

## Feature List

Sno	Features	Comments	Priority
1	Show total customers, total revenue, daily revenue growth, daily customer growth as key metrics	To monitor all the crucial metrics	High
2	Month over month change% on key metrics	Tracking the month-over-month change in policies on key metrics can offer valuable insights into a company's performance trends.	High
3	Segment customers based on their age groups: 18-24, 25-30, 31-40, 41-50, 51-65, and 65+.	To categorise customers into different age group to better understand behavior and preferences.	High
4	Total revenue split by age group, city	To identify most profitable customer demographics and geographical areas	High
5	Total customers split by age group, city	To understand customer's locations and age groups, we can customize our products and marketing strategies.	High
6	Customers, daily customers growth trend by month	To understand customers growth trends over time and spot changes in customer behavior and adjust our marketing efforts accordingly	Low
7	Revenue, daily revenue growth trend by month	To track business's financial performance and growth trends over time and spot any changes or fluctuations in revenue	Low
8	Create a switch between revenue trend graph	Switching between revenue trend and customer trend graphs enhances the user experience by providing a more customized and efficient way to view the data.	Low
9	Filters on sale mode, age group, city, month, p	Provides users with the ability to filter and sort data according to specific parameters, allowing for a more targeted and efficient analysis	High
10	Separate page for sales mode analysis	A dedicated page for sales mode analysis	High

11	Total customers split percentage by sales mode	Provides insights into which modes are most effective in attracting and retaining customers	High
12	Total revenue split percentage by sales mode	Providing insights into which modes are most effective in generating revenue for the business	High
13	Trend of sales mode over month	To understand the trend of sales mode over the month	Low
14	Separate page for age group analysis	A dedicated page for age group analysis	High
15	Age group vs expected settlement	To know what is the expected annual settlement	High
16	Age group vs sales mode	To understand what sales mode people prefer by age group	Low
17	Age group vs policy preference	To understand what policy people buy by age group	High