



SHIELD INSURANCE - GENERAL VIEW

City

All

Month

All

Age Group

All

Policy

All

Total Customers

3787

LM: (Blank) (+Infinity%)

Total Revenue

131.69M

LM: (Blank) (+Infinity%)

DCG

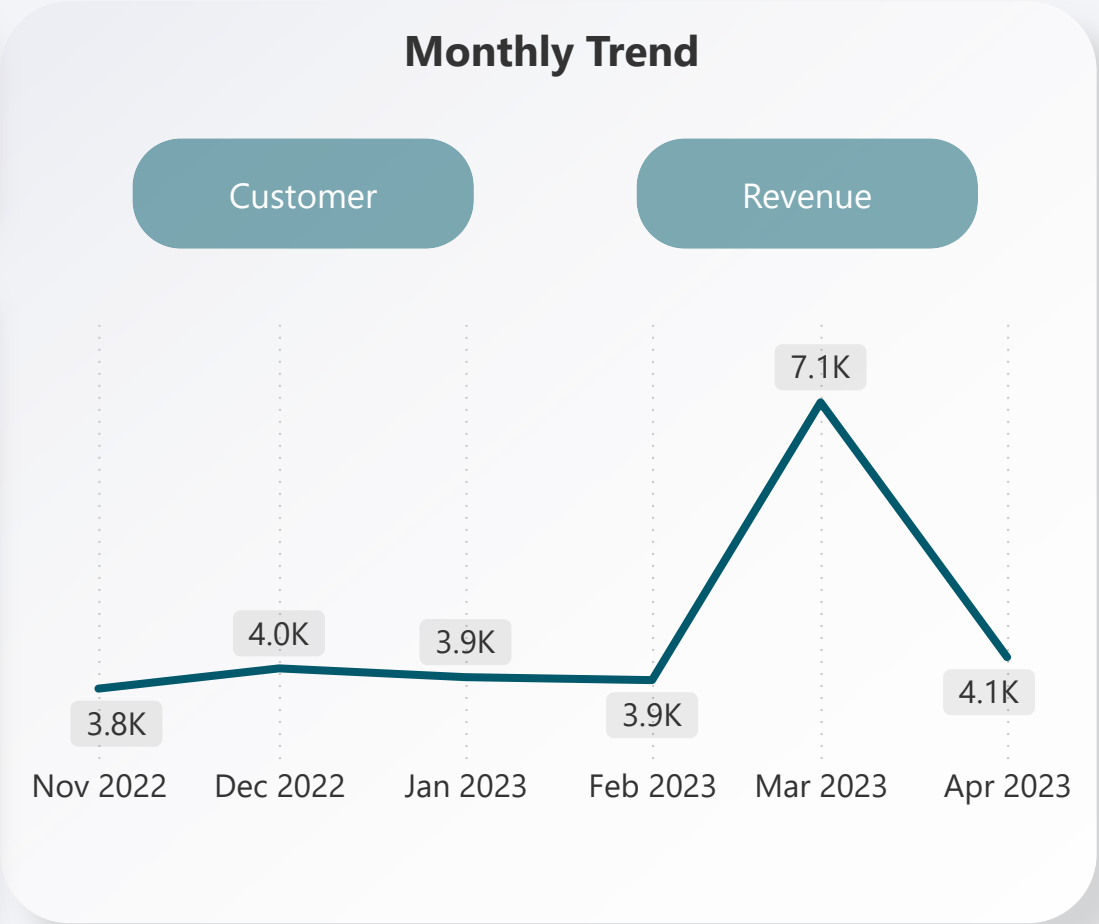
126

LM: (Blank) (+Infinity%)

DRG

4.39M

LM: (Blank) (+Infinity%)



City Statistics

City	Total Customers	Total Revenue
Delhi NCR	11.01K	401.57M
Mumbai	6.43K	239.51M
Hyderabad	4.34K	160.52M
Chennai	2.97K	106.31M
Indore	2.10K	81.35M
Total	26.84K	989.25M

Age Group Statistics

Age Group	Total Customers	Total Revenue
31-40	11.42K	354.45M
41-50	4.74K	196.50M
25-30	3.60K	67.29M
18-24	2.62K	35.94M
51-65	2.54K	149.63M
Above 65	1.93K	185.45M
Total	26.84K	989.25M

