



General Analysis

Sales Mode Analysis

Age Group Analysis

sales\_mode

All

Age\_group

All

city

All

policy\_id

All

month\_yy

All

Total Revenue

989.25M

LM

(Blank)

Change

(Blank)

Total Customers

27K

LM

(Blank)

Change

(Blank)

DCG

148.29

LM

(Blank)

Change

(Blank)

DRG

5.47M

LM

(Blank)

Change

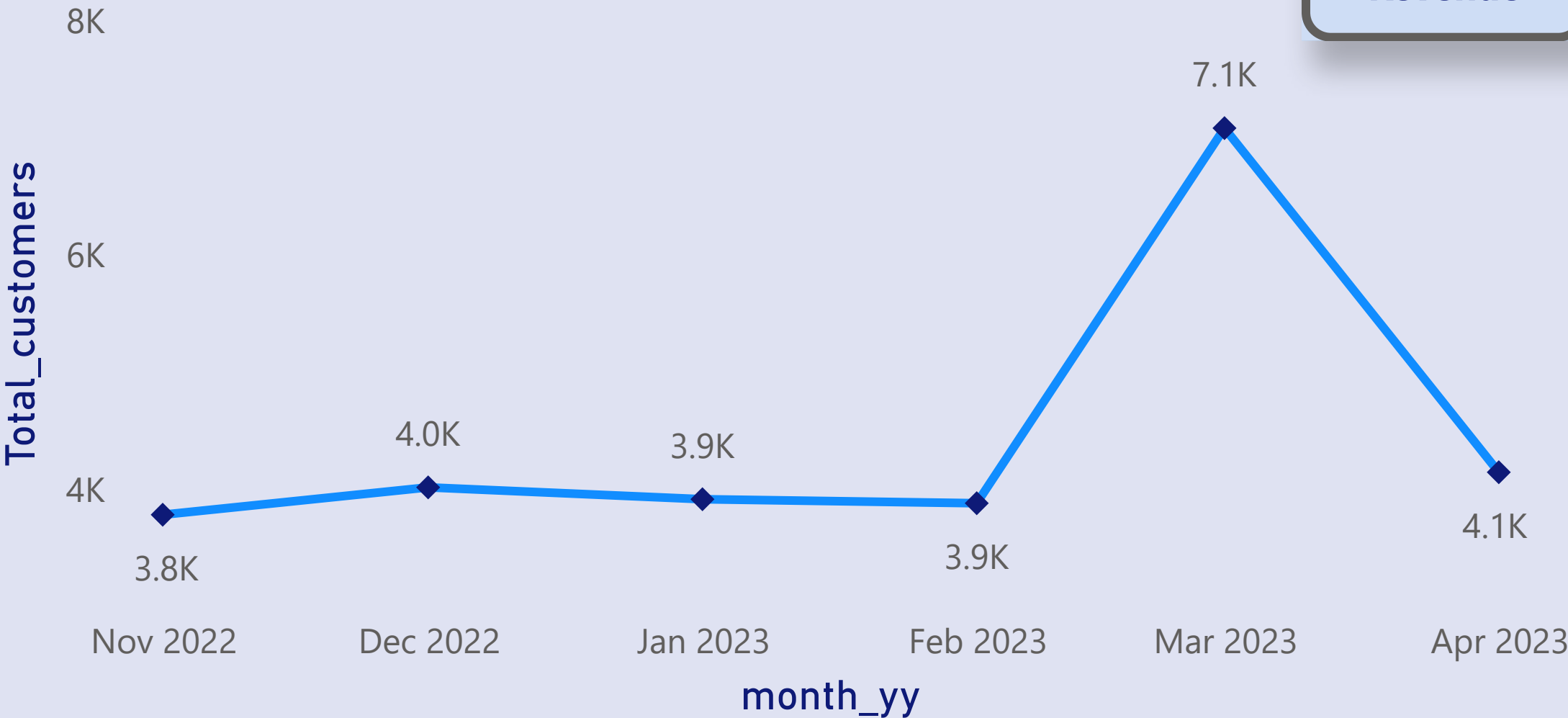
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Customer Segmentation

