



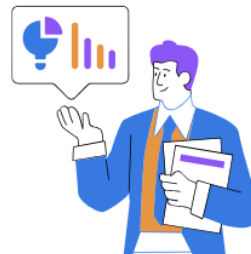
SHIELD INSURANCE ANALYTICS DASHBOARD

Sales, Customers & Growth Overview

Shield Insurance is a fictional company offering flexible insurance plans across 5 Indian cities. This dashboard offers key insights into customer growth, policy performance, and settlement trends.



General Analysis



Sales Analysis



Age Group Analysis



Genral Analysis



Sales Analysis



Age Group Analysis

policy_id

All

Month

All

Age Group

All

city

All

sales_mode

All

Total Revenue

989.3M

Total Customer

27K

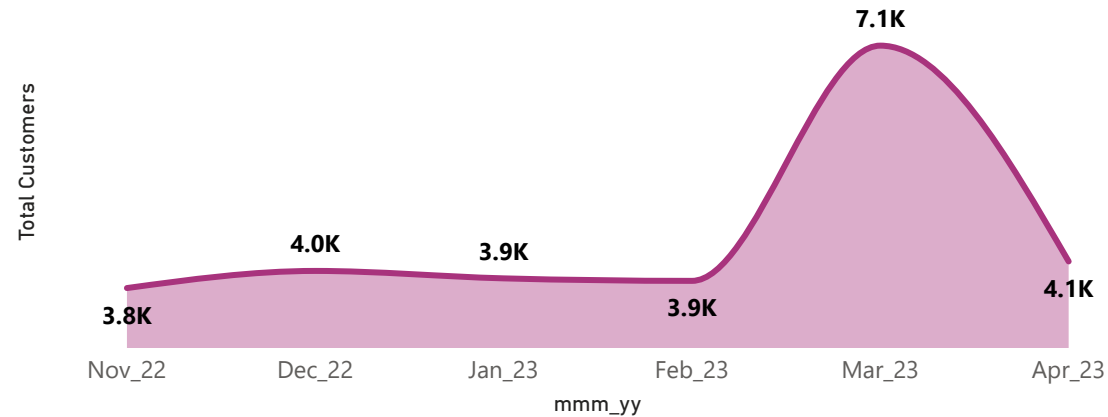
Daily Revenue Growth

5.47M

Daily Customer Growth

148.29%

Total Customers by mmm_yy



city	Total Customers	Total Revenue
Delhi NCR	11007	401.6M
Mumbai	6432	239.5M
Hyderabad	4340	160.5M
Chennai	2966	106.3M
Indore	2096	81.3M
Total	26841	989.3M

Age Group	Total Customers	Total Revenue
31-40	10977	335.7M
41-50	5357	210.6M
65+	2069	193.8M
51-65	2792	156.9M
25-30	3407	61.5M
18-24	2239	30.7M
Total	26841	989.3M

city	Age Group	Total Customers	Total Revenue
Delhi NCR	31-40	4544	137.9M
Delhi NCR	41-50	2195	84.0M
Mumbai	31-40	2580	79.0M
Delhi NCR	65+	860	78.9M
Delhi NCR	51-65	1128	62.9M
Hyderabad	31-40	1800	55.0M
Mumbai	41-50	1273	51.1M
Mumbai	65+	493	45.3M
Mumbai	51-65	721	40.7M
Hyderabad	41-50	891	36.4M
Chennai	31-40	1194	35.3M
Hyderabad	65+	324	31.7M
Indore	31-40	859	28.6M
Delhi NCR	25-30	1384	25.8M
Hyderabad	51-65	426	24.1M
Chennai	41-50	600	23.4M
Chennai	65+	225	21.2M
Indore	65+	167	16.6M
Chennai	51-65	286	16.3M
Indore	41-50	398	15.6M
Mumbai	25-30	824	15.1M
Indore	51-65	221	12.0M
Total		26841	989.3M



