Shield Insurance

Shield Insurance Company provides reliable and comprehensive insurance plans for individuals and businesses, ensuring protection from various risks. Known for its commitment to customer care and security, Shield stands out in the market for its focus on coverage reliability, helping customers feel safe and secure.

Overview

Displays key metrics, trends, and customer segmentation by city and age group.

Sales

Analyzes revenue and customer distribution by sales mode with trend insights.
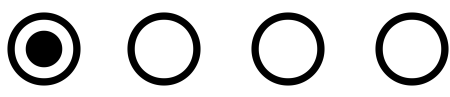
Age Group

Examines age group trends, policy preferences, settlements, and sales modes.

Resources

Resources and notes with email id

Values are in Millions & Thousands

Overview

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SHIELD INSURANCE

#Revenue	#Customers	#DRG	#DCG
$141.0M	3.9K	$4.5M	126.4
LM: 156M	LM: 4K	LM: 5.04M	LM: 129.68
%Chg: -9.79%	%Chg: -2.51%	%Chg: -9.79%	%Chg: -2.51%

Sidebar

City
All

Medium
All

Mode
All

Policy ID
All

Month
Jan_23

LM: Last Month
DRG: Daily Rev Growth
DCG: Daily Customer Growth
%Chg: Percentage change with LM

CODE BASICS

Trends by Months

[Revenue] [Customers]

$132M (Nov_22) → $156M (Dec_22) → $141M (Jan_23) → $143M (Feb_23) → $264M (Mar_23) → $154M (Apr_23)
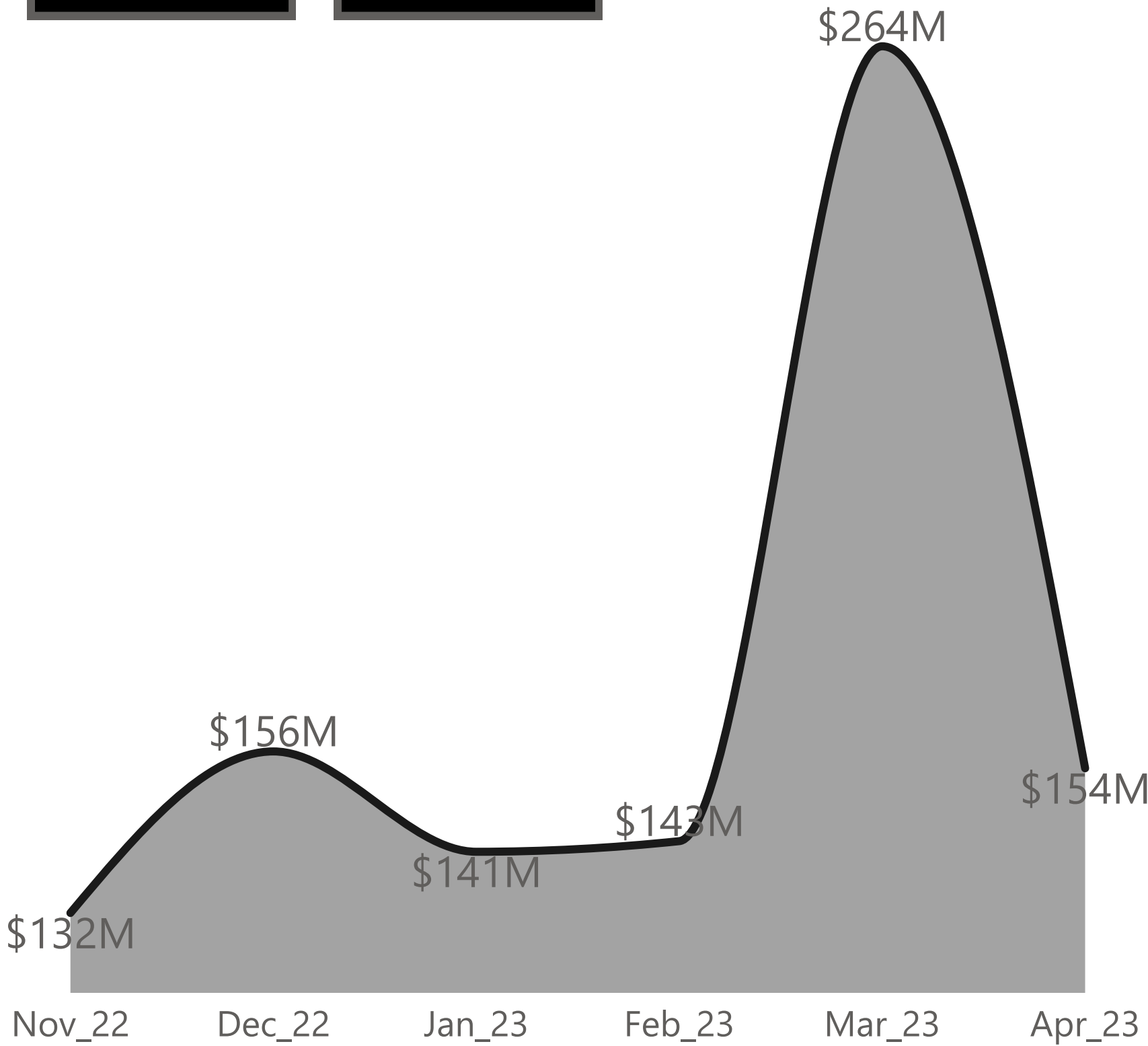
Customer Split

