Performance Analysis

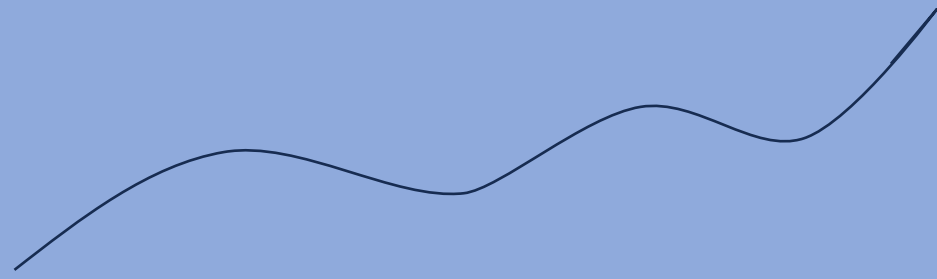
KPIs

Total Revenue	Total Customers	Daily Revenue Growth (DRG)	Daily Customer Growth (DCG)
LM: (chg%.)	LM: (chg%.)	LM: (chg%.)	LM: (chg%.)

Filters

Switch

Revenue & Customer trend by month



Revenue Split

Customer Split

Customer segmentation by city & age group

Notes

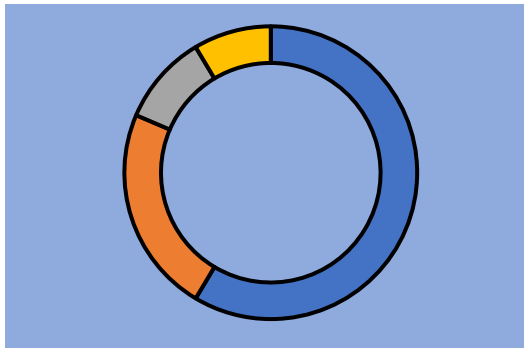
Sales Mode Analysis

KPIs

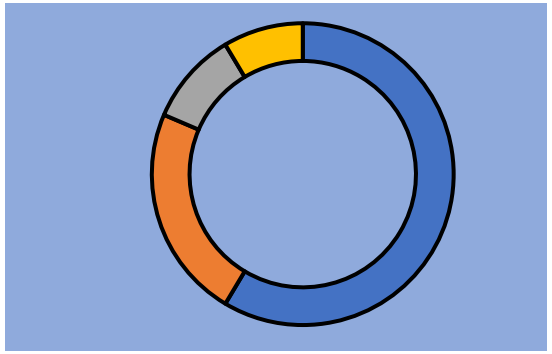
Total Revenue	Total Customers	Daily Revenue Growth (DRG)	Daily Customer Growth (DCG)
LM: (chg%.)	LM: (chg%.)	LM: (chg%.)	LM: (chg%.)

