SHIELD INSURANCE

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General View

Track how customer numbers and revenue have evolved over time. This section helps you spot key growth patterns and trends, giving a clear picture of overall performance.

Sales Mode View

Detailed breakdown of customers and revenue based on sales channels like agent, direct, app, and website. You can also explore how these metrics shift month by month.

Age Group View

Explore customer age group data to understand how settlement percentages vary, identify preferred sales modes by age, and policy choices across different demographics.

Values are in INR, Millions & Thousands

By GP RATNAKARA

Shield Insurance

General View

Month: All | city: All | policy_id: All | Age Group: All

Revenue	Customers	DRG	DCG
989M	27K	5.47M	148.29
LM : NA chng% : NA	LM : NA chng% : NA	LM : NA chng% : NA	LM : NA chng% : NA

LM & chng% Values are not available for selected filter

Customer Trend | Revenue Trend

Customer Trend by Month

Customer Split

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

Revenue Split

Age Group	Total revenue	Total Customers
18-24	36.19M	2640
25-30	67.71M	3617
31-40	356.03M	11455
41-50	196.02M	4699
51-65	148.41M	2511
65+	184.89M	1919

Customer Segmentation

city	Age Group	Total customers	Total revenue
Chennai	18-24	296	4.21M
Chennai	25-30	432	7.25M
Chennai	31-40	1236	36.98M
Chennai	41-50	531	21.89M
Chennai	51-65	262	15.80M
Chennai	65+	209	20.18M
Delhi NCR	18-24	1062	14.77M
Delhi NCR	25-30	1474	27.44M
Delhi NCR	31-40	4741	146.49M
Total		26841	989.25M

LM: Last Month DRG: Daily Revenue Growth DCG: Daily Customer Growth

Shield Insurance

Sales Mode View

Month: All | city: All | policy_id: All | Age Group: All

Revenue	Customers	DRG	DCG
989M	27K	5.47M	148.29
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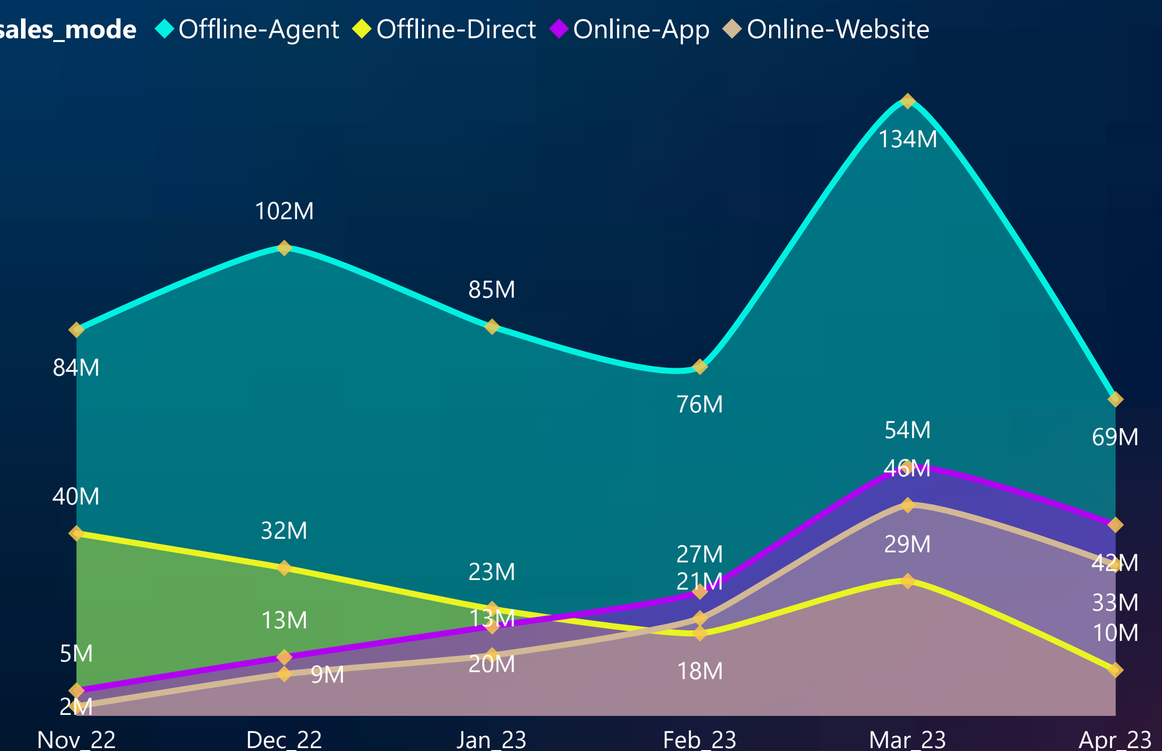
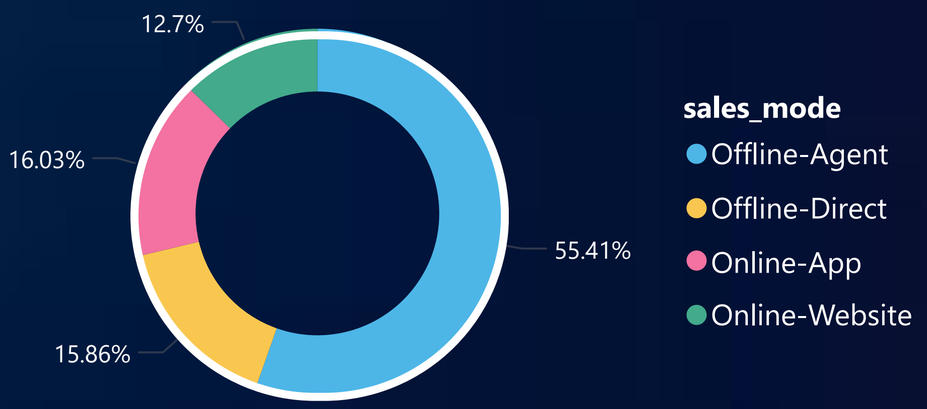
sales_mode | Category