AgeGroup	Customers	Revenue
18-24	555	$7.9M
25-30	516	$9.4M
31-40	1431	$43.2M
41-50	819	$35.2M
51-65	309	$17.8M
65+	289	$27.6M
Total	**3919**	**$141.0M**

Revenue Split

City	Customers	Revenue
Chennai	432	$13.4M
Delhi NCR	1617	$58.1M
Hyderabad	627	$22.6M
Indore	282	$10.1M
Mumbai	961	$36.8M
Total	**3919**	**$141.0M**

Customer Segmentation

City	AgeGroup	Customers	Revenue
Indore	25-30	37	$0.6M
Indore	18-24	47	$0.7M
Chennai	18-24	68	$0.9M
Hyderabad	18-24	95	$0.9M
Chennai	25-30	70	$1.1M
Chennai	51-65	26	$1.2M
Indore	51-65	24	$1.2M
Hyderabad	25-30	81	$1.7M
Mumbai	25-30	105	$2.0M
Indore	41-50	52	$2.1M
Indore	65+	23	$2.2M
Mumbai	18-24	129	$2.3M
Chennai	65+	25	$2.5M
Hyderabad	51-65	43	$2.7M
Delhi NCR	18-24	216	$3.1M
Indore	31-40	99	$3.2M
Chennai	31-40	147	$3.9M
Chennai	41-50	96	$3.9M
Total		**3919**	**$141.0M**