Filters

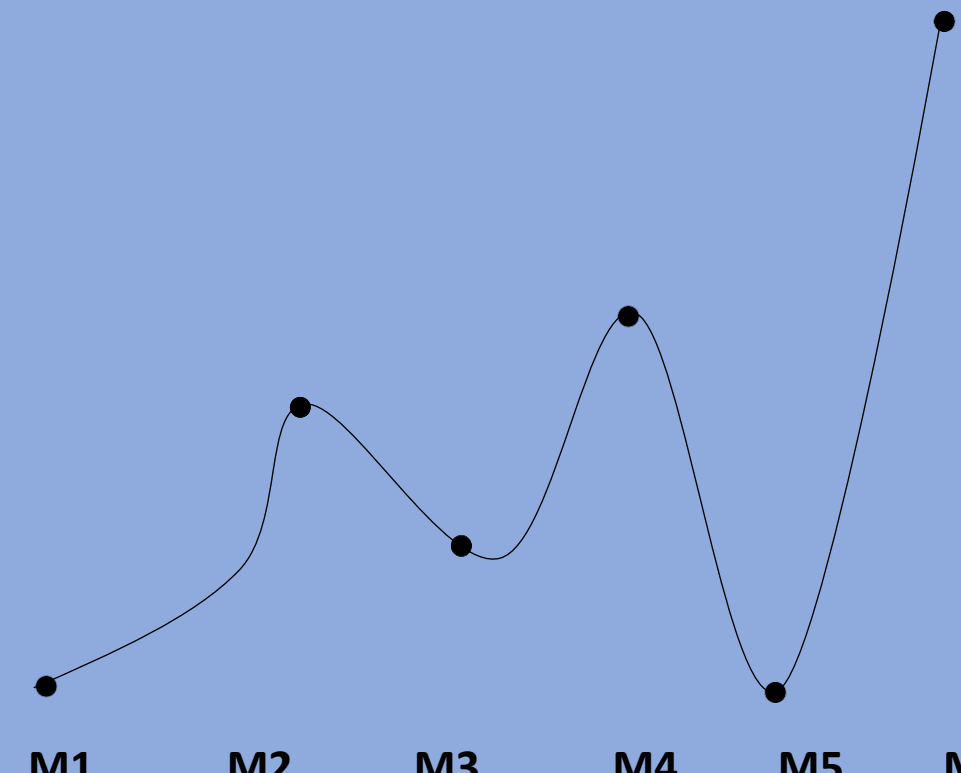
Total Revenue % Split by sales mode



Total Customer % Split by sales mode



Sales trend analysis over months



Notes

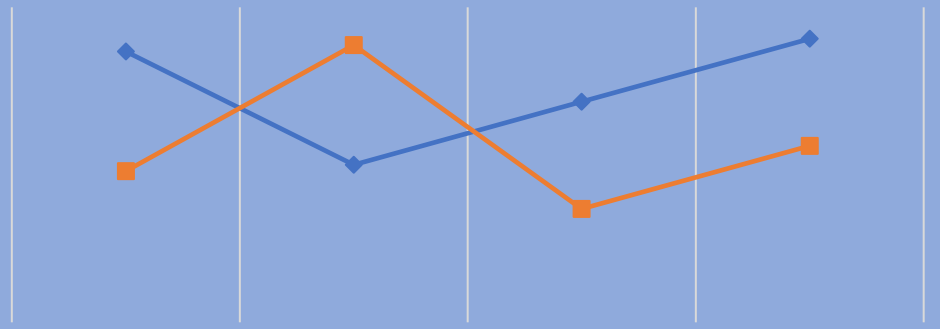
Age Group Analysis

KPIs

Total Revenue	Total Customers	Daily Revenue Growth (DRG)	Daily Customer Growth (DCG)
LM: (chg%.)	LM: (chg%.)	LM: (chg%.)	LM: (chg%.)

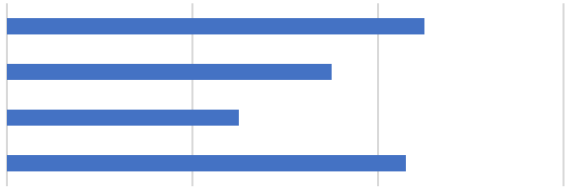
Filters

Trend analysis by age group



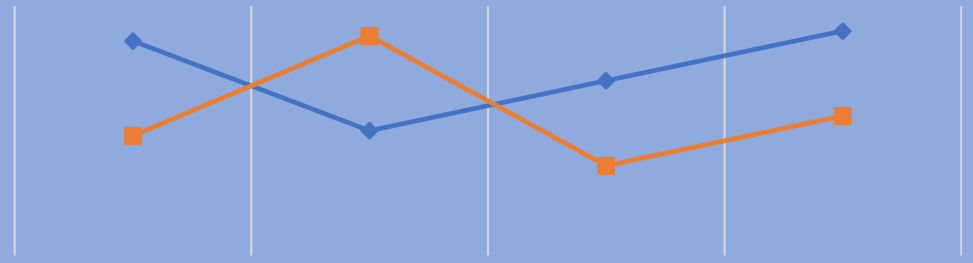
Age Group vs Policy Preference

Age Group vs Sales mode



Age Group vs Sales mode

Age Group vs Sales Mode



Notes