city	Age_group	Total_revenue	Total_customers
Delhi NCR	31-40	128.23M	4361
Delhi NCR	41-50	90.00M	2469
Mumbai	31-40	73.11M	2446
Hyderabad	31-40	50.79M	1697
Mumbai	41-50	54.74M	1437
Delhi NCR	25-30	23.79M	1267
Delhi NCR	51-65	67.14M	1241
Chennai	31-40	32.43M	1140
Hyderabad	41-50	39.14M	1002
Delhi NCR	65+	82.58M	920
Indore	31-40	26.56M	816
Mumbai	51-65	42.49M	783
Mumbai	25-30	13.80M	771
Delhi NCR	18-24	9.81M	749
Chennai	41-50	25.42M	672
Mumbai	65+	48.24M	540
Hyderabad	25-30	7.88M	506
Hyderabad	51-65	25.51M	476
Mumbai	18-24	7.12M	455

Total\_customers over month

Revenue



City wise split on Revenue &customers

city	Total_customers	Total_revenue
Chennai	2966	106.31M
Delhi NCR	11007	401.57M
Hyderabad	4340	160.52M
Indore	2096	81.35M
Mumbai	6432	239.51M
Total	26841	989.25M

Age\_group wise split on Revenue &customers

Age_group	Total_cus tomers	Total_revenue
18-24	1844	25.32M
25-30	3194	56.74M
31-40	10460	311.13M
41-50	6031	226.53M
51-65	3077	165.62M
65+	2235	203.92M
Total	26841	989.25M