Sales Mode Analysis

○ ◉ ○ ○

City
All ▼
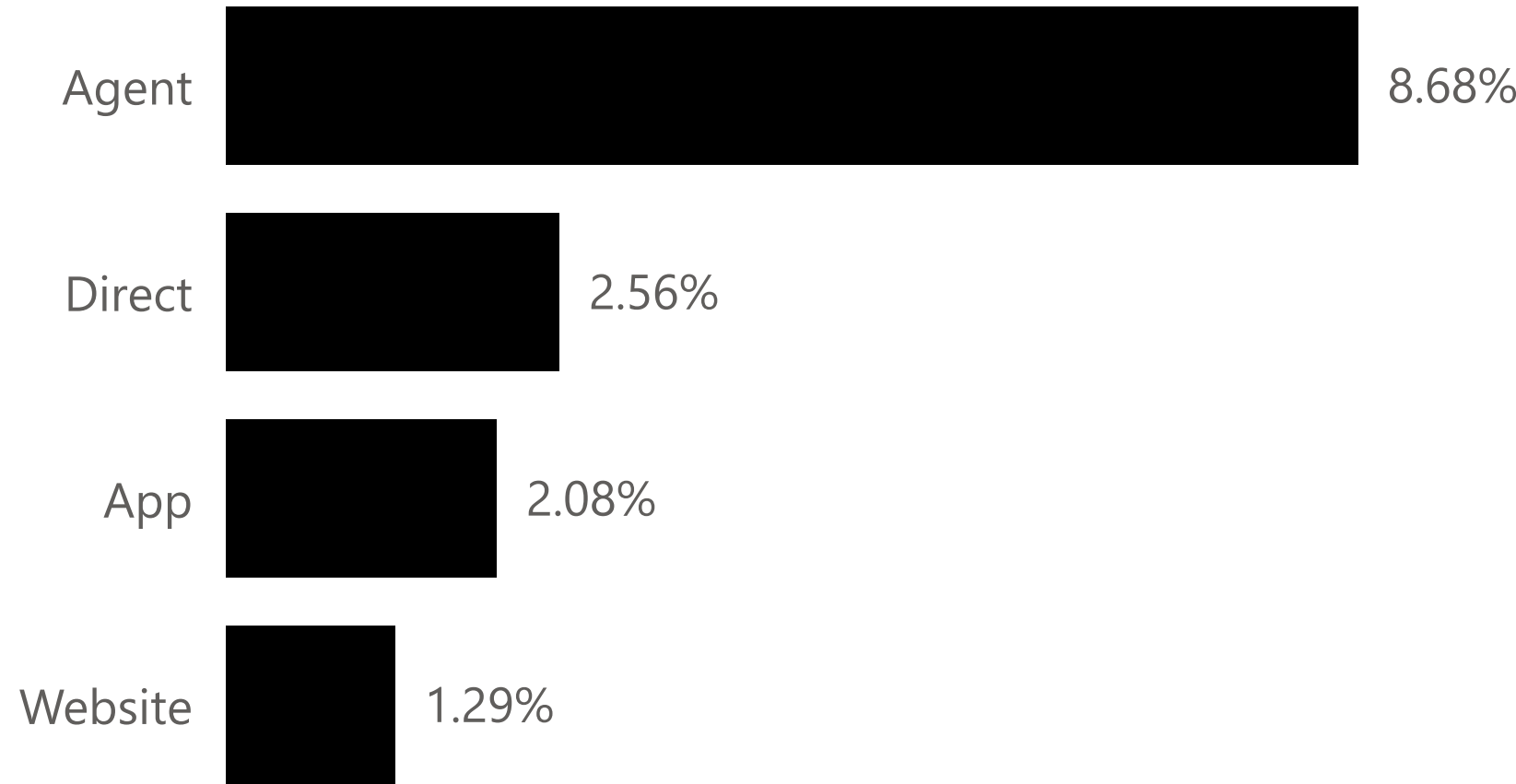
Age Group
All ▼

Mode
All ▼

Policy ID
All ▼

Month
Jan_23 ▼

