

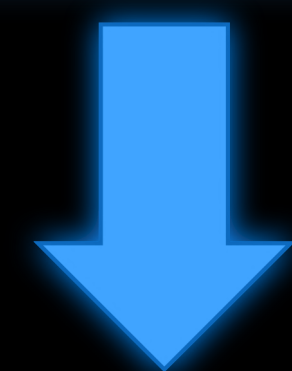
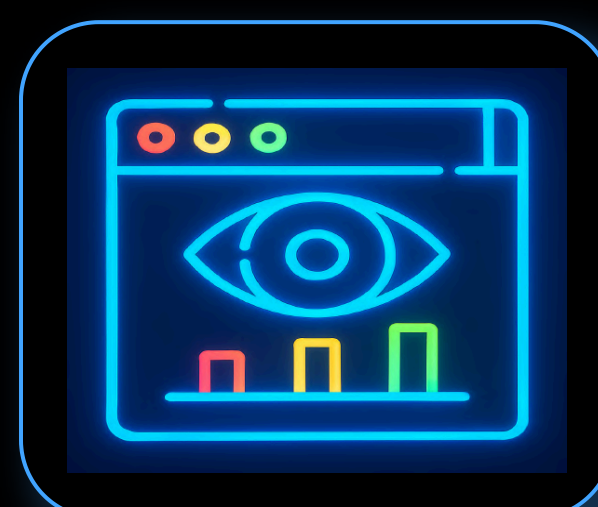


Shield Insurance Analysis

Virtual Internship
(Atliq Technologies)

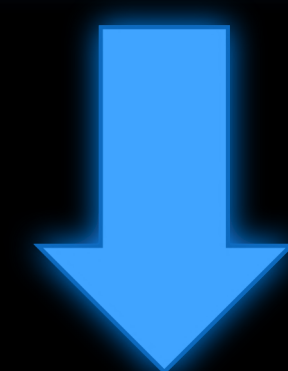


General View



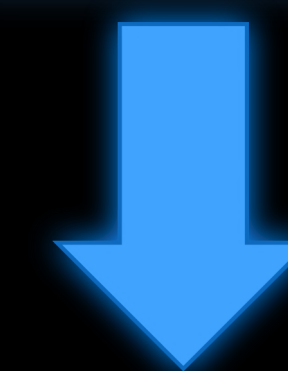
To get an Overview of
all the crucial Metrics
such as KPIs, Revenue
Performance &
Customer
Segmentation.