LM - Last Month

DCG - Daily Customer Growth

DRG - Daily Revenue Growth



# SHIELD INSURANCE - SALES MODE

City

All

Month

All

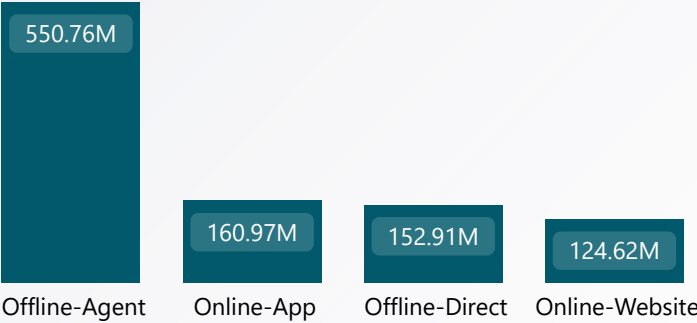
Age Group

All

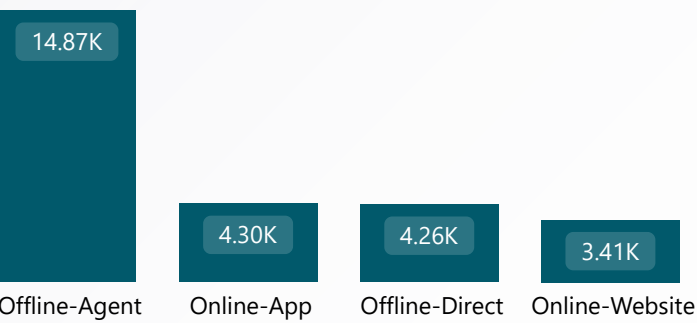
Policy

All

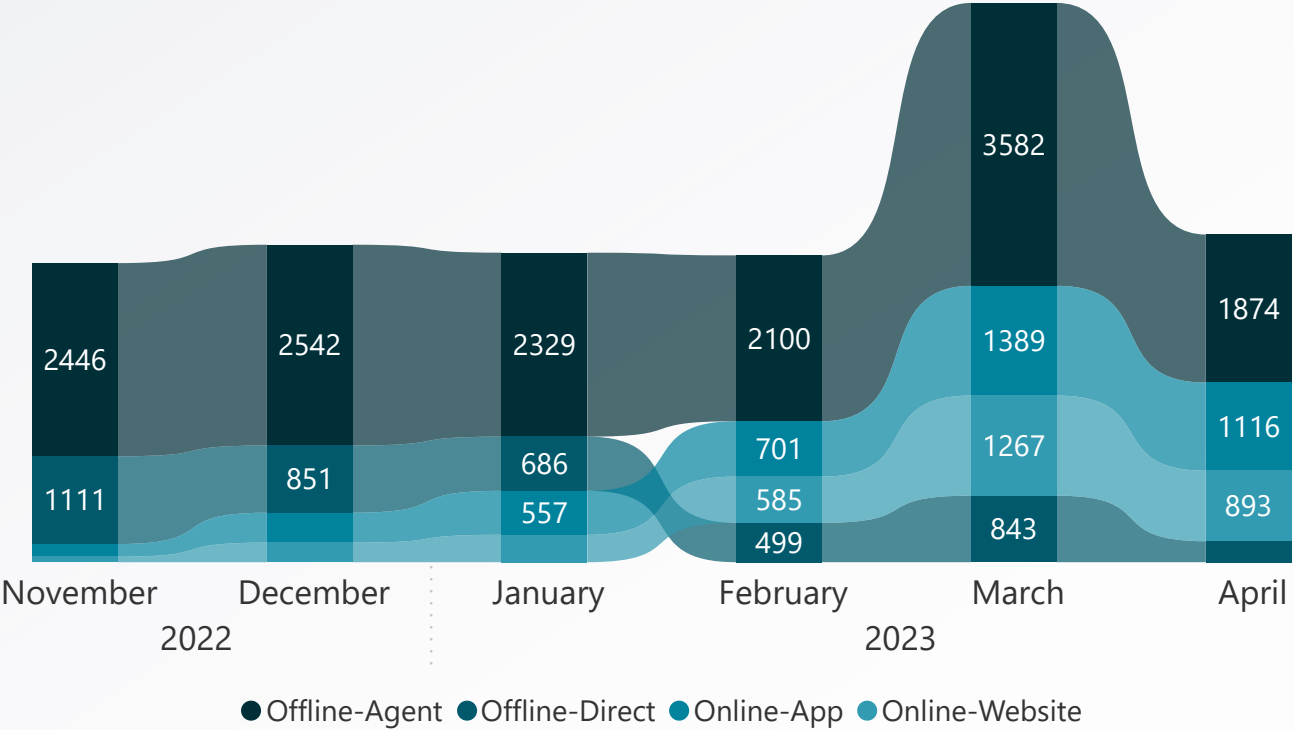
Total Revenue by Sales Mode



Total Customers by Sales Mode



Sales Mode Trend





# SHIELD INSURANCE - AGE GROUP

## Age Group Distribution

Sales Mode

Policy

Settlement

Age Group	Total Customers
<div><div></div>Above 65</div>	1.93K
<div><div></div>51-65</div>	2.54K
<div><div></div>41-50</div>	4.74K
<div><div></div>31-40</div>	11.42K
<div><div></div>25-30</div>	3.60K
<div><div></div>18-24</div>	2.62K
Total	26.84K