LM: Last Month
DRG: Daily Rev Growth
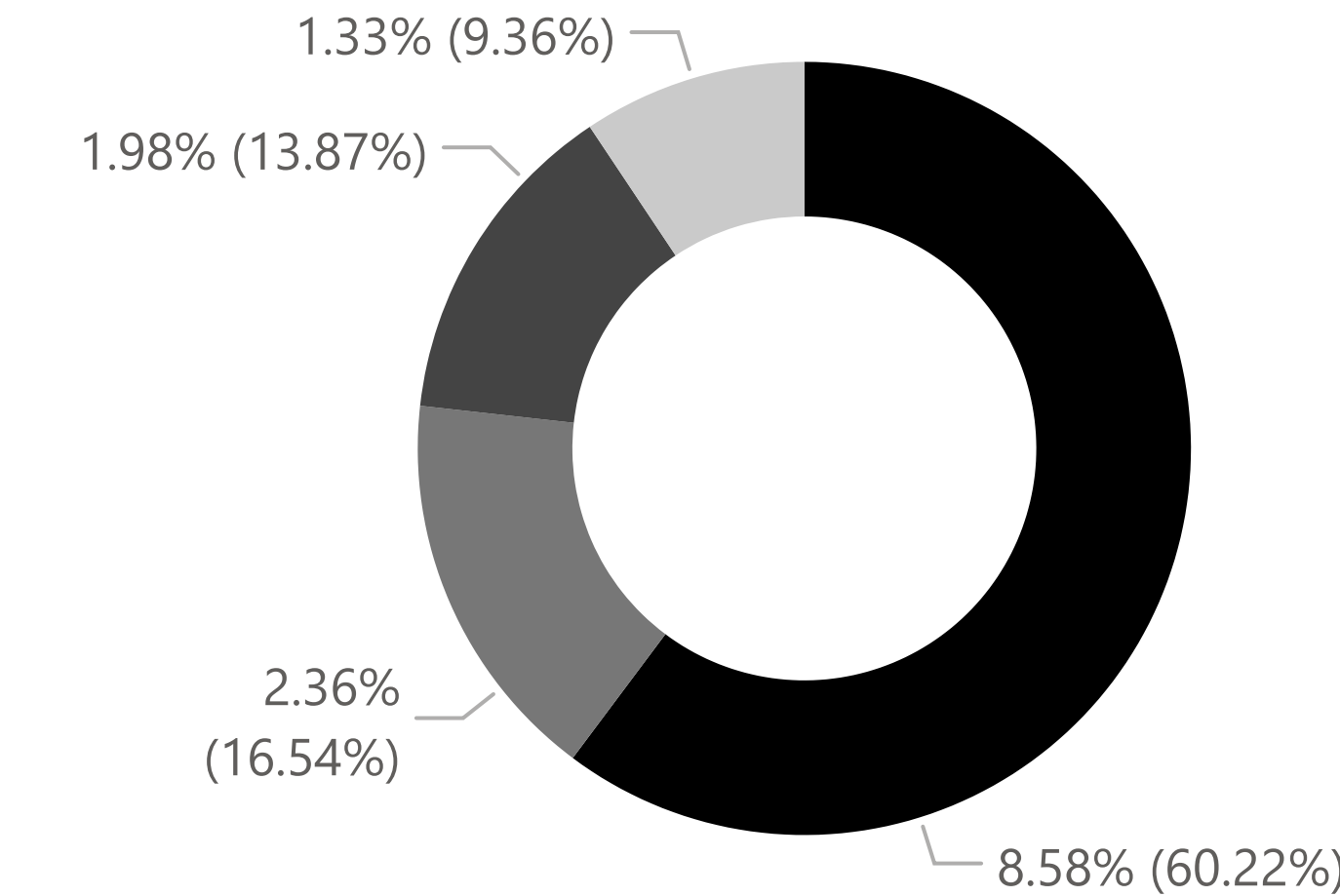DCG: Daily Customer Growth
%Chg: Percentage change with LM