Genral Analysis



Sales Analysis



Age Group Analysis

policy_id

All

Month

All

Age Group

All

city

All

sales_mode

All

Total Revenue

989.3M

Total Customer

27K

Daily Revenue Growth

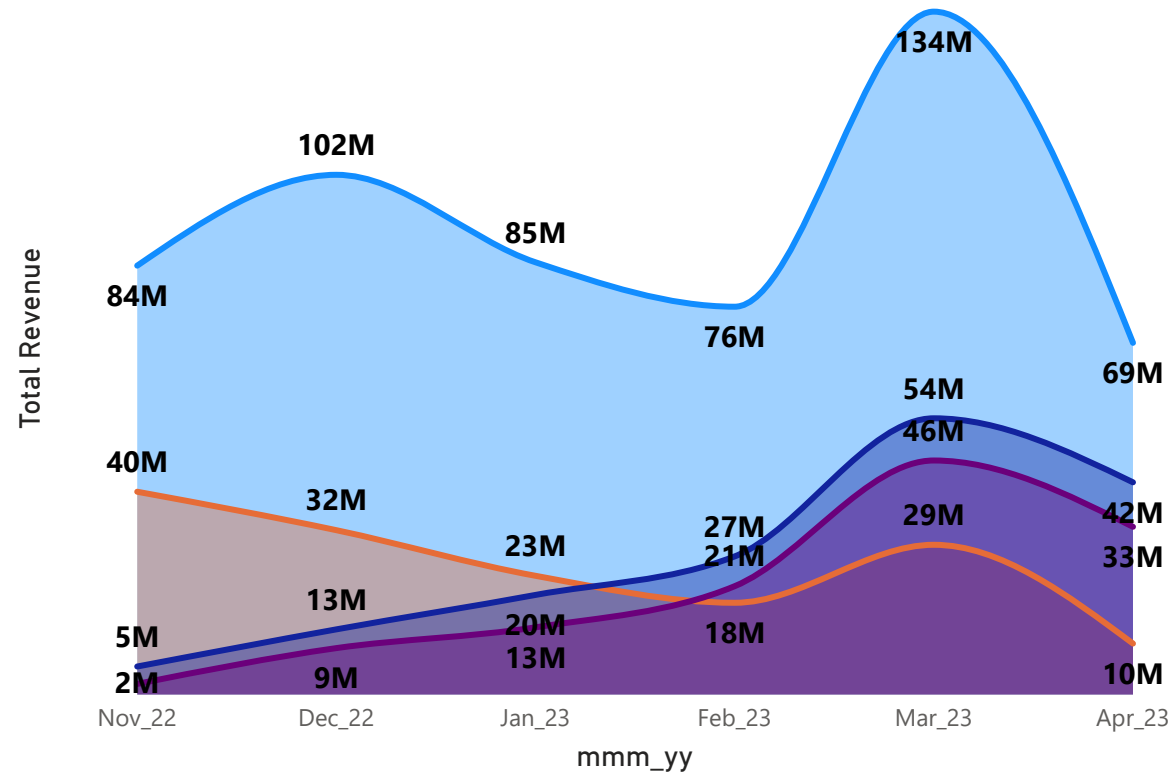
5.47M

Daily Customer Growth

148.29%

Total Revenue by mmm_yy and sales_mode

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



Total Customers by sales_mode

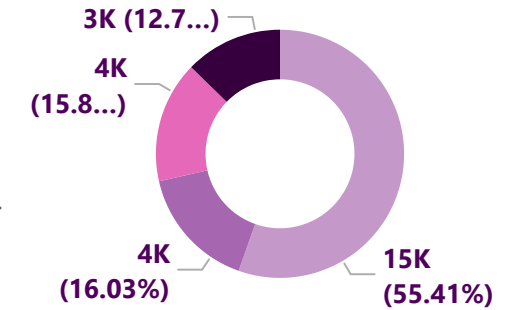
sales_mode

● Offline-Agent

● Online-App

● Offline-Direct

● Online-Webs...