City

All

Month

All

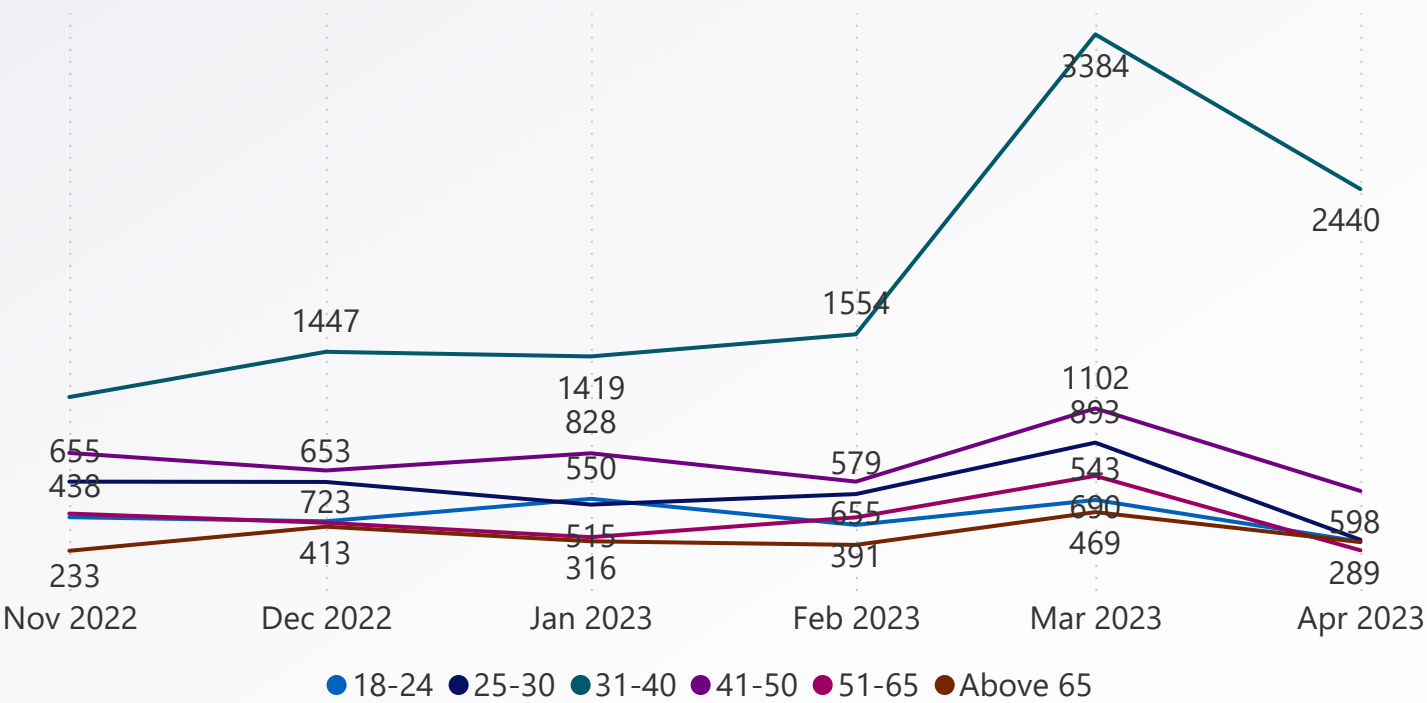
Age Group

All

Policy

All

## Age Group Trend



## Key Insights ← →

### Metrics Analysis

Based on the business metrics analysis,

- In **January 2023**, there was a notable **decrease in total customers compared to the previous month**. This decline leads to a **reduction in both daily customer and revenue growth**.
- In **Feb 2023**, there was an interesting scenario as total **customers experienced a decline from the previous month**. However, there was a remarkable **surge in daily revenue growth**.
- Next moving to **April 2023**, a similar trend emerged with a **decline in total customers**, resulting in **reduced daily customer and revenue values**.

#### January

Total Customers

**3919**

LM: 4020 (-2.51%)

Total Revenue

**141.02M**

LM: 156.32M (-9.79%)

DCG

**126**

LM: 130 (-2.51%)