Total Customer% by Sales Mode

- Agent — 8.68%
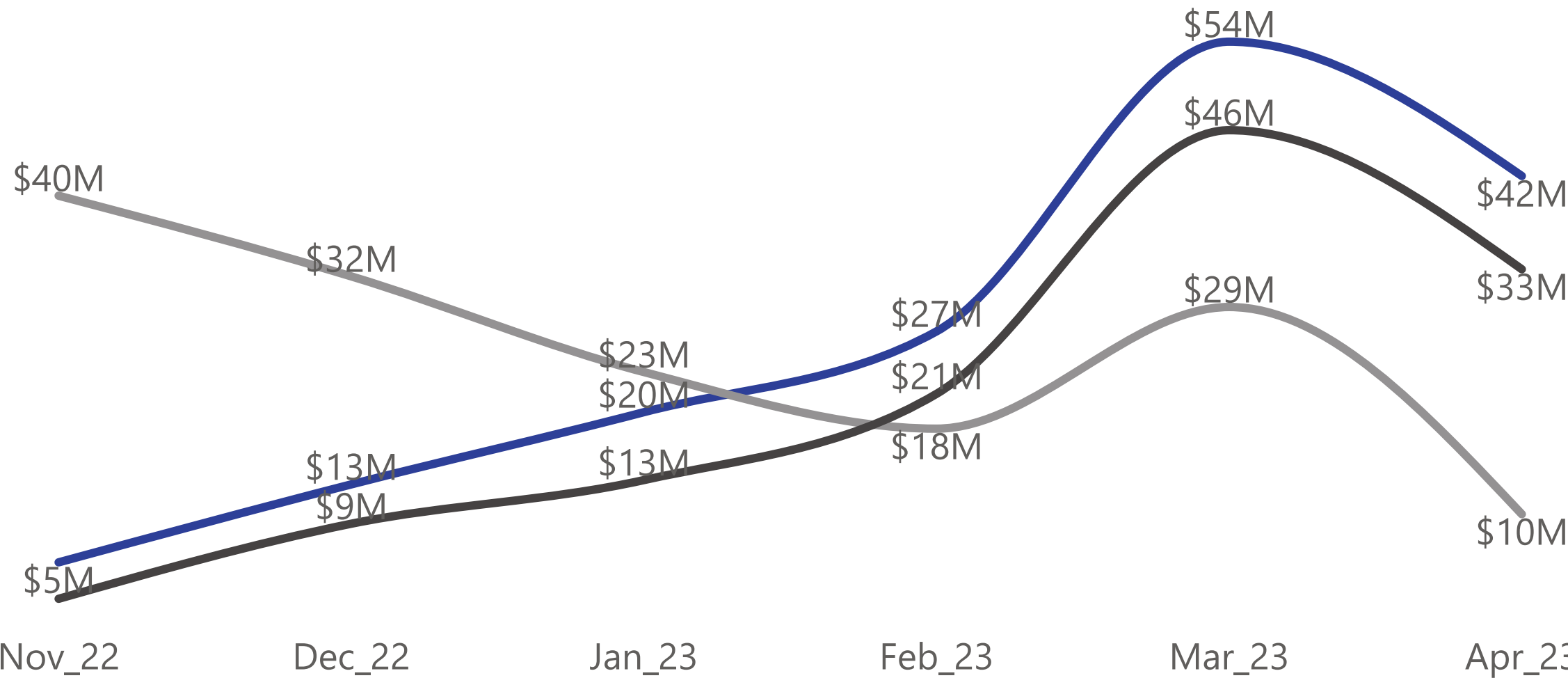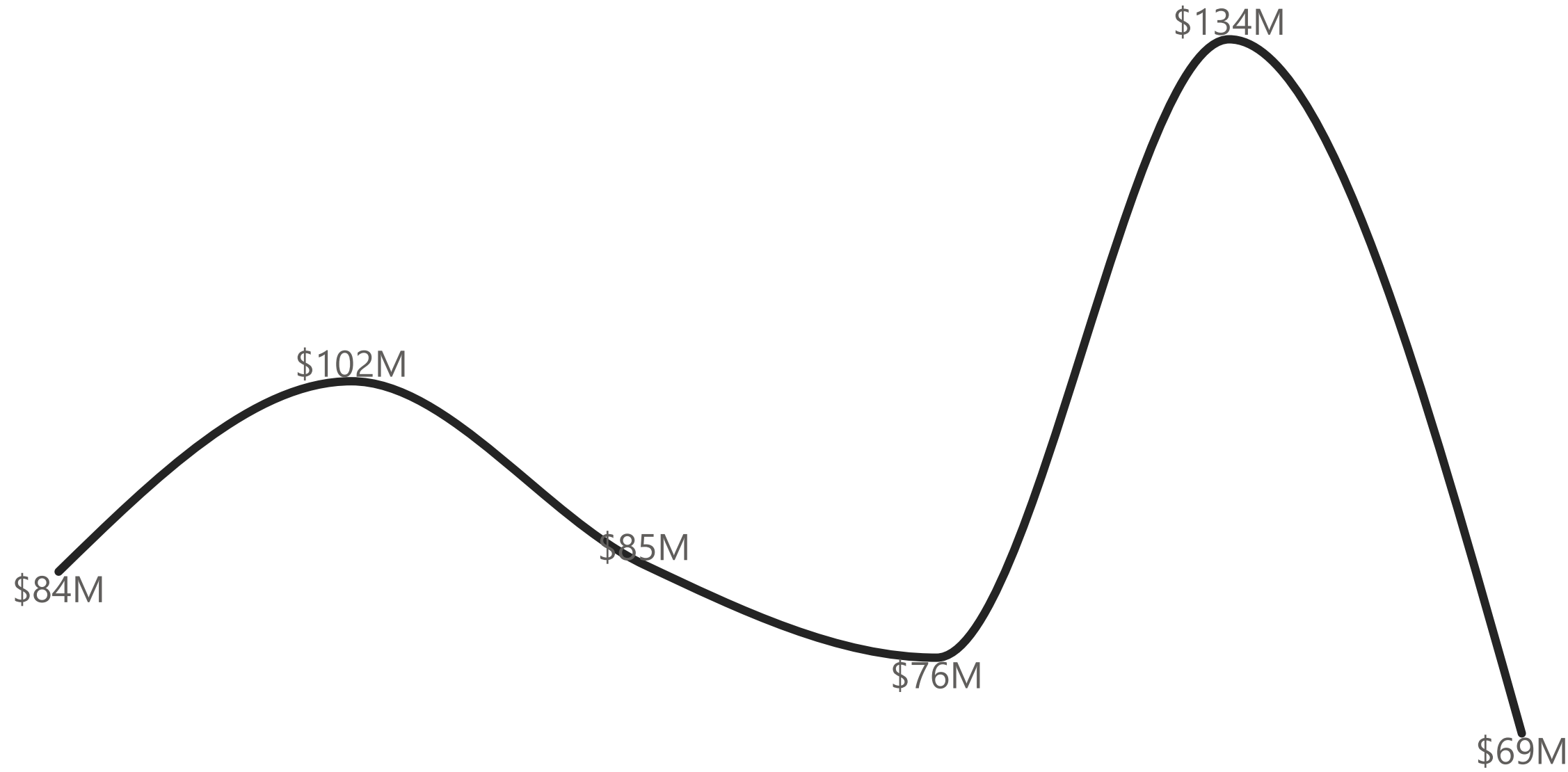- Direct — 2.56%
- App — 2.08%
- Website — 1.29%

