



SHIELD INSURANCE



General View

Track overall performance trends by city, age group, and key metrics like revenue and customer count.



Sales Mode View

Analyze customer acquisition and revenue by online/offline sales channels and monitor monthly trends



Age Group View

Understand customer behavior and policy preferences across different age segments with estimated settlement analysis.

Presented By : G.Nandini

Values are in INR, Millions & Thousands



General Analysis

Filter



989.25M

LM : NA
Chg% : NA

Total Revenue

26841

LM : NA
Chg% : NA

Total Customer

5.47M

LM : NA
Chg% : NA

DRG

148.29

LM : NA
Chg% : NA

DCG

Last Month data is not available for selected filter

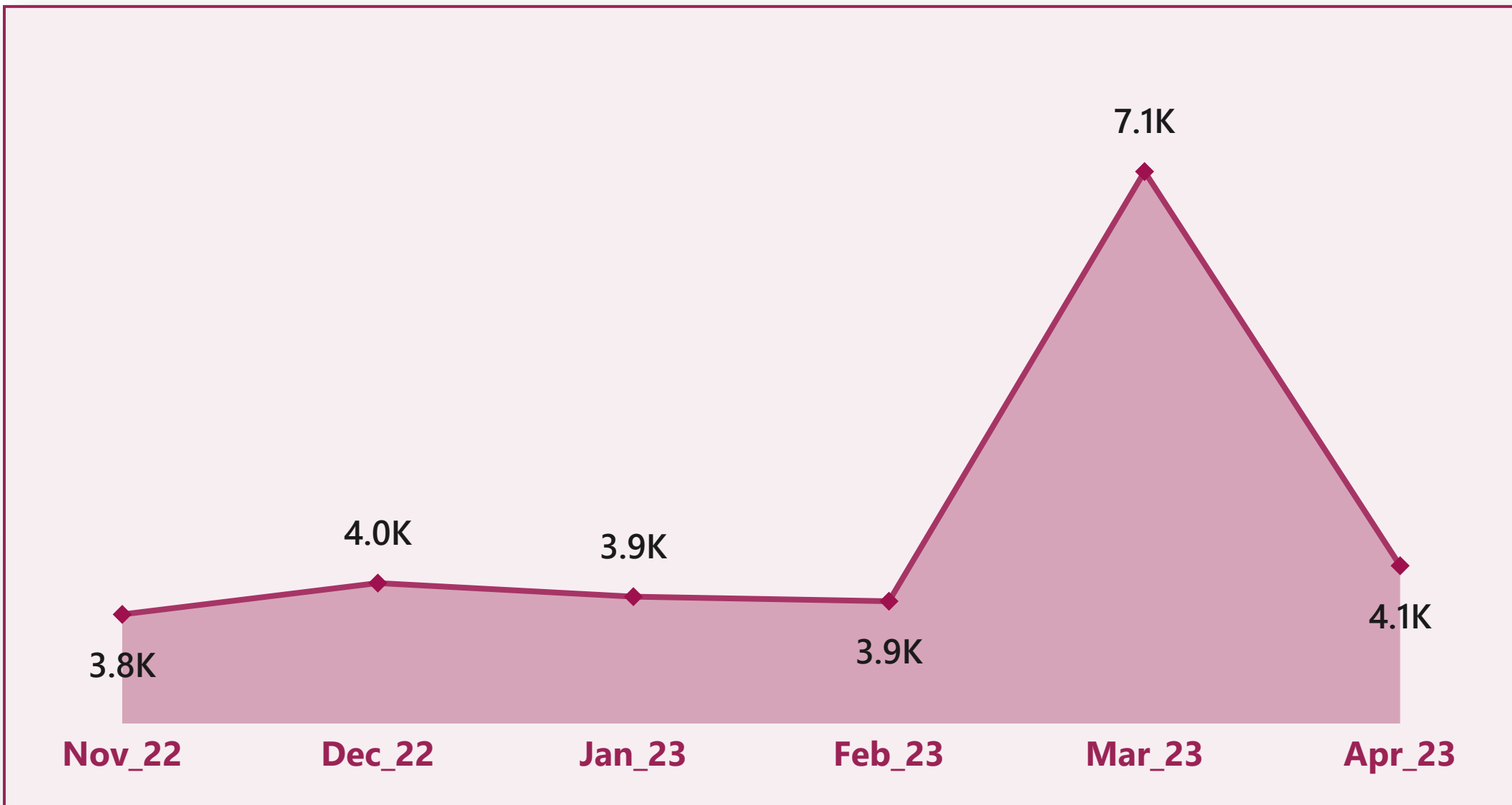
Customer Segmentation

City	Age Group	Total Customers	Total Revenue
Delhi NCR	31-40	4741	146.49M
