





General Overview

This **General Overview** dashboard summarizes key metrics for **Shield Insurance**, including total customers, revenue, and risk indicators. It provides a **city-wise and age-group breakdown** and **monthly revenue trends**, with filters for deeper insights.



Sales Overview

This **Sales Overview** dashboard page provides an analysis of total sales, segmented into **online and offline sales**. It breaks down **total customers and revenue by different sales modes** (Offline-Agent, Online-App, etc.) and visualizes sales trends over time, helping to identify the most effective sales channels.



Age Overview

The **Age Group** dashboard analyzes total customers and estimated settlement amounts by age group. It provides trends over time, a breakdown by sales mode, and policy-wise revenue distribution, offering insights into customer demographics and claim estimates.



Total_customers

27K

4.15K!

LM: 7.08K (-41.41%)

Total_Revenue

989M

153.75M!

LM: 263.84M
(-41.73%)

DRG

5.47M

5.12M✓

LM: -110.09M
(+104.66%)

DCG

148.29

138.30✓

LM: -2932
(+104.72%)

Customer Segmentation

City	Age_group	Total_customers	Total_Revenue
Chennai	18-24	205	2.95M
Chennai	25-30	386	6.25M
Chennai	31-40	1140	32.43M
Chennai	41-50	672	25.42M
Chennai	51-65	322	17.18M
Chennai	65+	241	22.08M
Delhi NCR	18-24	749	9.81M
Delhi NCR	25-30	1267	23.79M
Delhi NCR	31-40	4361	128.23M
Delhi NCR	41-50	2469	90.00M
Delhi NCR	51-65	1241	67.14M
Delhi NCR	65+	920	82.58M

LM = Last Month

DRG = Daily Revenue Growth

DCG = Daily Customer Growth

Total_Revenue

300M

250M

200M

150M

100M

Nov_22

132M

156M

Dec_22

141M

Jan_23

143M

Feb_23

264M

Mar_23

154M

Apr_23

Revenue & Customer Split By City

City	Total_customers	Total_Revenue
Chennai	2966	106.31M
Delhi NCR	11007	401.57M
Hyderabad	4340	160.52M
Indore	2096	81.35M
Mumbai	6432	239.51M

Revenue & Customer Split By Age Group

Age Group	Total_customers	Total_Revenue
18-24	1844	25.32M
25-30	3194	56.74M
31-40	10460	311.13M
41-50	6031	226.53M
51-65	3077	165.62M
65+	2235	203.92M



Total_Sales

26.8K

4.15K!

LM: 7.08K (-41.41%)

Online_Sales

8K

2.01K!

LM: 2.66K (-24.36%)

Offline_Sales

19K

2.14K!

LM: 4.43K (-51.64%)