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

All

Year

All

City

All

Age Group

All

Policy ID

All

Sales Mode

All

Clear all
slicers

Total Customers

26.84K

LM : -- No Filter Selected

Total Revenue

₹989.25M

LM : -- No Filter Selected

DRG

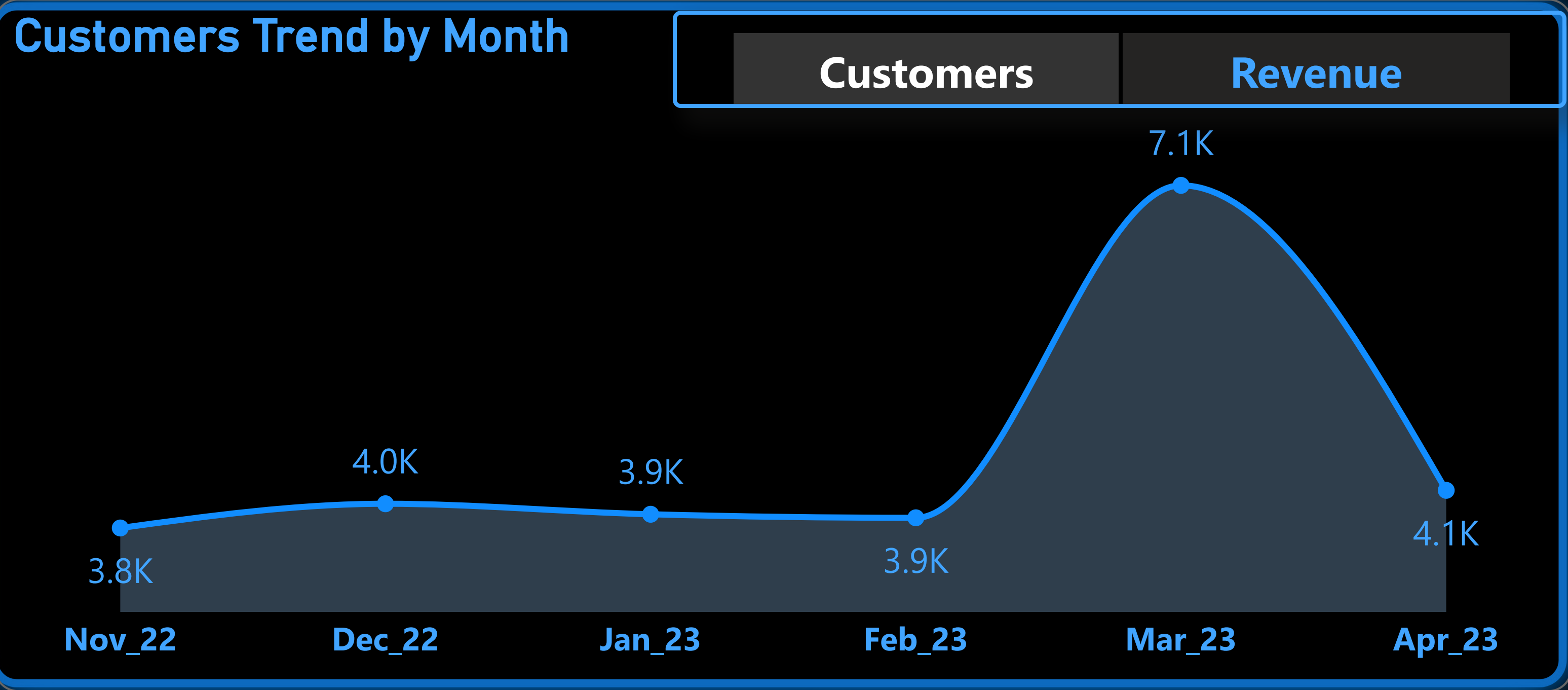
₹5.47M

LD : -- No Filter Selected