Mumbai	31-40	2703	84.62M
Delhi NCR	41-50	1899	77.61M
Delhi NCR	65+	801	75.29M
Delhi NCR	51-65	1030	59.98M
Hyderabad	31-40	1886	58.09M
Mumbai	41-50	1130	47.60M
Mumbai	65+	457	43.52M
Mumbai	51-65	632	37.60M
Chennai	31-40	1236	36.98M
Hyderabad	41-50	765	33.46M
Indore	31-40	889	29.86M
Hyderabad	65+	295	29.84M
Delhi NCR	25-30	1474	27.44M
Total		26841	989.25M

Customers

Revenue

Monthly Trend by Revenue/Customers



City Performance

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

Age Group Split

Age Group	Total Customers	Total Revenue
31-40	11455	356.03M
41-50	4699	196.02M
65+	1919	184.89M
51-65	2511	148.41M
25-30	3617	67.71M
18-24	2640	36.19M

LM=Last Month
DRG=Daily
Revenue Growth
DCG= Daily
Customer Growth



Sales Mode Analysis

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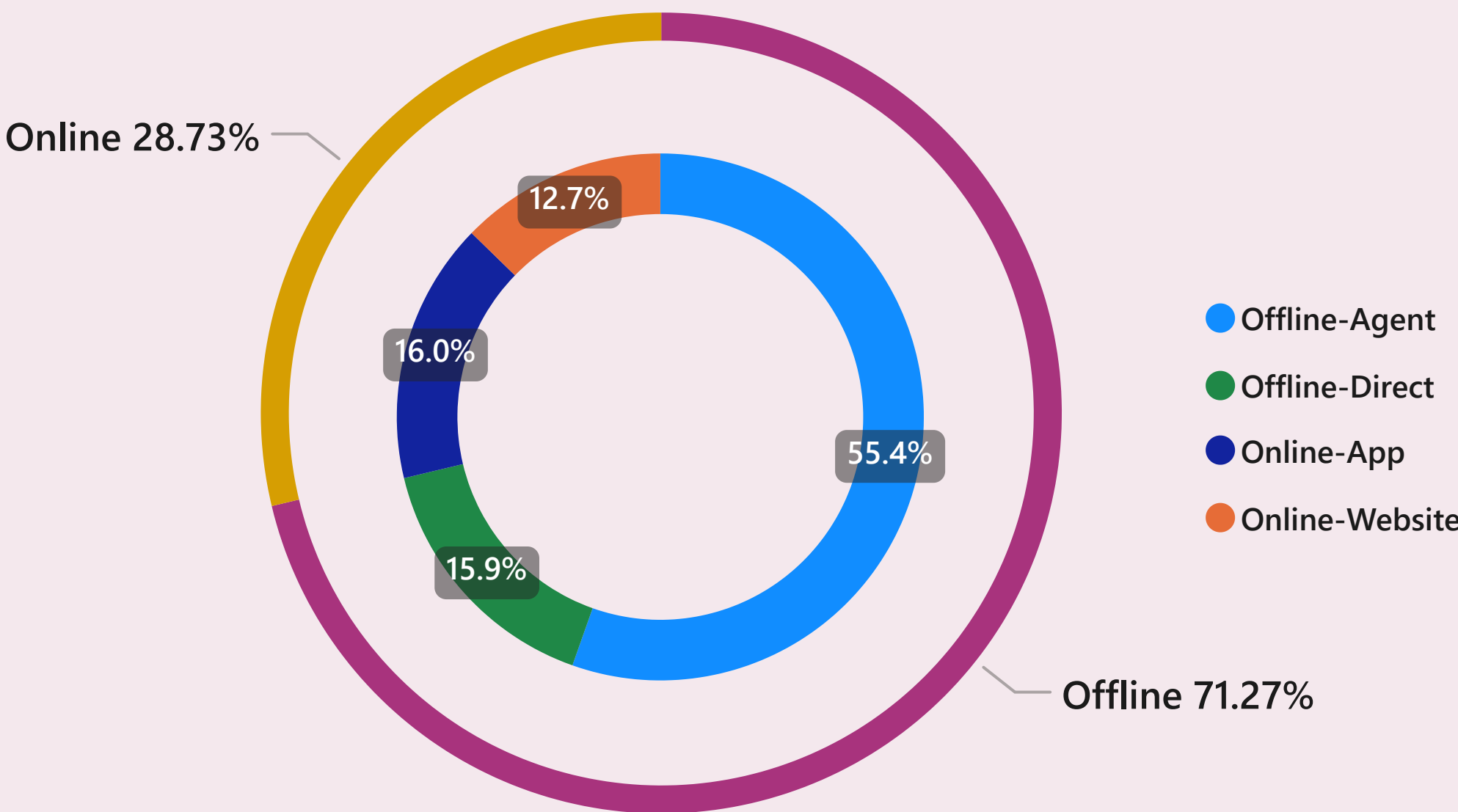
DCG