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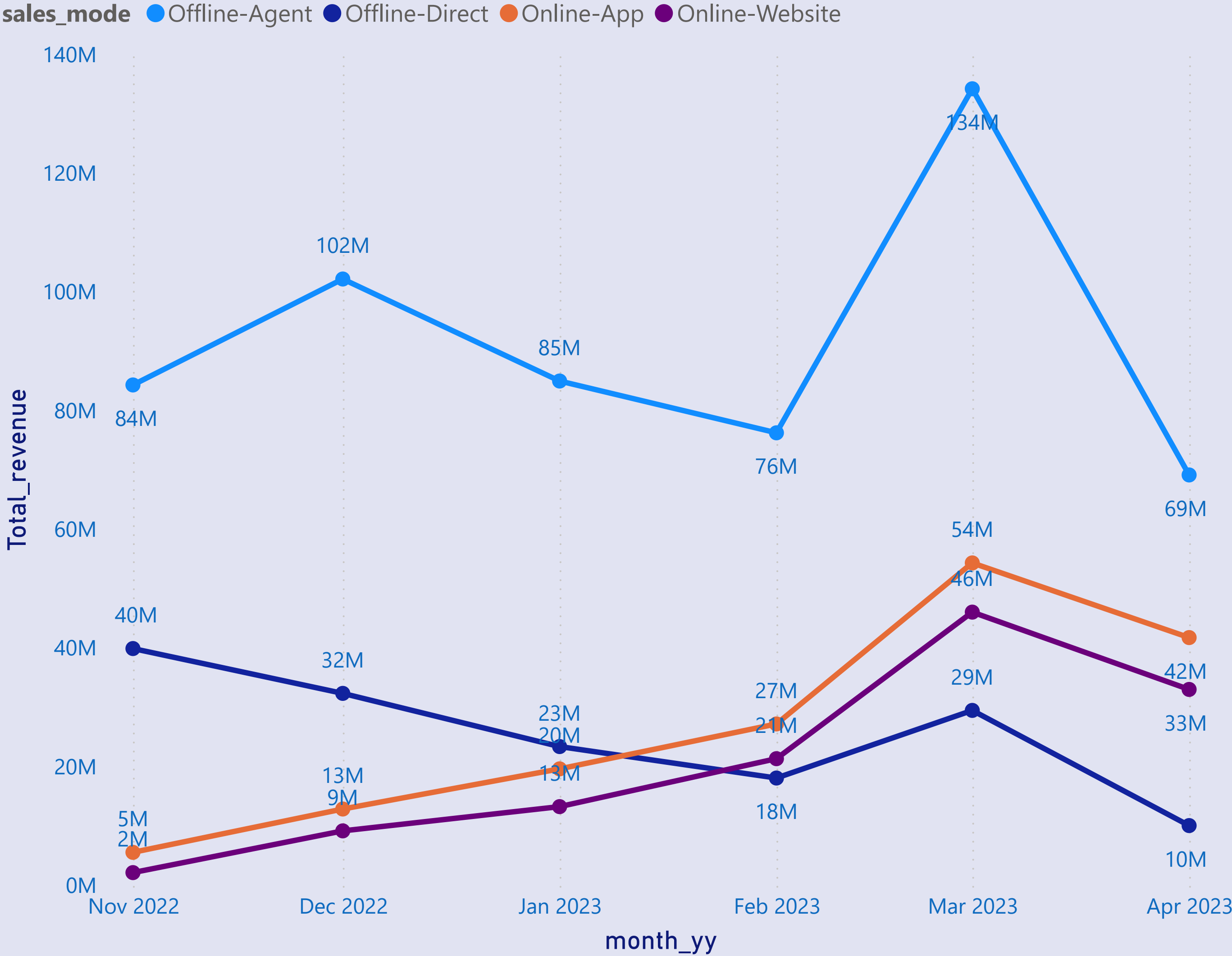
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