Month_Over_Month chng%

Dec_22

6.15%

Jan_23

-2.51%

Feb_23

-0.87%

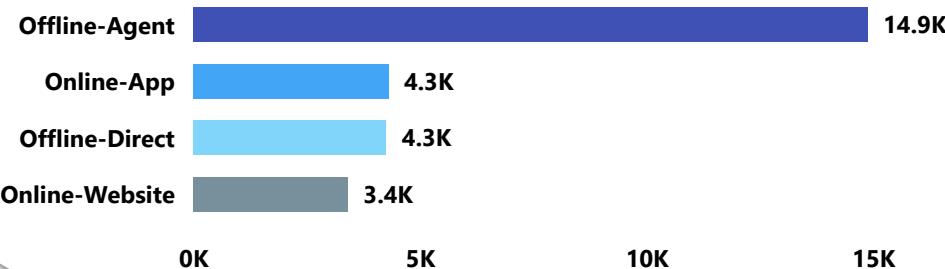
Mar_23

82.27%

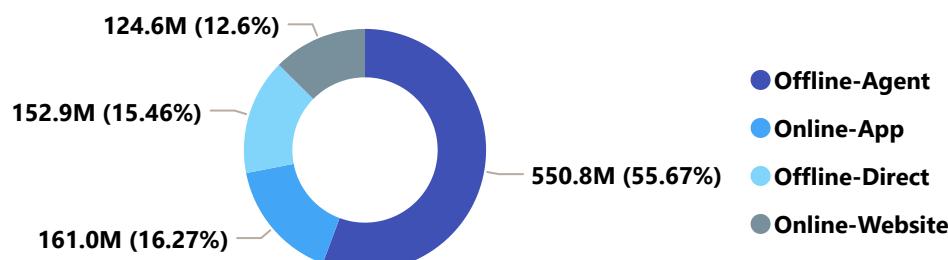
Apr_23

-41.41%

Total_Customers By Sales_Mode

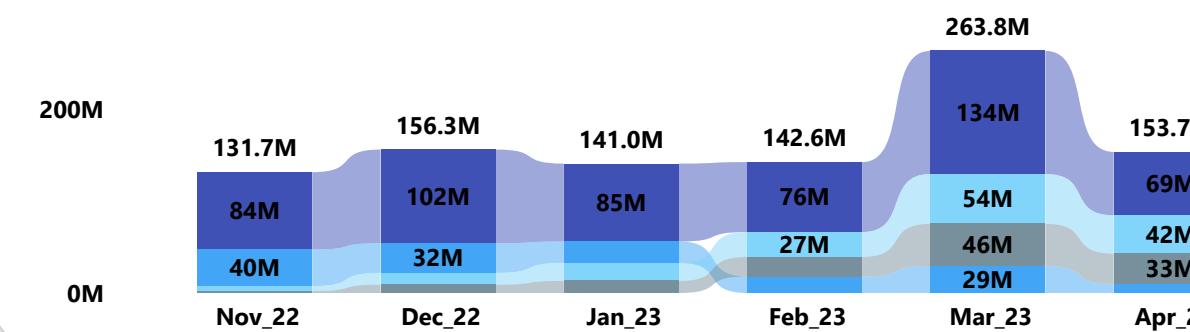


Total_Revenue by Sales_mode



Total Revenue

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



LM = Last Month

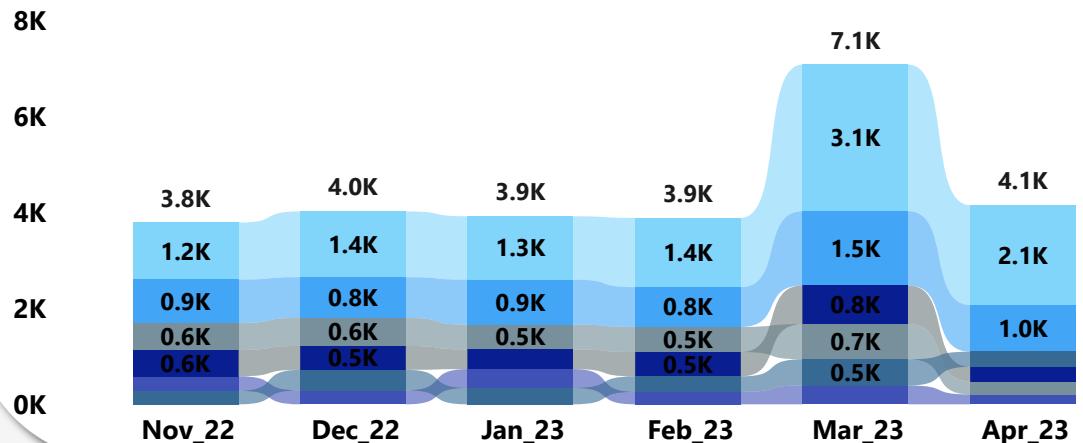
DRG = Daily Revenue Growth

DCG = Daily Customer Growth



Customers trends by Age Group

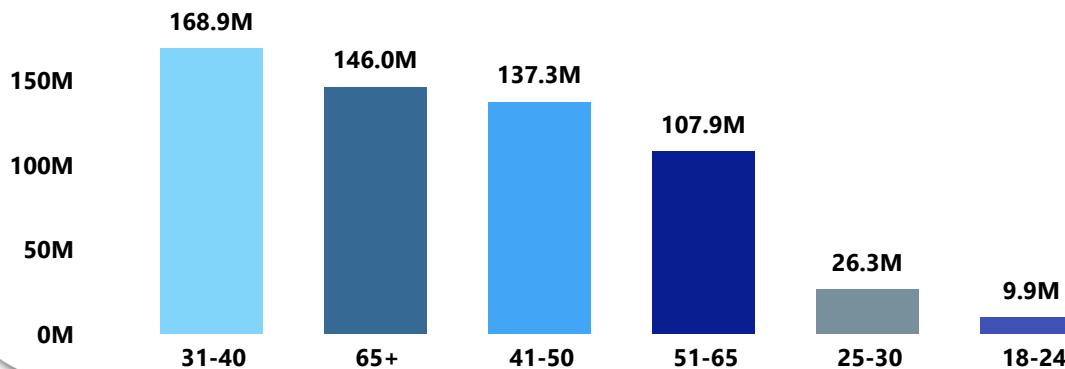
Age Group ● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65+



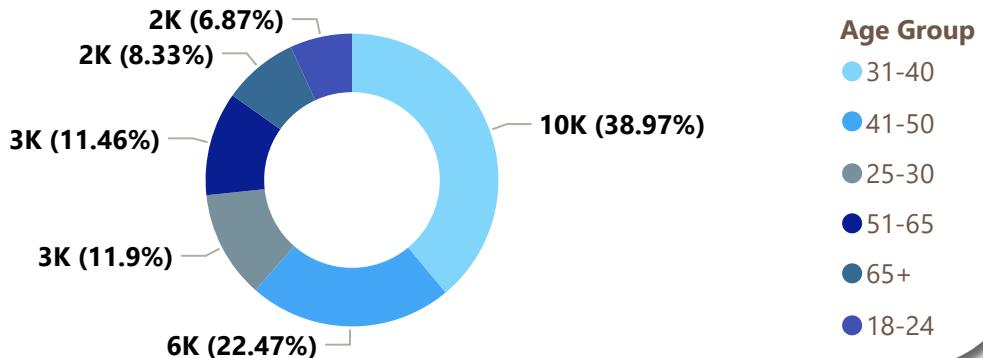
Age Group vs Policy Preference

Policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL2005HEL	3.96M	10.36M	71.82M	58.35M	62.28M	117.49M	324.26M
POL1048HEL	2.36M	8.37M	54.27M	36.30M	28.04M	38.50M	167.86M
POL9221HEL	2.78M	4.99M	39.61M	33.60M	26.67M	20.68M	128.33M
POL6093HEL	2.42M	6.26M	36.55M	29.63M	16.44M	11.24M	102.55M
POL6303HEL	2.08M	5.15M	30.89M	24.96M	12.68M	5.99M	81.76M
POL5319HEL	1.59M	4.80M	28.15M	20.41M	9.95M	4.69M	69.60M
POL3309HEL	2.85M	5.66M	26.26M	13.12M	5.34M	2.69M	55.92M
POL4331HEL	2.92M	5.03M	14.65M	6.62M	2.54M	1.74M	33.50M
POL4321HEL	4.35M	6.11M	8.92M	3.54M	1.66M	0.88M	25.47M
Total	25.32M	56.74M	311.13M	226.53M	165.62M	203.92M	989.25M

Expected settlement amount by Age Groups



Total_customers by Age Group



LM = Last Month

DRG = Daily Revenue Growth

DCG = Daily Customer Growth