Total Rev% by Sales Mode

● Offline-Agent ● Offline-Direct ● Online-App ● Online-Website

- 1.33% (9.36%)
- 1.98% (13.87%)
- 2.36% (16.54%)
- 8.58% (60.22%)

Trends by Months

Mode: ● Agent ● App ● Direct ● Website

Agent: $84M, $102M, $85M, $76M, $134M, $69M
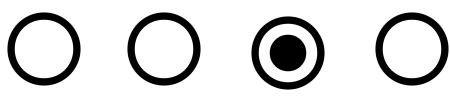
$40M, $32M, $23M, $21M, $18M, $29M, $10M
$13M, $20M, $27M, $46M, $33M
$5M, $9M, $13M, $54M, $42M

Nov_22 Dec_22 Jan_23 Feb_23 Mar_23 Apr_23

Age Group Analysis

Age Group Vs Policy Preference

policy_id	18-24	25-30	31-40	41-50	51-65	65+
POL9221HEL	17	25	117	92	61	50
POL6303HEL	20	41	167	128	35	26
POL6093HEL	23	37	163	112	22	25
POL5319HEL	30	42	195	134	39	20
POL4331HEL	116	111	223	86	20	17
POL4321HEL	255	164	186	49	28	14
POL3309HEL	71	69	235	99	36	16
POL2005HEL	14	9	67	68	43	91
POL1048HEL	9	18	78	51	25	30