DRG

**4.55M**

LM: 5.04M (-9.79%)

#### February

Total Customers

**3885**

LM: 3919 (-0.87%)

Total Revenue

**142.64M**

LM: 141.02M (+1.15%)

DCG

**139**

LM: 126 (+9.75%)

DRG

**5.09M**

LM: 4.55M (+11.99%)

#### April

Total Customers

**4149**

LM: 7081 (-41.41%)

Total Revenue

**153.75M**

LM: 263.84M (-41.73%)

DCG

**138**

LM: 228 (-39.45%)

DRG

**5.12M**

LM: 8.51M (-39.78%)

# Key Insight ← →

## City Statistics

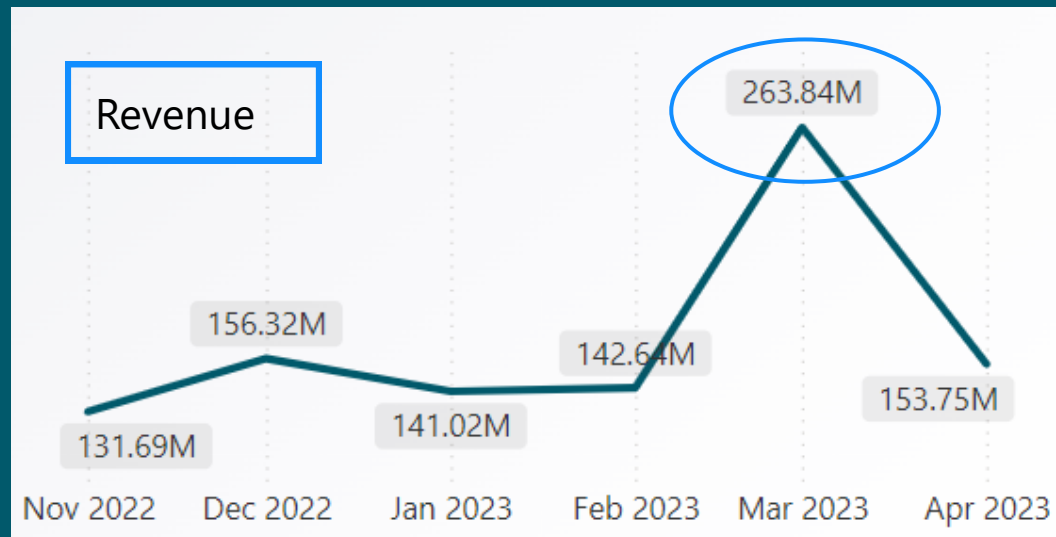
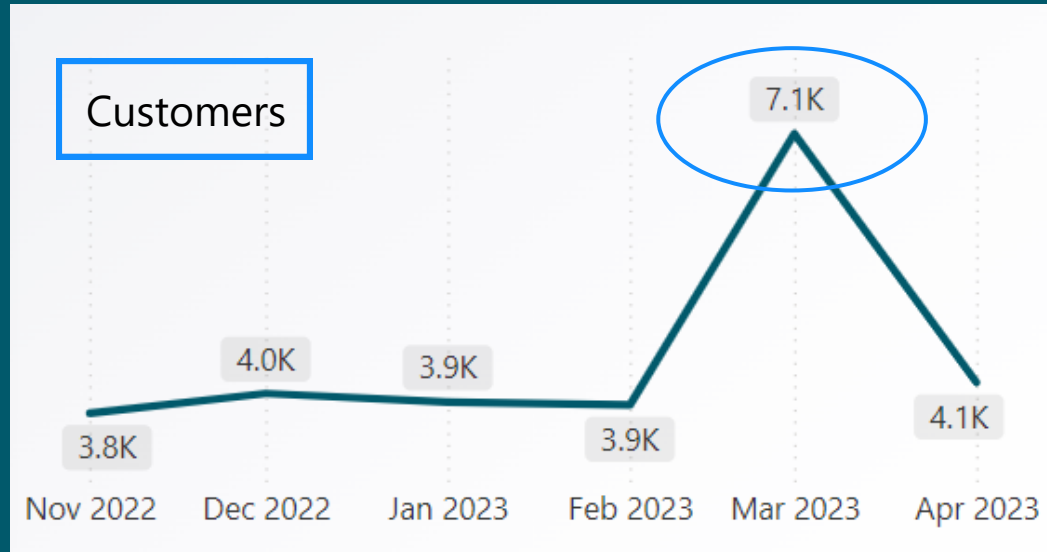
- **Delhi NCR** stands out with the **highest customer count and revenue**, emphasizing a strong market presence.
- Mumbai has a moderately sized customer base, and contributes significantly to revenue, indicating a potentially profitable market.
- **Hyderabad and Chennai**, despite their smaller customer counts, play pivotal roles in overall revenue.