Last Month data is not available for selected filter

Customers

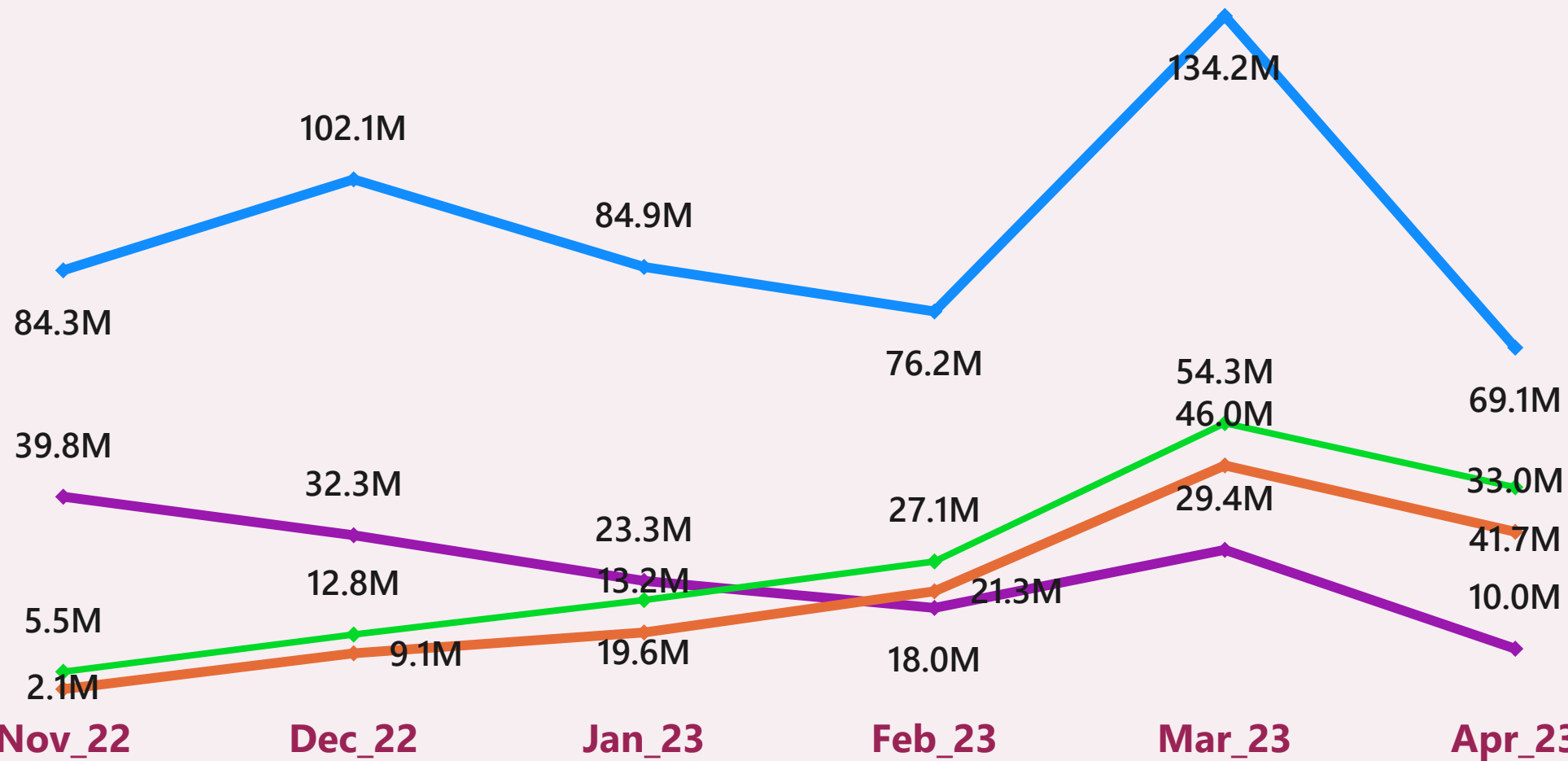
Revenue

Sales Mode Split By Percentage



Sales Mode Trend Over Month

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



Sales Mode Split By Policy & City

Filter

city

policy_id

city	Customers	Revenue
Chennai	2966	106.31M
Delhi NCR	11007	401.57M
Hyderabad	4340	160.52M
Indore	2096	81.35M
Mumbai	6432	239.51M