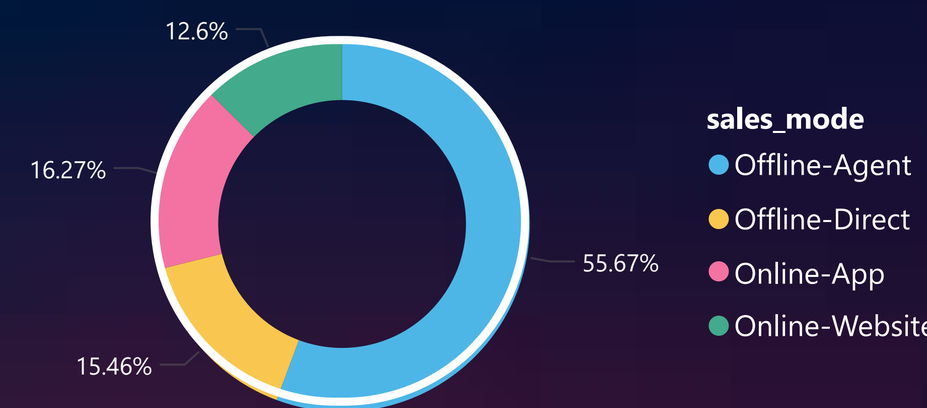
Sales mode Trend Over Month



Total customers by sales_mode



Total revenue by sales_mode



LM: Last Month **DRG: Daily Revenue Growth** **DCG: Daily Customer Growth**

Shield Insurance

Age group View

Month: All | city: All | policy_id: All | Age Group: All

Revenue	Customers	DRG	DCG
989M	27K	5.47M	148.29
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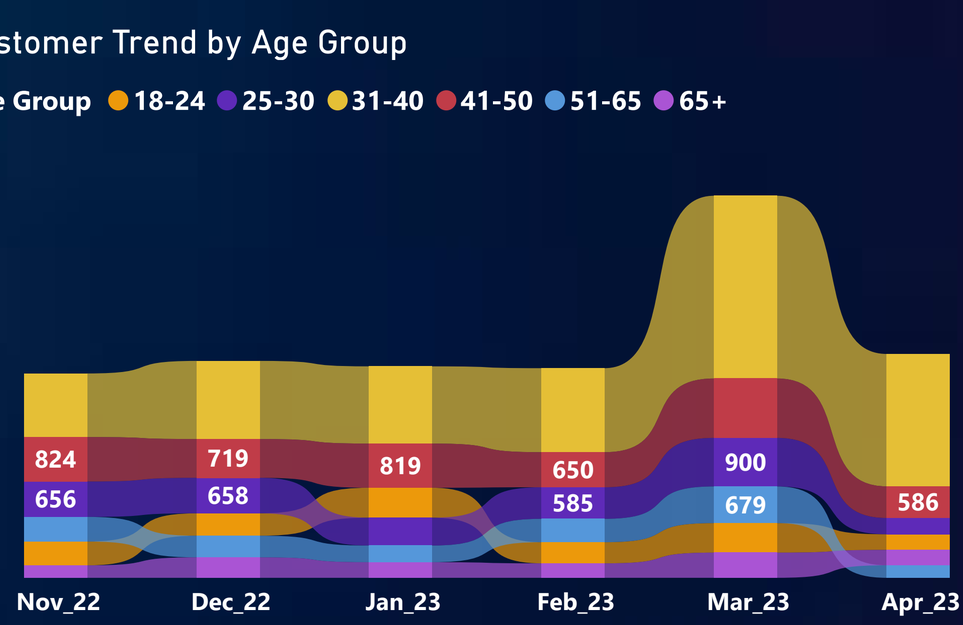
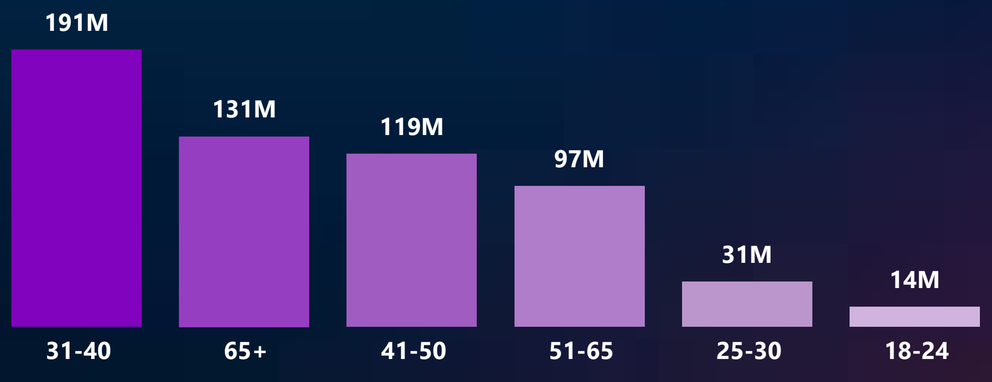
Policy vs Age Group

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	45	127	659	313	228	296	1668