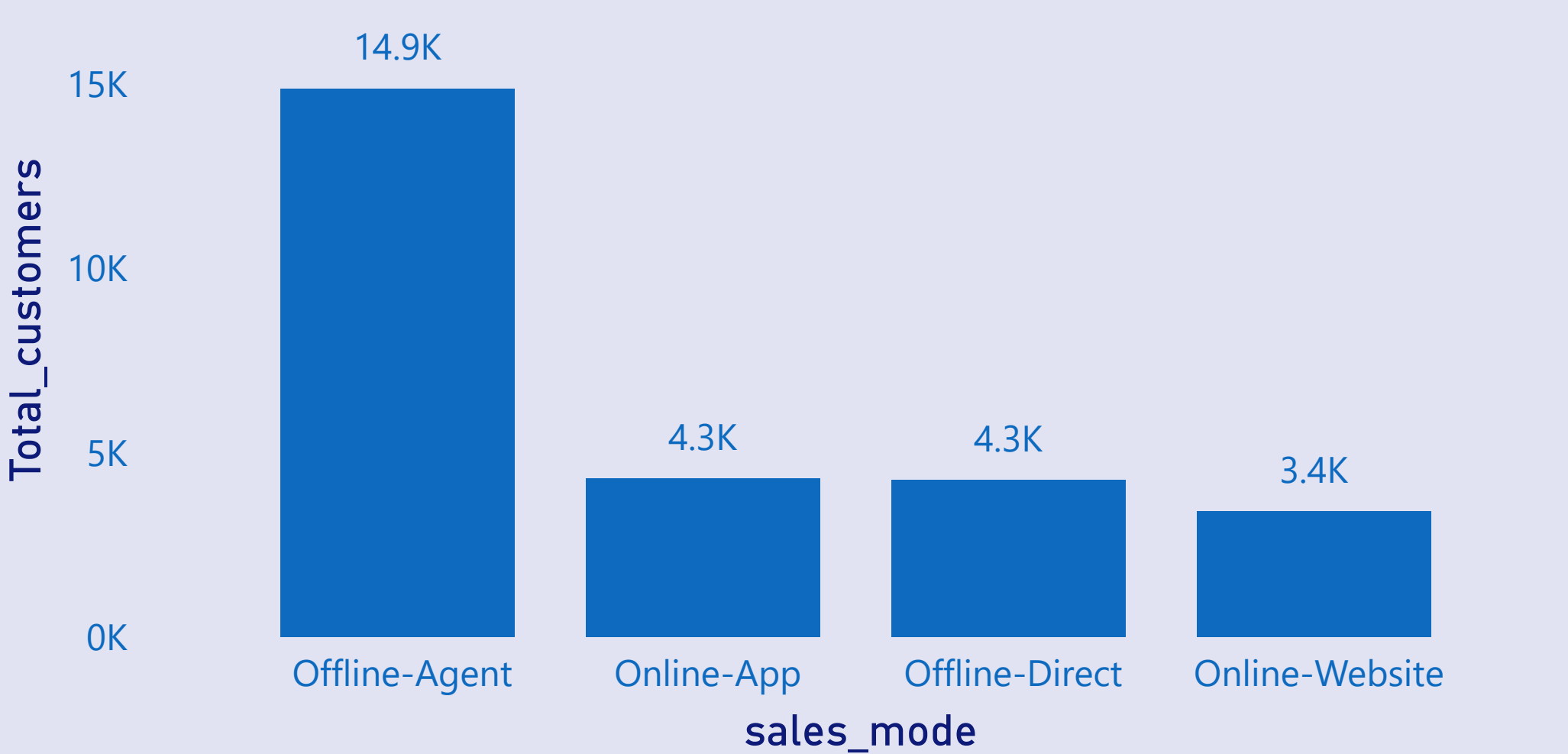
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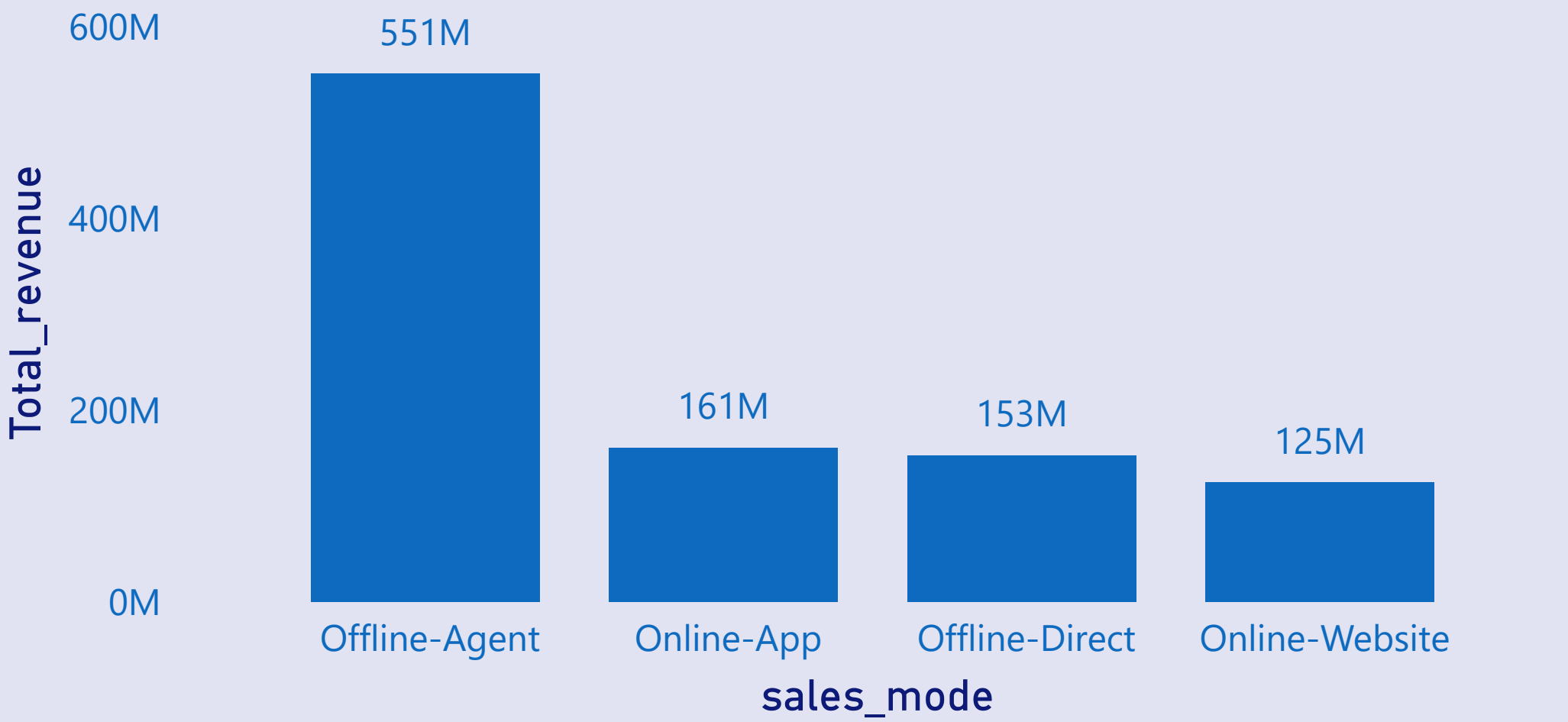
Sales mode trend over Month