## Age Group Statistics

- The **majority of customers interested in insurance policies fall within the age group of 31-40**, making them the primary contributors to the overall revenue, followed by the age group 41-50.
- In the case of customers above the **age of 51**, despite their fewer numbers, they play an **important role in overall revenue**.

City Statistics		
City	Total Customers	Total Revenue
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Total	26.84K	989.25M

Age Group Statistics		
Age Group	Total Customers	Total Revenue
31-40	11.43K	355.20M
41-50	4.72K	196.11M
25-30	3.60K	67.40M
18-24	2.63K	36.01M
51-65	2.53K	149.15M
Above 65	1.93K	185.38M
Total	26.84K	989.25M



## Key Insights ↔

### Monthly Trend Analysis

- In **March 2023**, Shield Insurance experienced a remarkable surge in business metrics, marking a pivotal month for the company.
- The **total customers spiked to 7K**, a substantial increase compared to both the preceding and subsequent month.
- Simultaneously, there was a substantial **spike in total revenue**, reaching an impressive **263,84M**.
- This surge in both **total customers and total revenue** highlights the significance of **March 2023 in the monthly trend analysis**.

## Key Insights ← →

### Sales Mode Analysis

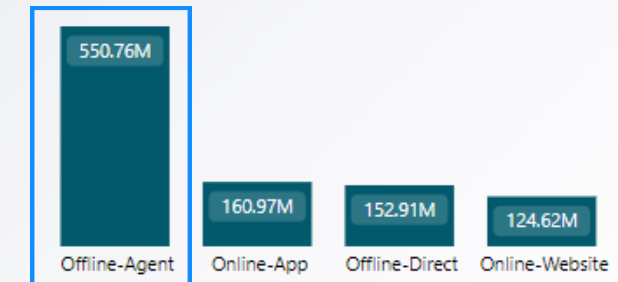
Upon in-depth analysis of sales mode data,

- It's evident that **offline agents** play a pivotal role in policy sales. Out of the **26.84K customers**, a significant majority, around **14K customers**, i.e., **55%**, opt for the offline-agent mode.
- And in terms of **revenue generation**, **offline agents** significantly contribute to the **overall revenue distribution**.
- This highlights the effectiveness of a **direct agent-driven sales approach**, emphasizing the trust and **preference customers** place in personalized interactions facilitated by offline agents.

