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| **No.** | **Feature** | **Description / Scope** | **Priority** |
| 1 | **Total Customers KPI** | Display the total number of customers as a headline metric with date range selection. | High |
| 2 | **Total Revenue KPI** | Display the total revenue generated as a headline metric with date range selection. | High |
| 3 | **Daily Revenue Growth Rate** | Show percentage change in daily revenue compared to the previous day. | High |
| 4 | **Daily Customer Growth Rate** | Show percentage change in daily customer count compared to the previous day. | High |
| 5 | **Policy Change Tracker (MoM)** | Month‑over‑month comparison of active policies, showing both % change and absolute change. | High |
| 6 | **Customer Segmentation by Age Group** | Categorize customers into predefined age brackets for demographic insights. | High |
| 7 | **Revenue by City & Age Group** | Cross‑tab view showing revenue distribution by city and age group. | High |
| 8 | **Customer Count by City & Age Group** | Cross‑tab view showing customer distribution by city and age group. | High |
| 9 | **Trend Graph Toggle** | Interactive toggle to switch between revenue trend and customer trend over time. | Medium |
| 10 | **Global Filters** | Filters for sales mode, age group, city, month, and policy ID applied across all pages. | High |
| 11 | **Sales Mode Analysis Page** | Dedicated page showing total customers, total revenue, % split, and monthly trend by sales mode. | High |
| 12 | **Age Group Analysis Page** | Dedicated page showing expected settlement, sales mode preference, and policy preference by age group. | High |

**Feature List**