Total customers by sales mode



Total revenue by sales mode





General Analysis

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Age Group Analysis

sales\_mode

All

Age\_group

All

FILTERS

city

All

policy\_id

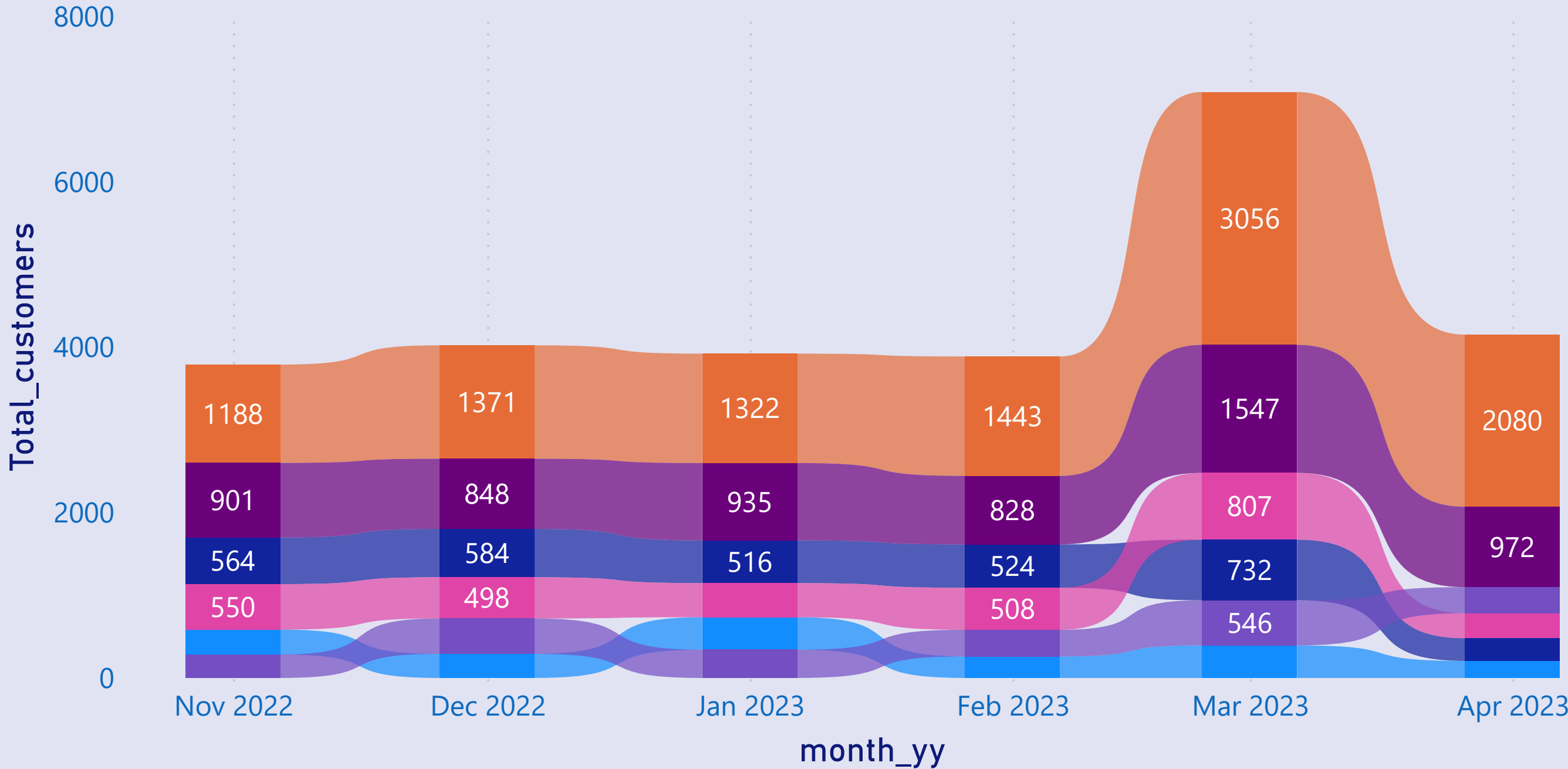
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month\_yy

