



# Shield Insurance Analysis

Virtual Internship  
(Atliq Technologies)



General View



To get an Overview of  
all the crucial Metrics  
such as KPIs, Revenue  
Performance &  
Customer  
Segmentation.

Sales View



Analysis of the sales  
mode that highlights  
the effectiveness in  
generating revenue  
and the Customer  
Base.

Age - Group View



Analysis on the basis  
of the age-group to  
extract insight about  
annual settlements,  
customer  
trends, preferred policies  
and sales mode.

Design & Presented by  
Aman Rajbhar

**NOTE :** Data is only  
available from Nov\_22  
to Apr\_23.





## General View



Design & Presented  
by Aman Rajbhar



Last Refreshed: Sep 2025

Month

Year

City

Age Group

Policy ID

Sales Mode

Clear all  
sliders



Total Customers

26.84K

LM : -- No Filter Selected



Total Revenue

₹989.25M

LM : -- No Filter Selected



DRG

₹5.47M

LD : -- No Filter Selected



DCG

148

LD : -- No Filter Selected

### Revenue Trend by Month

Customers

Revenue



### Customer Segmentation

city	Age Group	Total Revenue	Total Customers
Delhi NCR	36-45	₹131M	3998
Delhi NCR	26-35	₹71M	3000
Mumbai	36-45	₹75M	2292
Mumbai	26-35	₹42M	1739
Hyderabad	36-45	₹51M	1572
Delhi NCR	46-55	₹64M	1516
Total		₹989M	26841

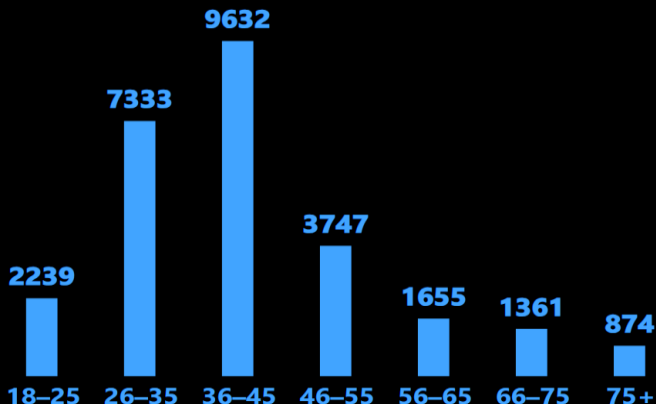
### City Wise Split

city	Total Customers	Total Revenue
Chennai	2966	₹106M
Delhi NCR	11007	₹402M
Hyderabad	4340	₹161M
Indore	2096	₹81M
Mumbai	6432	₹240M
Total	26841	₹989M

### Age Group Wise Split

Age Group	Total Revenue	Total Customers
18-25	₹31M	2239
26-35	₹177M	7333
36-45	₹315M	9632
46-55	₹164M	3747
56-65	₹99M	1655
66-75	₹118M	1361
75+	₹86M	874
Total	₹989M	26841

### Customers by Age Group



LD: Last Day | LM: Last Month | %chg: Percentage change with LM | DRG: Daily Revenue Growth | DCG: Daily Customer Growth