DCG

148

LD : -- No Filter Selected



Customer Segmentation

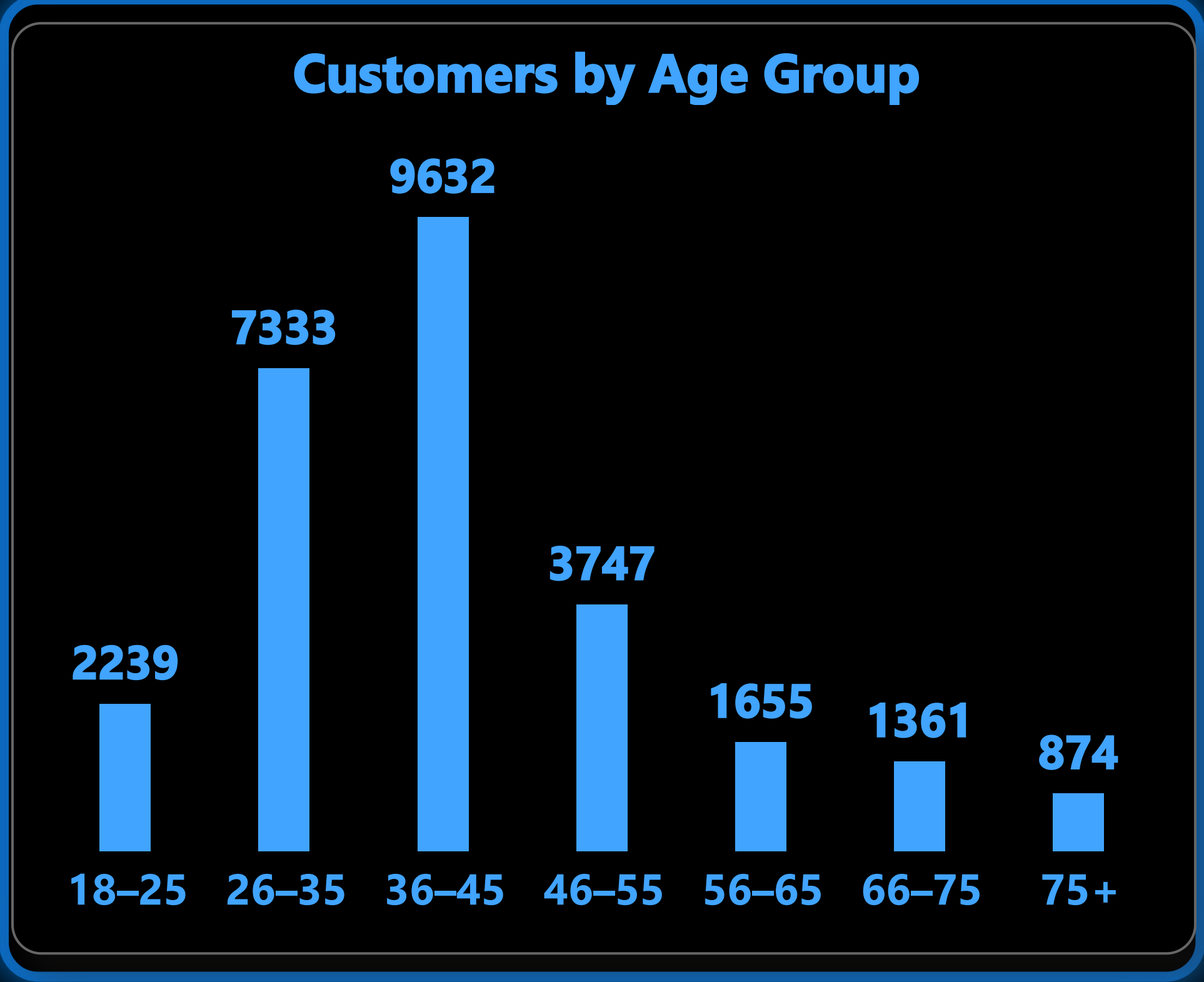
city	Age Group	Total Revenue	Total Customers
Delhi NCR	36-45	₹131M	3998
Delhi NCR	26-35	₹71M	3000
Mumbai	36-45	₹75M	2292
Mumbai	26-35	₹42M	1739
Hyderabad	36-45	₹51M	1572
Delhi NCR	46-55	₹64M	1516
Total		₹989M	26841