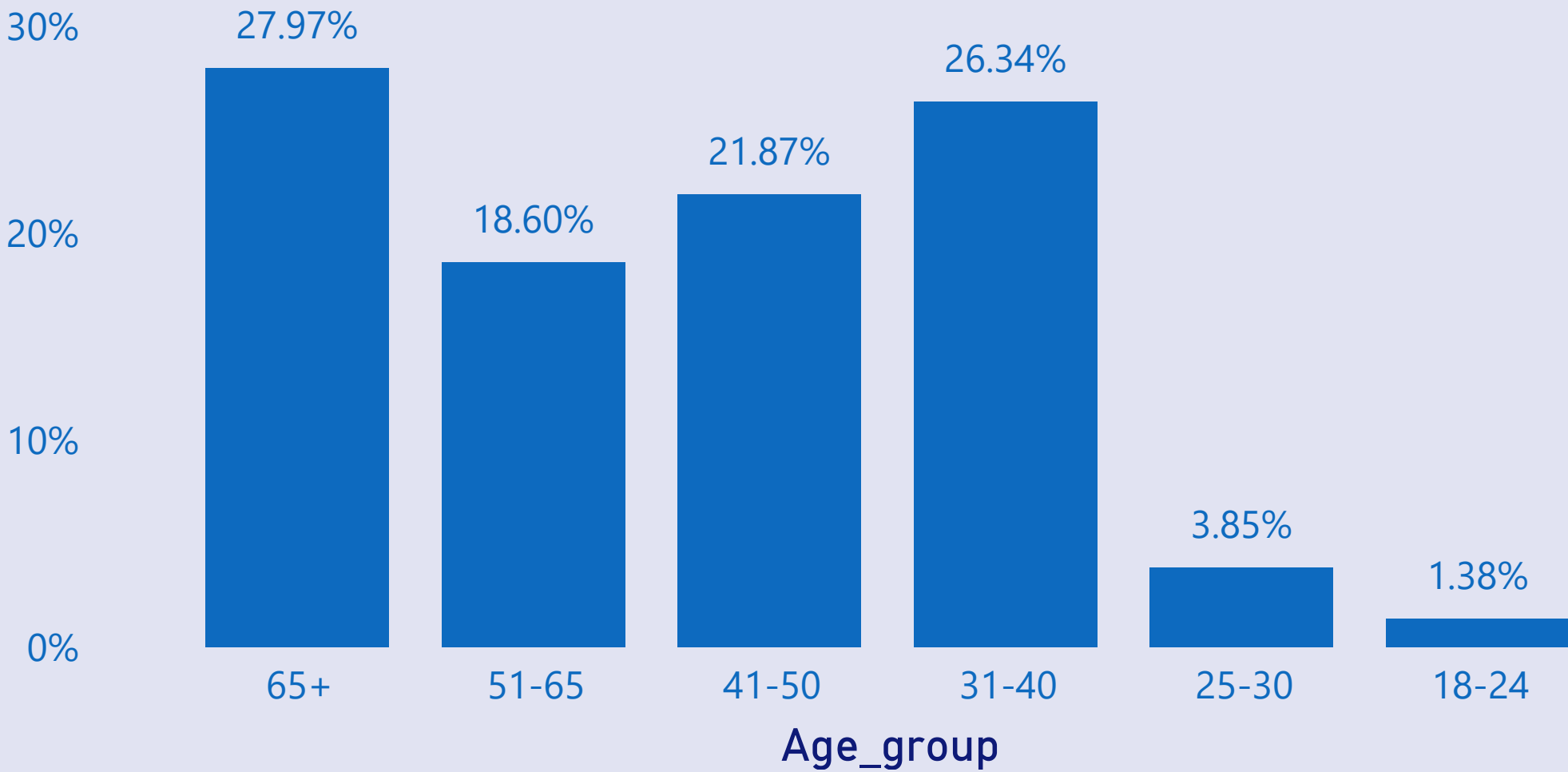
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Customer trend by Age group

Age\_group 18-24 25-30 31-40 41-50 51-65 65+



Expected Settlement% by Age group



Age group Vs Sales mode

sales_mode	18-24	25-30	31-40	41-50	51-65	65+
Offline-Agent	1063	1790	5647	3405	1729	1239
Offline-Direct	321	580	1583	927	485	360
Online-App	265	466	1761	922	493	395
Online-Website	195	358	1469	777	370	241

Age group Vs Policy preference

policy_id	18-24	25-30	31-40	41-50	51-65	65+
POL1048HEL	30	102	594	366	259	317
POL2005HEL	32	81	499	373	365	618
POL3309HEL	231	441	1836	858	318	145
POL4321HEL	847	1152	1526	561	235	113
POL4331HEL	379	630	1644	692	242	148
POL5319HEL	93	269	1414	949	425	179
POL6093HEL	74	185	966	724	369	225
POL6303HEL	94	224	1202	897	421	179
POL9221HEL	64	110	779	611	443	311