policy_id Total Customers Total Revenue

POL2005HEL	1968	324.3M
POL1048HEL	1668	167.9M
POL9221HEL	2318	128.3M
POL6093HEL	2543	102.5M
POL6303HEL	3017	81.8M
POL5319HEL	3329	69.6M
POL3309HEL	3829	55.9M
POL4331HEL	3735	33.5M
POL4321HEL	4434	25.5M
Total	26841	989.3M



SHIELD
INSURANCE



Genral Analysis



Sales Analysis



Age Group Analysis

policy_id

All

Month

All

Age Group

All

city

All

sales_mode

All

Total Revenue

989.3M

Total Customer

27K

Daily Revenue Growth

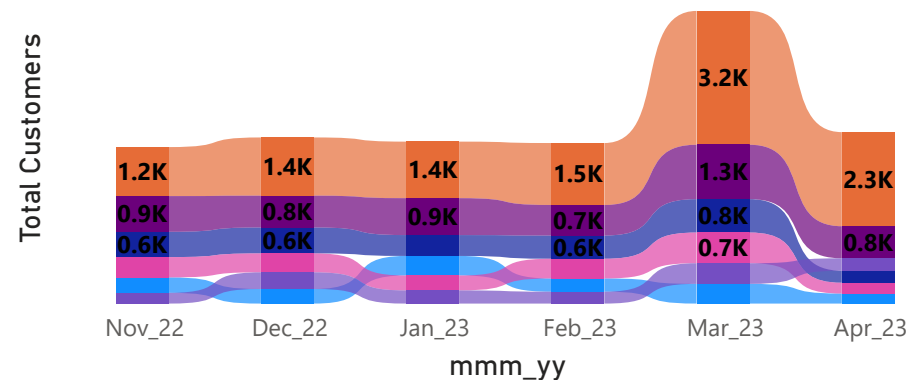
5.47M

Daily Customer Growth

148.29%

Total Customers by mmm_yy and Age Group

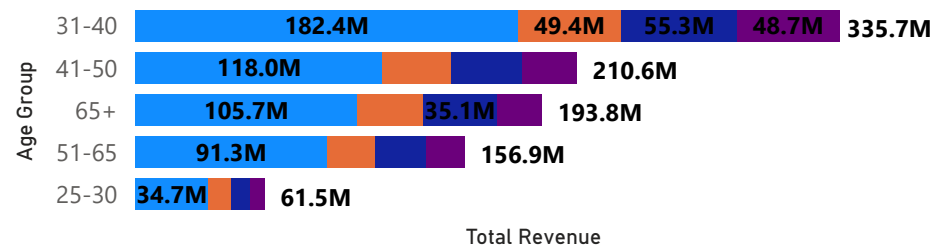
Age Group ● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65+



policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	3.2M	9.2M	57.7M	34.2M	26.6M	37.1M	167.9M
POL2005HEL	4.8M	10.7M	78.6M	55.7M	61.5M	113.0M	324.3M
POL3309HEL	3.4M	6.3M	28.0M	11.0M	4.9M	2.3M	55.9M
POL4321HEL	5.4M	6.3M	8.6M	2.9M	1.5M	0.8M	25.5M
POL4331HEL	3.5M	5.3M	15.1M	5.8M	2.2M	1.6M	33.5M
POL5319HEL	1.9M	5.7M	30.2M	18.8M	8.5M	4.4M	69.6M
POL6093HEL	3.1M	6.7M	39.9M	27.9M	14.7M	10.3M	102.5M
POL6303HEL	2.4M	5.8M	33.5M	23.2M	11.6M	5.3M	81.8M
POL9221HEL	3.1M	5.6M	44.1M	31.1M	25.5M	18.9M	128.3M

Total Revenue by Age Group and sales_mode

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



Count of settlement % by Age Group