Customers 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

Revenue 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



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



Sales Mode Analysis



Design & Presented
by Aman Rajbhar



Last Refreshed: Sep 2025

Month

All

Year

All

City

All

Age Group

All

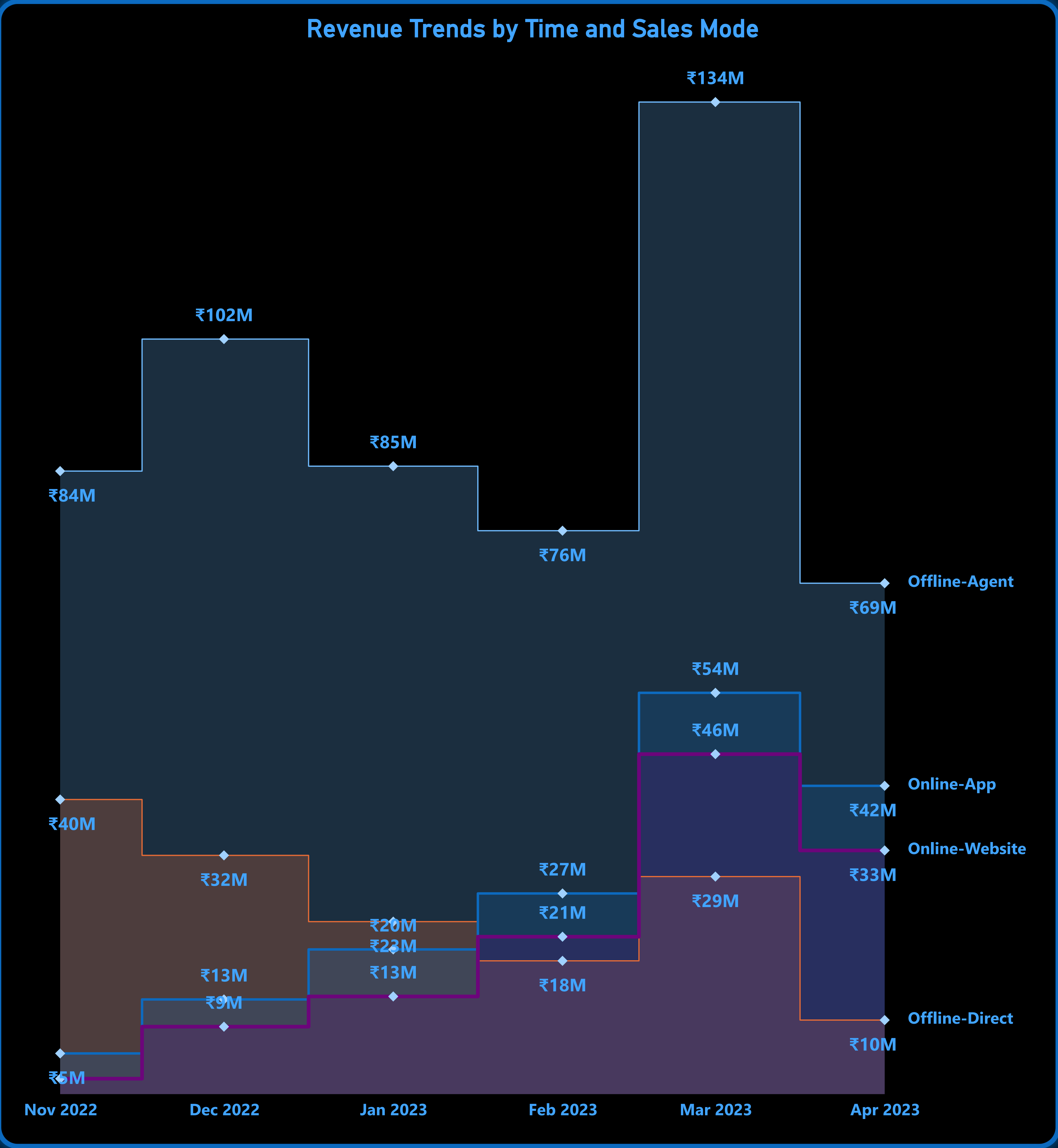
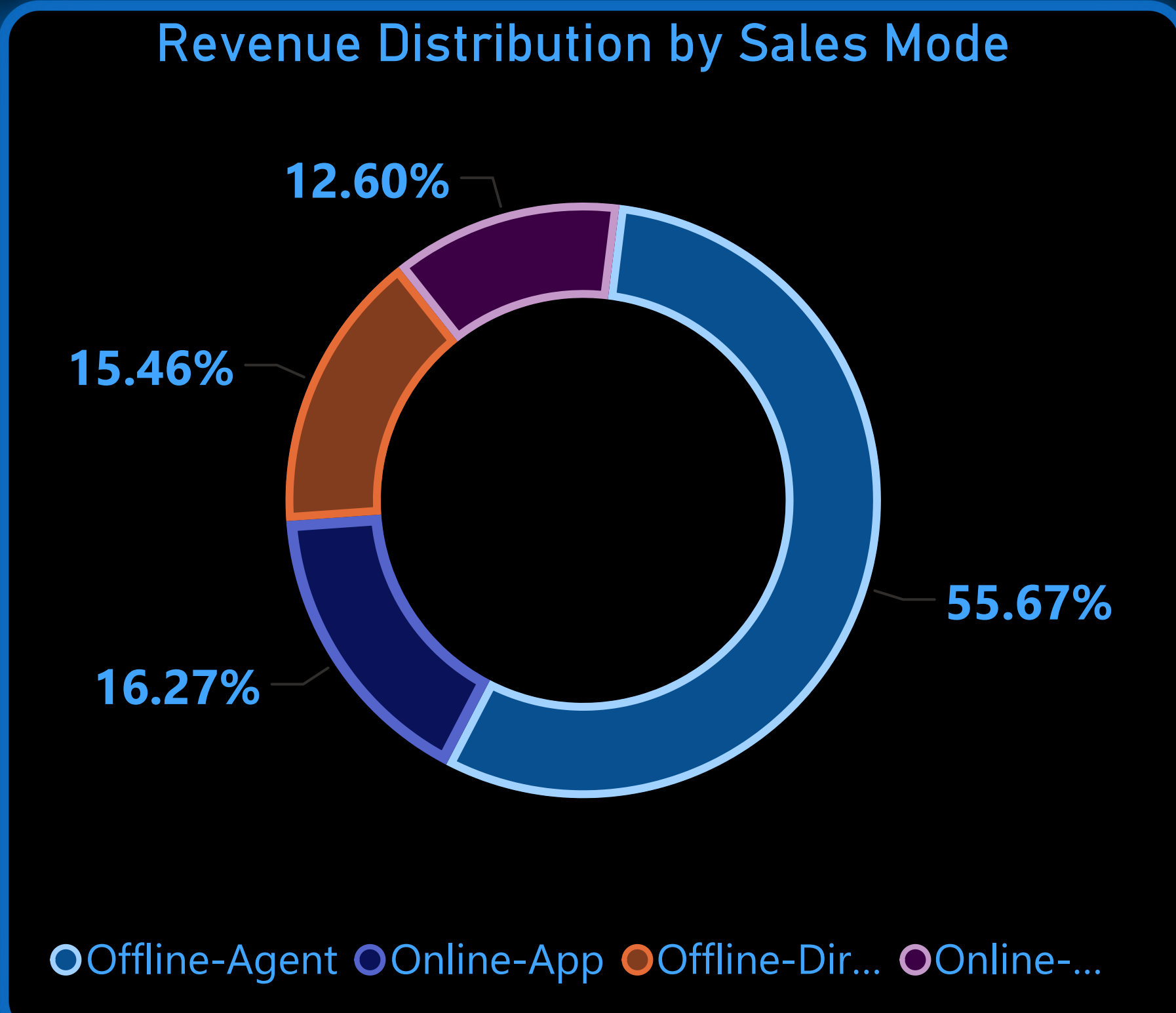
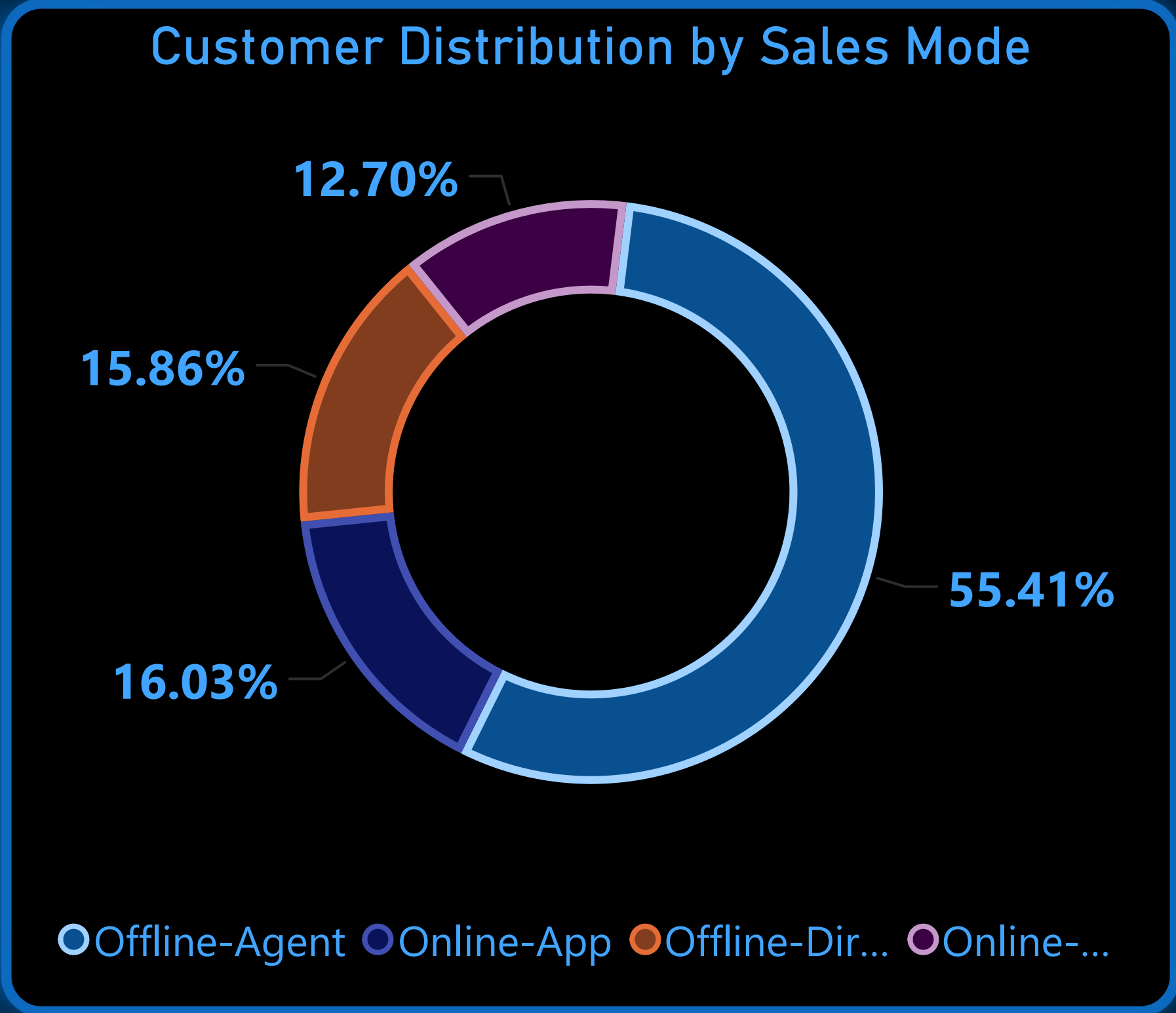
Policy ID

