



# SHIELD INSURANCE

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# About Company

## SHEILD INSURANCE

“Shield Insurance Company offers a diverse portfolio of **9** distinct policies, each identified by a unique policy ID. These policies provide a base coverage amount ranging from **₹2 lakh to ₹1 crore**, with base premium amounts spanning from **₹5,000 to ₹1,20,000**. The company employs both **online and offline sales modes** to reach its customers. Online sales are facilitated through their **website** and **mobile app**, while offline sales are conducted **via offline agents and direct sales** in various cities, including **Delhi, Hyderabad, Indore, Chennai, and Mumbai.**”



# SHIELD INSURANCE



Home



Overview



Sales Mode Analysis



Age Group Analysis

DRG=Daily Revenue Growth

DCG=Daily Customer Growth



DRG=Daily Revenue Growth

DCG=Daily Customer Growth



Sales Mode Analysis



Age Group Analysis





Month

All

Policy\_id

All

City

All

Sales Mode

All

Age Group

All



Total Customer

3787

LM: (Blank)(+Infinity%)

Total Revenue

132

LM: (Blank)(+Infinity%)

DCG

126

LM: (Blank)(+Infinity%)

DRG

4.39M

LM: (Blank)(+Infinity%)

Warning: The selected month has not LM records

## Customer &amp; Revenue Segmentation

city	Age Group	Customer	Revenue
Delhi NCR	41-50	2195	84.03M
Hyderabad	25-30	521	8.85M
Mumbai	18-24	541	8.38M
Mumbai	31-40	2580	79.01M
Delhi NCR	65+	860	78.92M
Delhi NCR	51-65	1128	62.88M
Chennai	25-30	407	6.56M
Total		26841	989.25M

Revenue



## Age Wise Split

Age Group	Customer	Revenue
31-40	10977	335.72M
41-50	5357	210.60M
25-30	3407	61.50M
51-65	2792	156.92M
18-24	2239	30.74M
65+	2850	103.27M
Total	26841	989.25M

## City Based Split

city	Customer	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

## Month Wise Trends Based on Revenue





Month

All

Policy\_id

All

City

All

Sales Mode

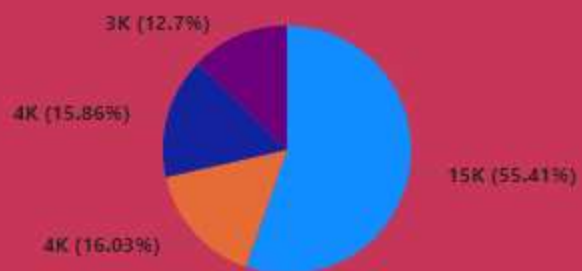
All

Age Group

All

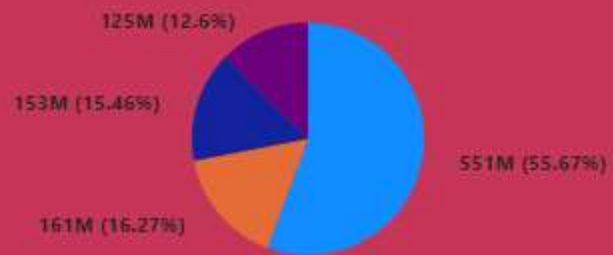


CustomerSpilt By SalesMode



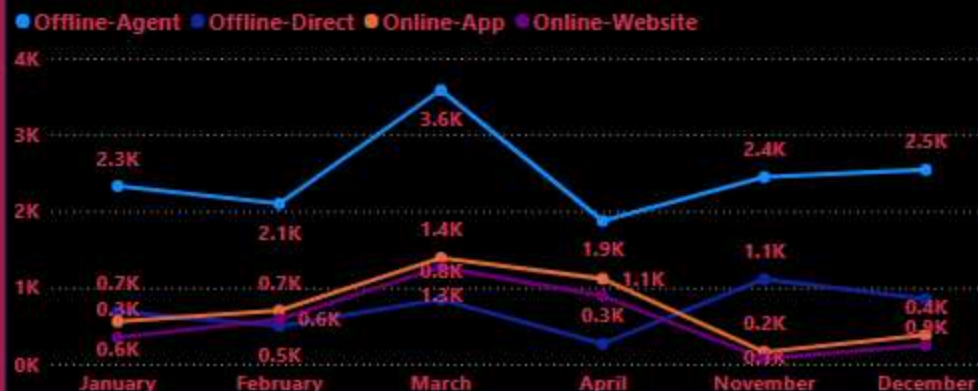
Offline-Agent Online-App Offline-Direct Online-Website

RevenueSpilt By SalesMode



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

Sales Mode By Month





Policy\_id  
All

City  
All

Sales Mode  
All



Age Group & Policies Users

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	40	111	629	340	244	304	1668
POL2005HEL	39	83	545	351	358	592	1968
POL3320HEL	276	490	1945	707	287	124	3829
POL4321HEL	1044	1175	1449	453	209	104	4434
POL4331HEL	455	861	1688	592	207	134	3735
POL5319HEL	109	318	1511	862	361	168	3329
POL6093HEL	95	197	1051	670	326	204	2543
POL6303HEL	110	249	1297	824	381	156	3017
POL9321HEL	71	123	864	558	419	283	2318
Total	2239	3407	10977	5357	2792	2069	26841

Age Group With Sales Mode

Age Group	Offline-Agent	Offline-Direct	Online-App	Online-Website	Total
18-24	1283	393	323	240	2239
25-30	1921	612	493	381	3407
31-40	5914	1635	1668	1560	10977
41-50	3019	842	817	679	5357
51-65	1596	439	430	327	2792
65+	1140	335	371	223	2069
Total	14873	4256	4302	3410	26841

Age Group & Expected Settlement



Customer Count By Age Group & Month

