age Group

All

#### City

All

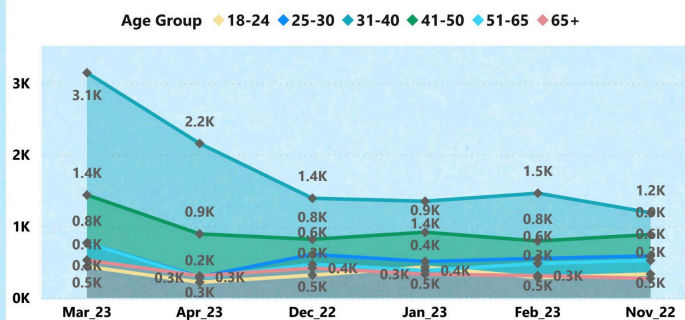
#### Policy ID

All

#### Sales Mode

All

### Trend Chart by Age Groups



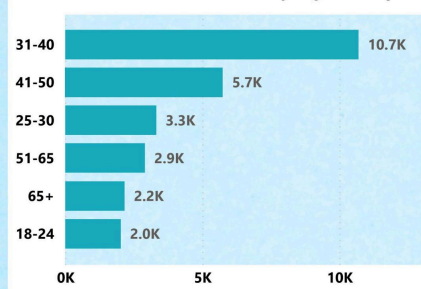
### Age Group vs Sales Mode

Age Group	Offline-Agent	Offline-Direct	Online-App	Online-Website	Total
31-40	5768	1607	1811	1507	10693
41-50	3240	892	867	745	5744
25-30	1861	602	485	367	3315
51-65	1646	450	465	343	2904
65+	1196	352	384	232	2164
18-24	1162	353	290	216	2021
Total	14873	4256	4302	3410	26841

### Age Group vs Policy Preference

Policy ID	18-24	25-30	31-40	41-50	51-65	65+	Total
POL4321HEL	938	1165	1487	515	218	111	4434
POL3309HEL	249	477	1879	788	301	135	3829
POL4331HEL	414	648	1670	635	225	143	3735
POL5319HEL	97	299	1452	925	384	172	3329
POL6303HEL	102	233	1249	865	397	171	3017
POL6093HEL	84	188	1011	699	345	216	2543
POL9221HEL	67	119	810	595	432	295	2318
POL2005HEL	35	84	523	364	354	608	1968
POL1048HEL	35	102	612	358	248	313	1668
Total	2021	3315	10693	5744	2904	2164	26841

### Customer Distribution by Age Group



### Age Group vs Expected Settlements

Age Group	Expected Settlement %
65+	71.26%
51-65	65.05%
41-50	60.50%
31-40	53.91%
25-30	45.98%
18-24	38.50%
Total	55.79%