All

Sales Mode

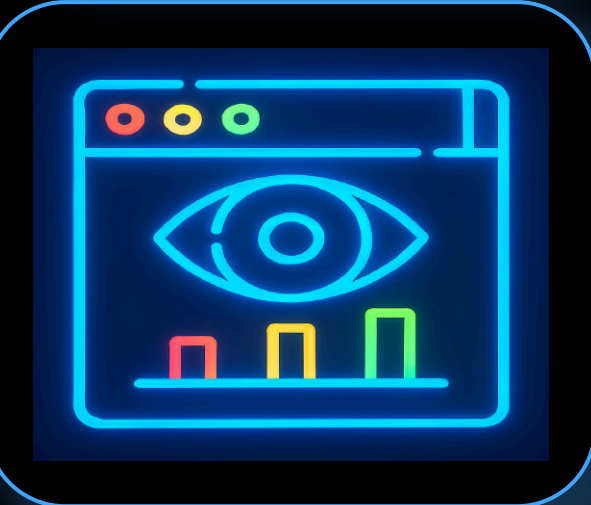
All

Clear all
slicers





Age - Group Analysis



Design & Presented by Aman Rajbhar



Last Refreshed: Sep 2025

Month

All

Year

All

City

All

Age Group

All

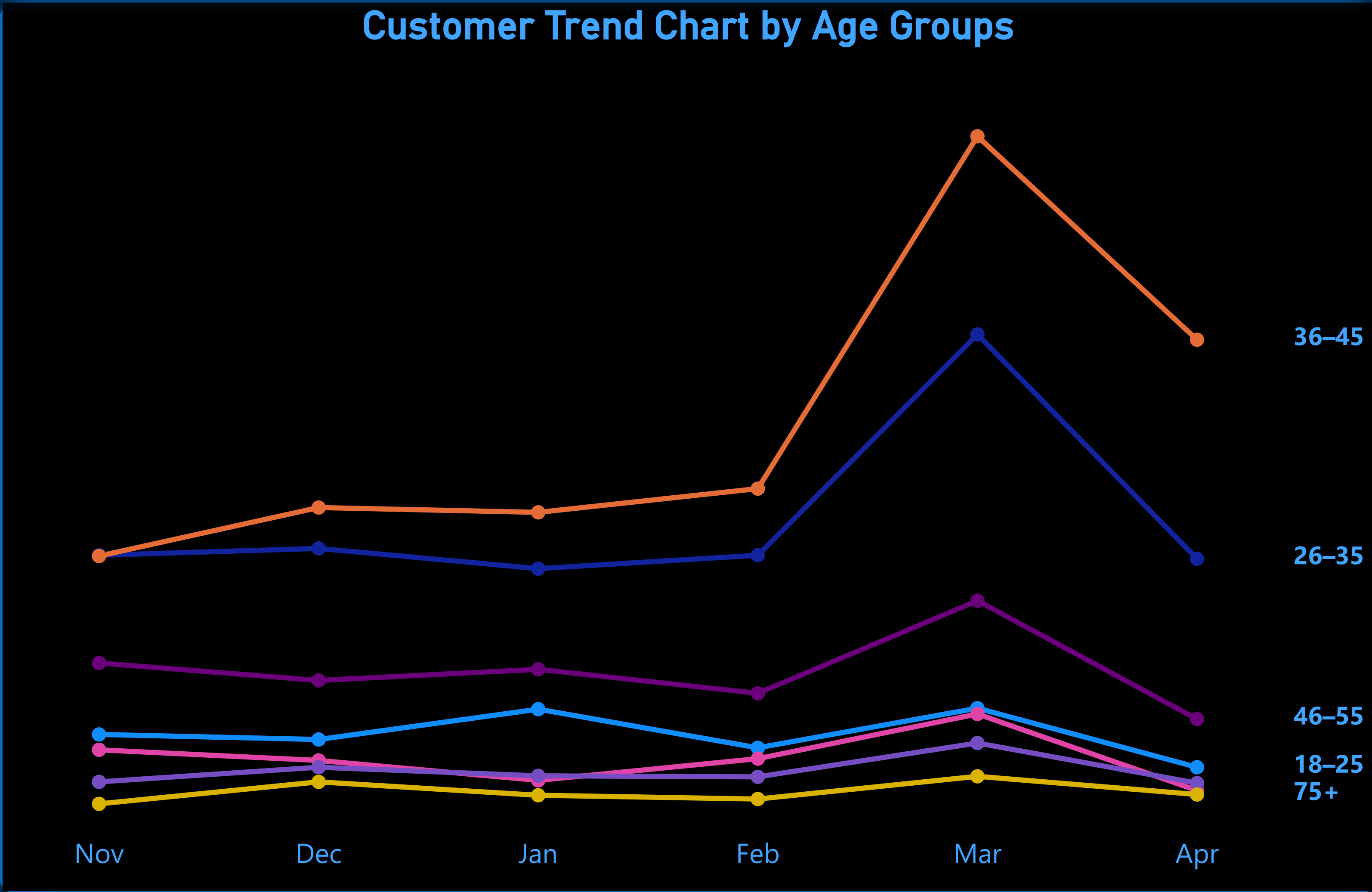
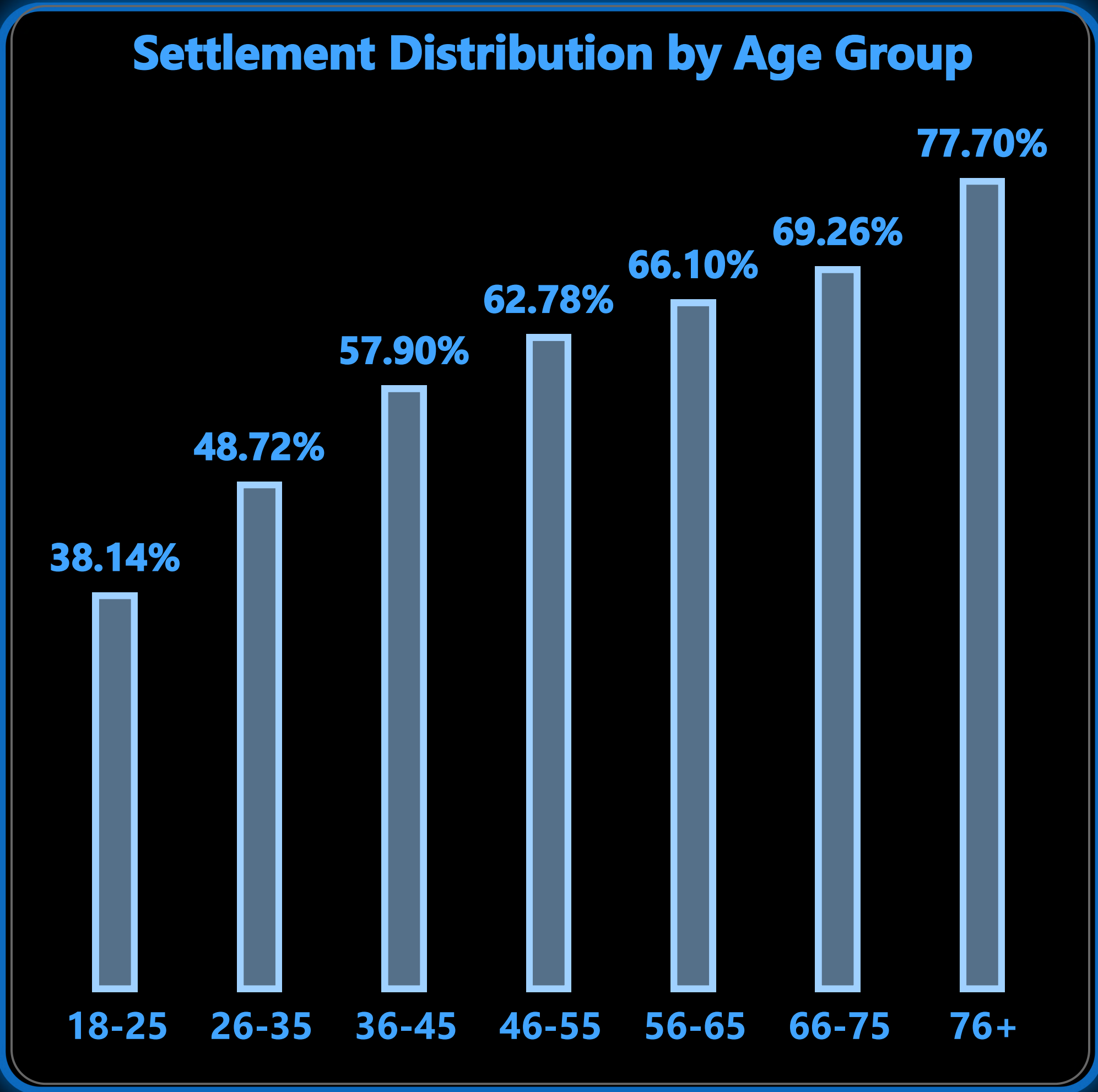
Policy ID

All

Sales Mode

All

Clear all Filters



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							