LM=Last Month
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Revenue Growth
DCG= Daily
Customer Growth



Age Group Analysis

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Total Customer

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DRG

148.29

LM : NA
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DCG

Last Month data is not available for selected filter

policy_id

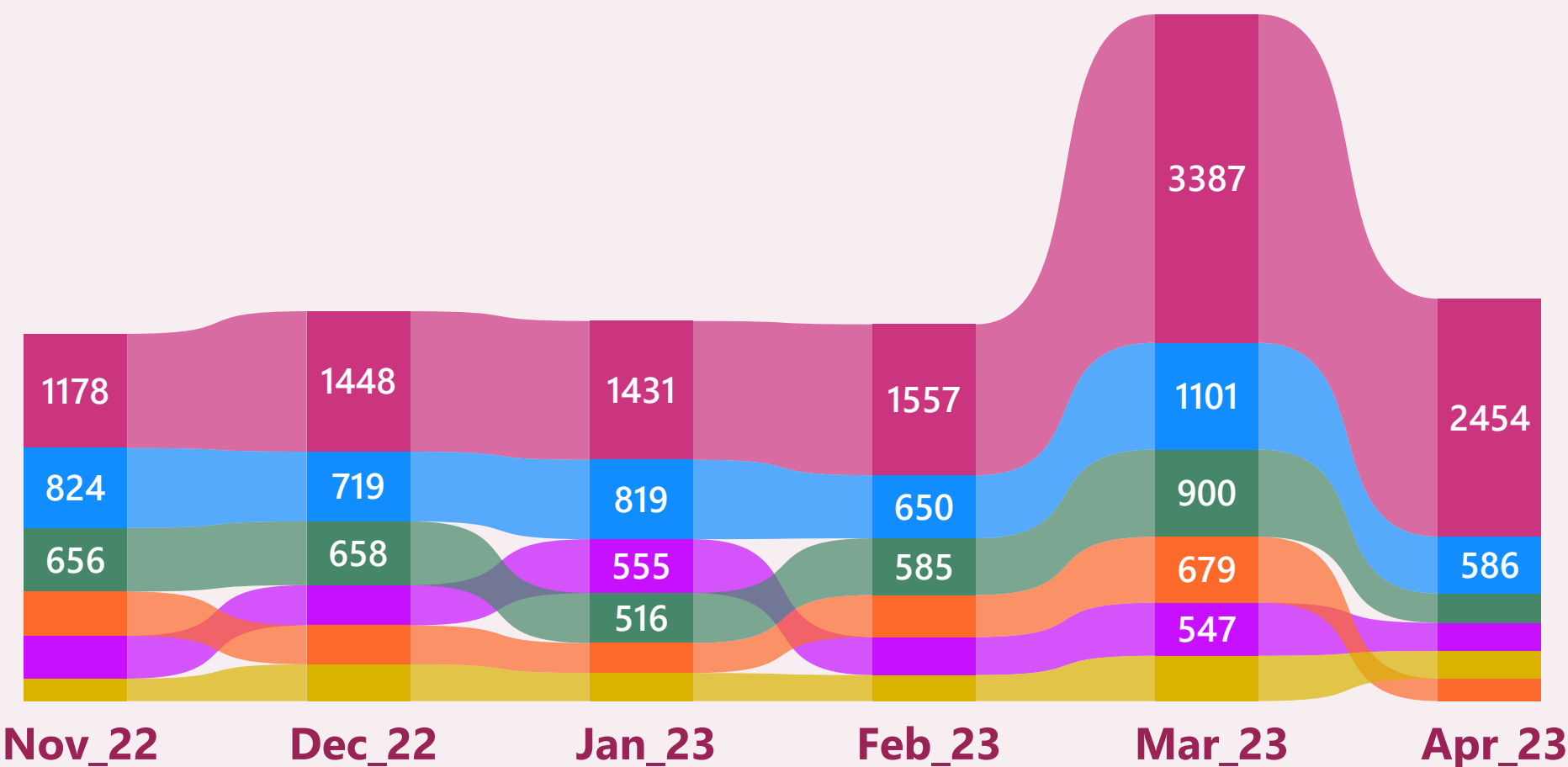
sales_mode

Age Group vs Policy / Sales Mode

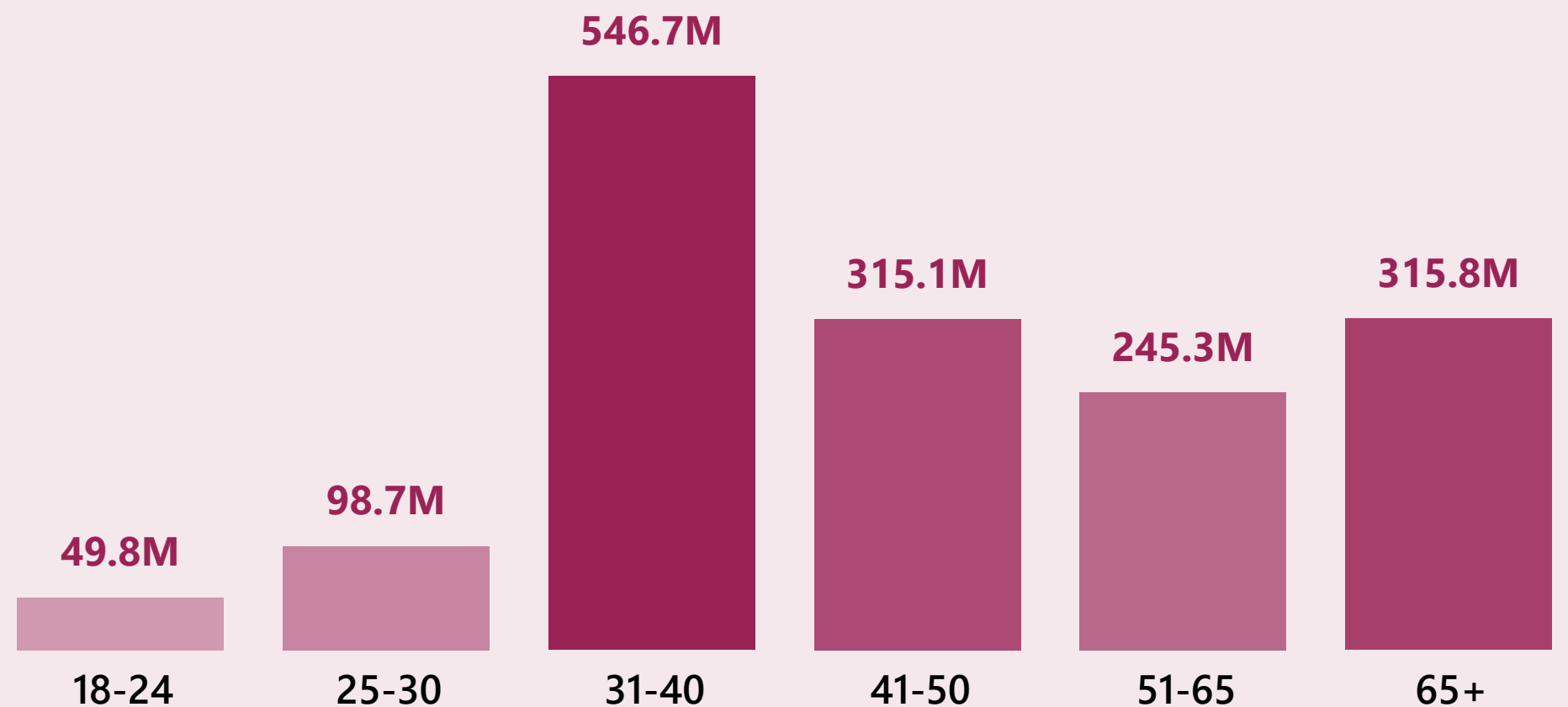
policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL4321HEL	1223	1172	1405	351	187	96	4434
POL3309HEL	315	555	2026	571	256	106	3829
POL4331HEL	551	679	1741	460	179	125	3735
POL5319HEL	134	347	1628	755	314	151	3329
POL6303HEL	131	281	1383	772	314	136	3017
POL6093HEL	111	223	1114	633	273	189	2543
POL9221HEL	83	147	921	511	406	250	2318
POL2005HEL	47	86	578	333	354	570	1968
POL1048HEL	45	127	659	313	228	296	1668
Total	2640	3617	11455	4699	2511	1919	26841

Customer Trend By Age Group

● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65+



Est Settlement Amount by Age Group



LM=Last Month
DRG=Daily
Revenue Growth
DCG= Daily
Customer Growth