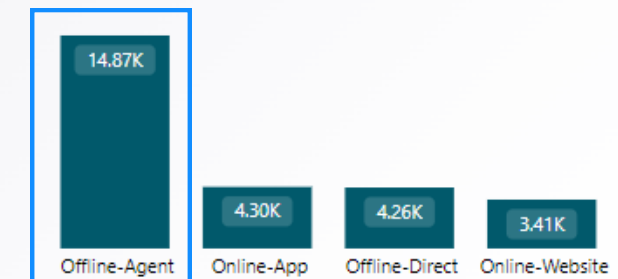
Based on sales mode trend analysis,

- The **offline direct sales** mode shows a **decrease** in both **customers and revenue**.
- On the other hand, the **online app and online website sales modes** showed a **slight increase** in both **customer numbers and revenue** during the analyzed period.

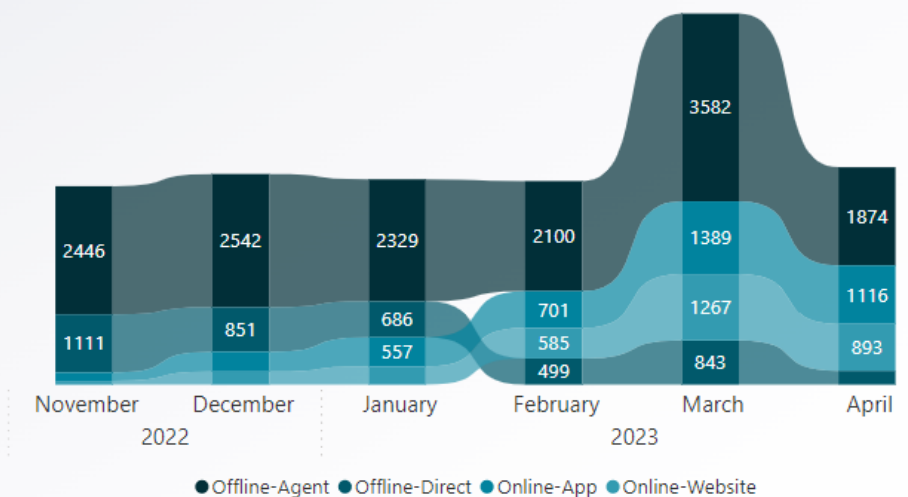
Total Revenue by Sales Mode



Total Customers by Sales Mode



Sales Mode Trend



policy_id	Total Customers	Total Revenue
POL2005HEL	1.97K	324.26M
POL1048HEL	1.67K	167.86M
POL9221HEL	2.32K	128.33M
POL6093HEL	2.54K	102.55M
POL6303HEL	3.02K	81.76M
POL5319HEL	3.33K	69.60M
POL3309HEL	3.83K	55.92M
POL4331HEL	3.74K	33.50M
POL4321HEL	4.43K	25.47M
<b>Total</b>	<b>26.84K</b>	<b>989.25M</b>

## Key Insights ← →

### Policy Distribution

Based on the policy distribution analysis,

- Policy '**POL4321HEL**' stands out with a **customer base of 4.4K**, while Policy '**POL2005HEL**' stands out for achieving the **highest revenue generation**.



## Key Insights ← →

### Age Group Distributions

- In the **31-40 age group**, the **majority** of customers show a preference for the '**Offline-Agent**' sales mode, making it the favored choice.
- Additionally, '**POL3309HEL**' stands out as the **most demanded policy** among customers in this age group.
- Analysis indicates that the **age group 31-40** has the **highest expected settlement amount**, totaling **₹545.46M**

Age Group	Total Customers
☐ <b>31-40</b>	<b>11.43K</b>
Offline-Agent	6.15K
Online-App	1.95K
Offline-Direct	1.68K
Online-Website	1.65K

Age Group	Total Customers
☐ <b>31-40</b>	<b>11.43K</b>
POL3309HEL	2.02K
POL4331HEL	1.74K
POL5319HEL	1.62K
POL4321HEL	1.41K
POL6303HEL	1.38K

Age Group	Est Settlement Amt
18-24	₹ 49.59M
25-30	₹ 98.24M
31-40	₹ 545.46M
41-50	₹ 315.21M
51-65	₹ 246.53M
Above 65	₹ 316.73M
<b>Total</b>	<b>₹ 1,571.76M</b>