POL2005HEL	47	86	578	333	354	570	1968
POL3309HEL	315	555	2026	571	256	106	3829
POL4321HEL	1223	1172	1405	351	187	96	4434
POL4331HEL	551	679	1741	460	179	125	3735
POL5319HEL	134	347	1628	755	314	151	3329
POL6093HEL	111	223	1114	633	273	189	2543
POL6303HEL	131	281	1383	772	314	136	3017
POL9221HEL	83	147	921	511	406	250	2318
Total	2640	3617	11455	4699	2511	1919	26841

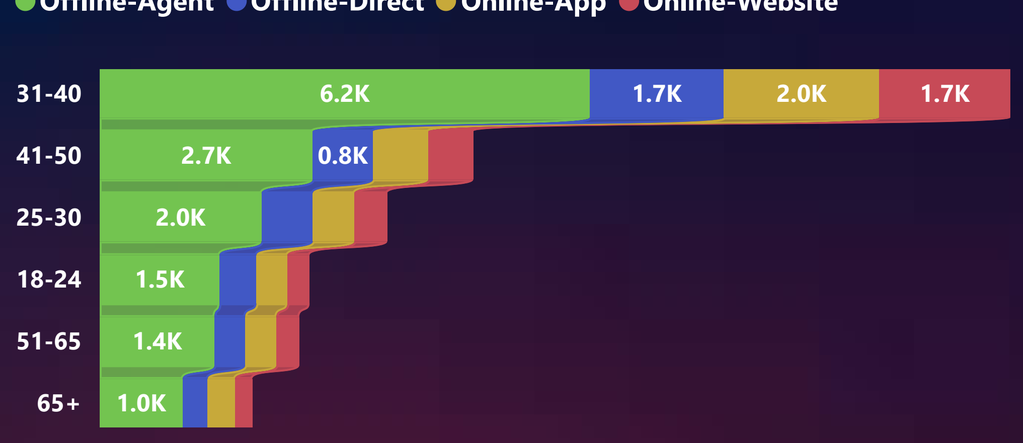
Customer Trend by Age Group



Estimated Settlement Amount by Age Group



Total customers by Age Group and sales_mode



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