



# Shield Insurance Analysis



Age Group  
All

Month and Date  
All

City  
All

Policy ID  
All

Offline-Agent

Offline-Direct

Online-App

Online-Website

989M

Revenue

LM chg% ↑ 18.40%

27K

Total Customer

LM chg% ↑ 18.28%

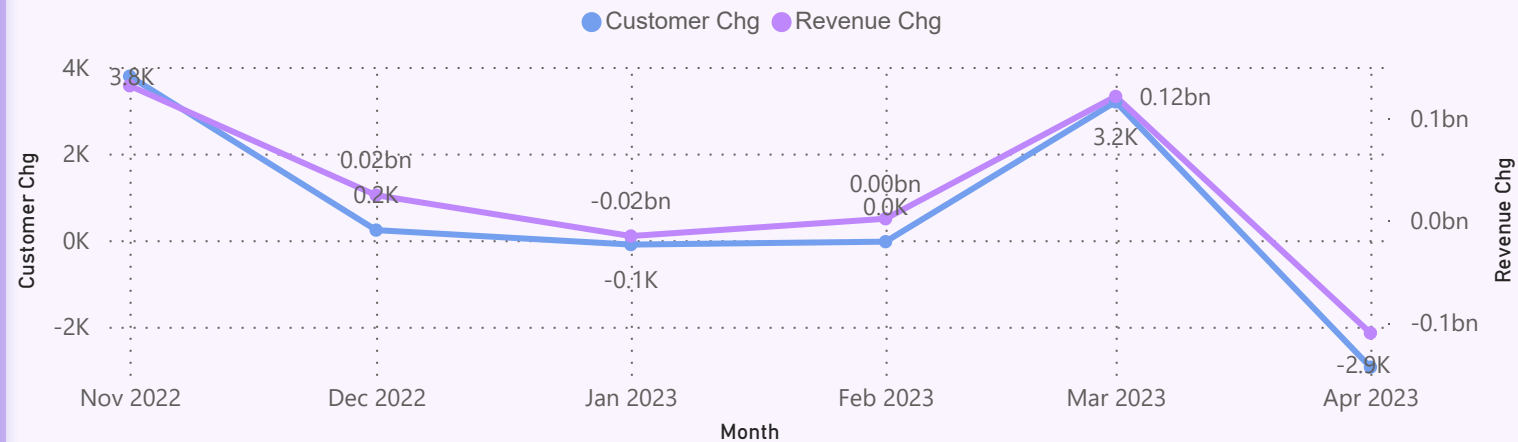
5.18M

Daily Revenue Chg

115

Customer Daily Chg

Customer Chg and Revenue Chg by Month



Customer and Revenue by Age Groups

Age Groups	Total Customer	Revenue
17-23	2335	32M
24-30	4069	75M
31-40	11508	359M
41-50	4576	193M
51-65	2460	147M
65 above	1893	184M
Total	26841	989M

Customer and Revenue by City

City	Total Customer	Customer Chg%	Revenue	Revenue Chg%
Chennai	2966	19.31%	106M	21.24%
Delhi NCR	11007	17.77%	402M	17.32%
Hyderabad	4340	18.45%	161M	18.33%
Indore	2096	19.09%	81M	20.59%
Mumbai	6432	18.32%	240M	18.33%
Total	26841	18.28%	989M	18.40%

Customer and Revenue by City and Age Groups

Age Groups	City	Revenue	Total Customer
17-23	Chennai	4M	263
17-23	Delhi NCR	13M	936
17-23	Hyderabad	4M	387
17-23	Indore	2M	179
17-23	Mumbai	9M	570
24-30	Chennai	8M	483
Total		989M	26841

LM chg% : Last Month Change In Percentage



# Sale Mode and Age Group Analysis



Age Group  
All

Month  
All

City  
All

Policy ID  
All

Offline-Agent

Offline-Direct

Online-App

Online-Website

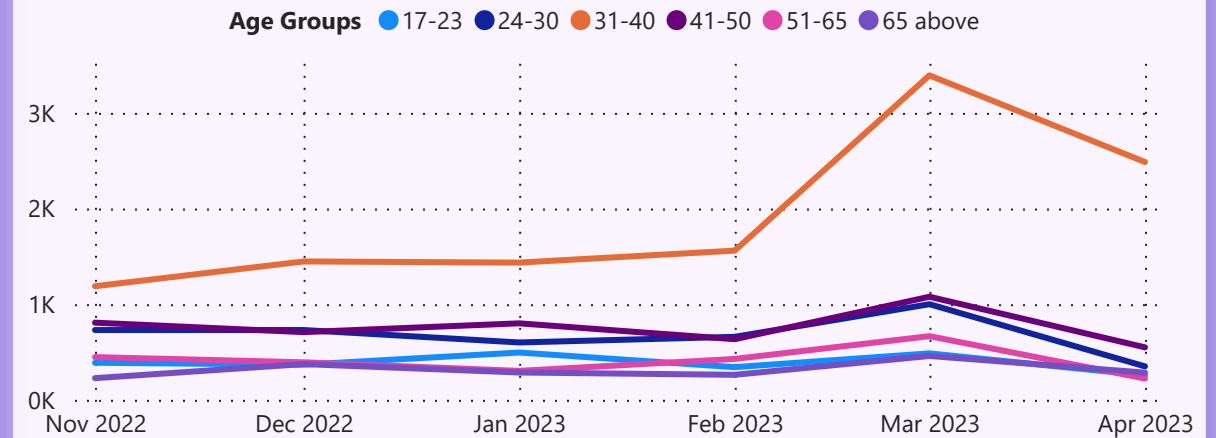
Policy Preference by Age Group

Age Groups	Policy ID	Total Customer
17-23	POL1048HEL	40
24-30	POL1048HEL	138
31-40	POL1048HEL	663
41-50	POL1048HEL	306
51-65	POL1048HEL	225
65 above	POL1048HEL	296
17-23	POL2005HEL	40
24-30	POL2005HEL	98
31-40	POL2005HEL	581
Total		26841

Customer by Sales Mode and Age Group

Age Groups	Sales Mode	Total Customer
31-40	Offline-Agent	6202
41-50	Offline-Agent	2600
24-30	Offline-Agent	2284
31-40	Online-App	1969
31-40	Offline-Direct	1684
31-40	Online-Website	1653
51-65	Offline-Agent	1419
17-23	Offline-Agent	1342
65 above	Offline-Agent	1026
Total		26841

Customers by Month and Age Groups



Customer and Revenue by Sales Mode

Sales Mode	Total Customer	Customer Chg%	Revenue	Revenue Chg%
Offline-Agent	14873	14.42%	551M	14.34%
Offline-Direct	4256	6.67%	153M	7.01%
Online-App	4302	35.03%	161M	34.95%
Online-Website	3410	35.48%	125M	35.95%
Total	26841	18.28%	989M	18.40%

Sales Mode Trend by Month