Sales Mode Analysis



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Last Refreshed: Sep 2025

Month

All

Year

All

City

All

Age Group

All

Policy ID

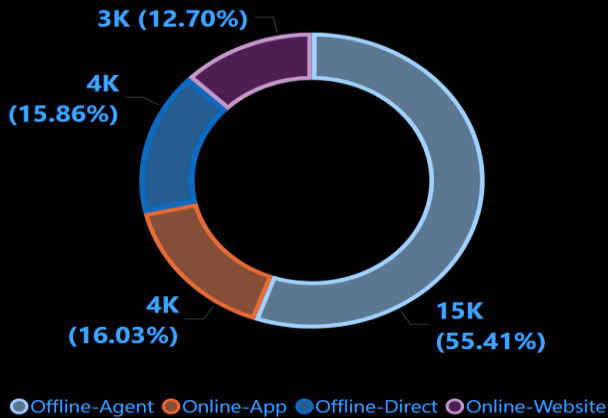
All

Sales Mode

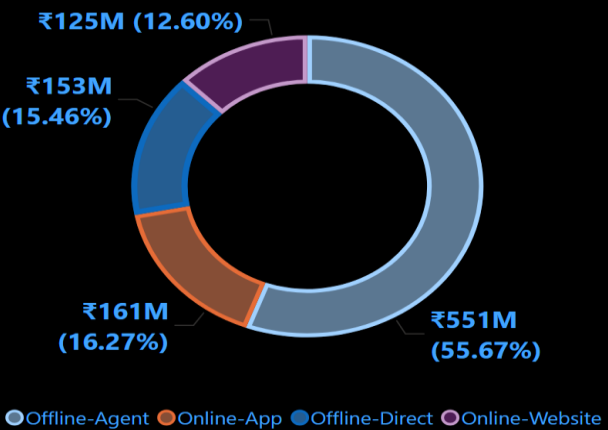
All

Clear all  
sliders

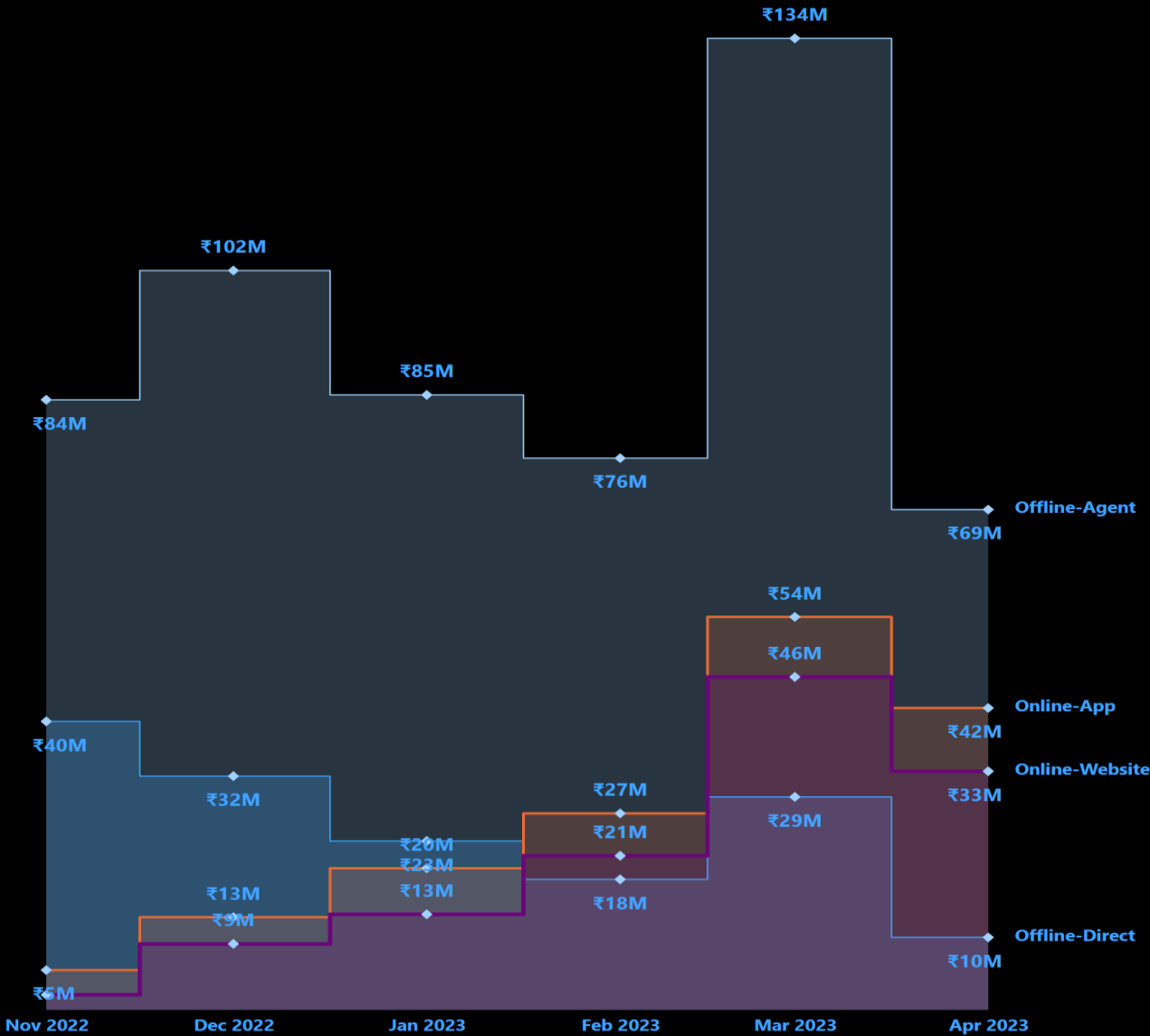
Customer Distribution by Sales Mode



Revenue Distribution by Sales Mode



Revenue Trends by Time and Sales Mode





Age - Group Analysis



Design & Presented by Aman Rajbhar



Last Refreshed: Sep 2025

Month

All

Year

All

City

All

Age Group

All

Policy ID

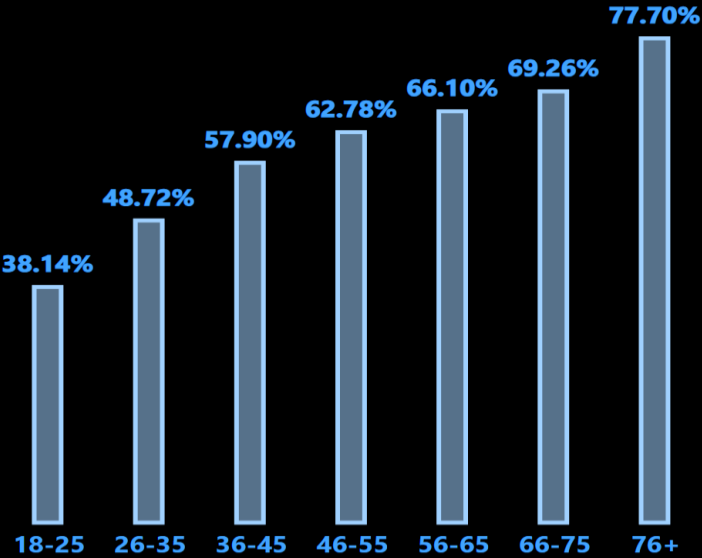
All

Sales Mode

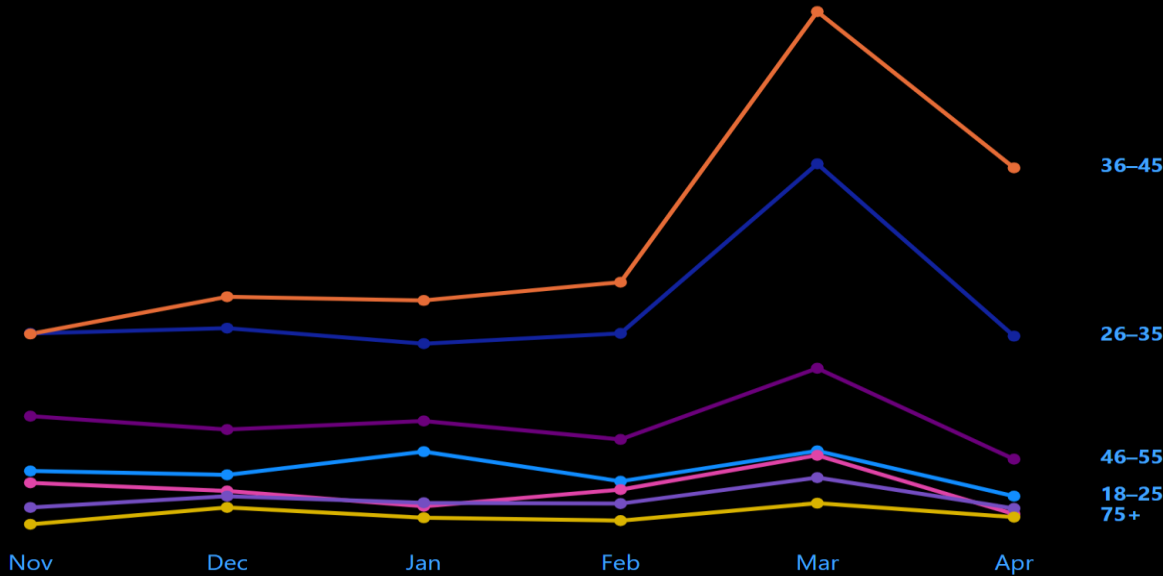
All

Clear all Filters

Settlement Distribution by Age Group



Customer Trend Chart by Age Groups



Sales Mode Usage by Age Segment

Age Group	Offline-Agent	Offline-Direct	Online-App	Online-Website	Total
36-45	5259	1430	1590	1353	9632
26-35	4058	1208	1152	915	7333
46-55	2092	610	584	461	3747
18-25	1283	393	323	240	2239
56-65	942	255	258	200	1655
66-75	774	214	226	147	1361
75+	465	146	169	94	874
Total	14873	4256	4302	3410	26841

Policy Demand Across Age Categories

policy_id	18-25	26-35	36-45	46-55	56-65	66-75	75+
POL1048HEL							
POL2005HEL							
POL3309HEL							
POL4321HEL							
POL4331HEL							
POL5319HEL							
POL6093HEL							
POL6303HEL							
POL9221HEL							