Customers by Age Group

- 18-24: 555
- 25-30: 516
- 31-40: 1431
- 41-50: 819
- 51-65: 309
- 65+: 289

Age Group Vs Excepted Settlements

AgeGroup ● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65+

- 4.87%
- 29.6%
- 25.25%
- 13.14%
- 21.03%

Age Group Vs Sales Mode

Mode: ● Agent ● App ● Direct ● Website

- 18-24: 344
- 25-30: 315
- 31-40: 826, 209, 274
- 41-50: 491
- 51-65: 179
- 65+: 174
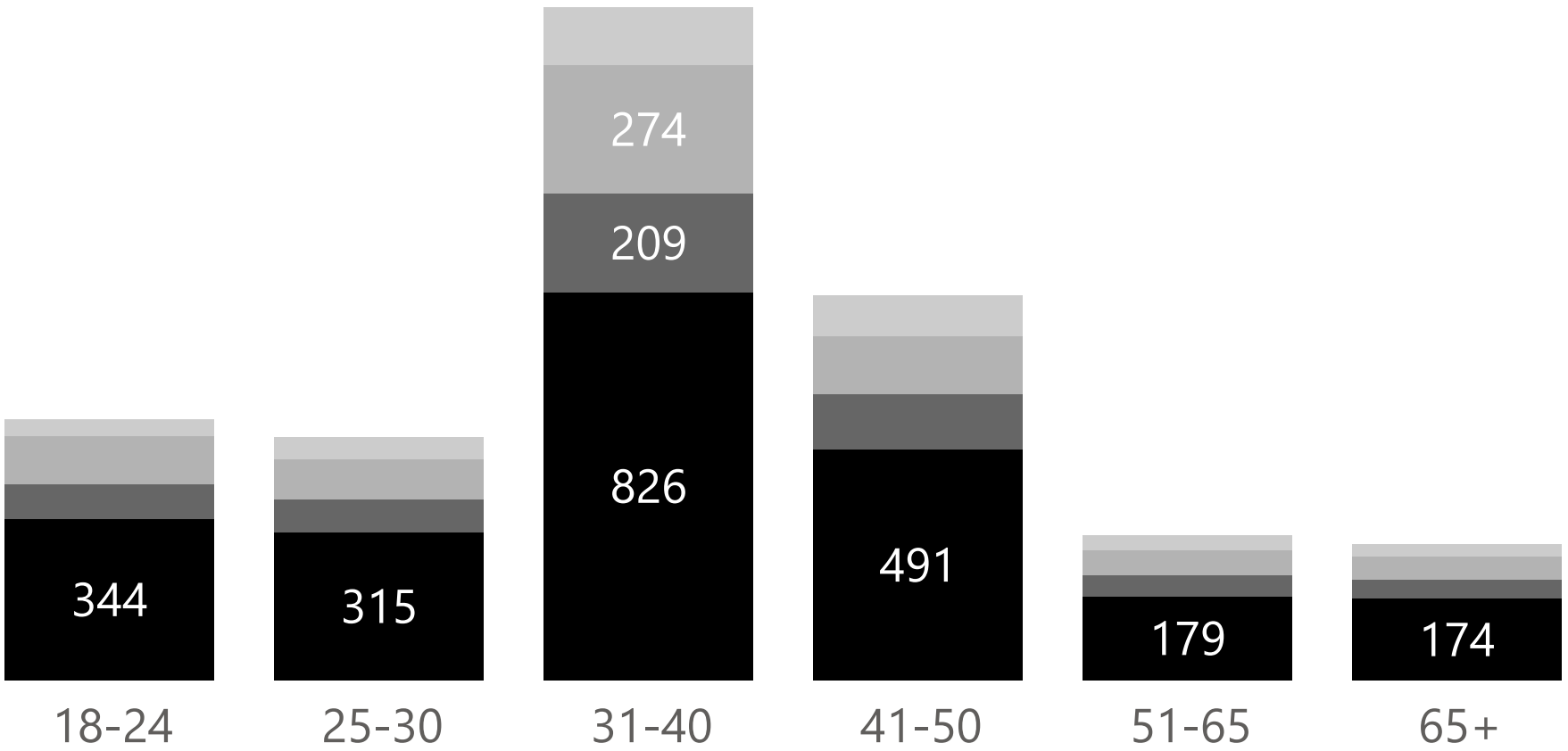
Trends by Age Group

Mode: ● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65+

	Nov_22	Dec_22	Jan_23	Feb_23	Mar_23	Apr_23
	1.2K	1.4K	1.4K	1.6K	3.4K / 1.1K	2.5K
	0.8K	0.7K	0.8K	0.7K	0.9K	0.6K
	0.7K	0.7K	0.6K	0.6K	0.7K	
			0.5K		0.5K	

Sidebar

City: All

Medium: All

Mode: All

Policy ID: All

Month: Jan_23

LM: Last Month
DRG: Daily Rev Growth
DCG: Daily Customer Growth
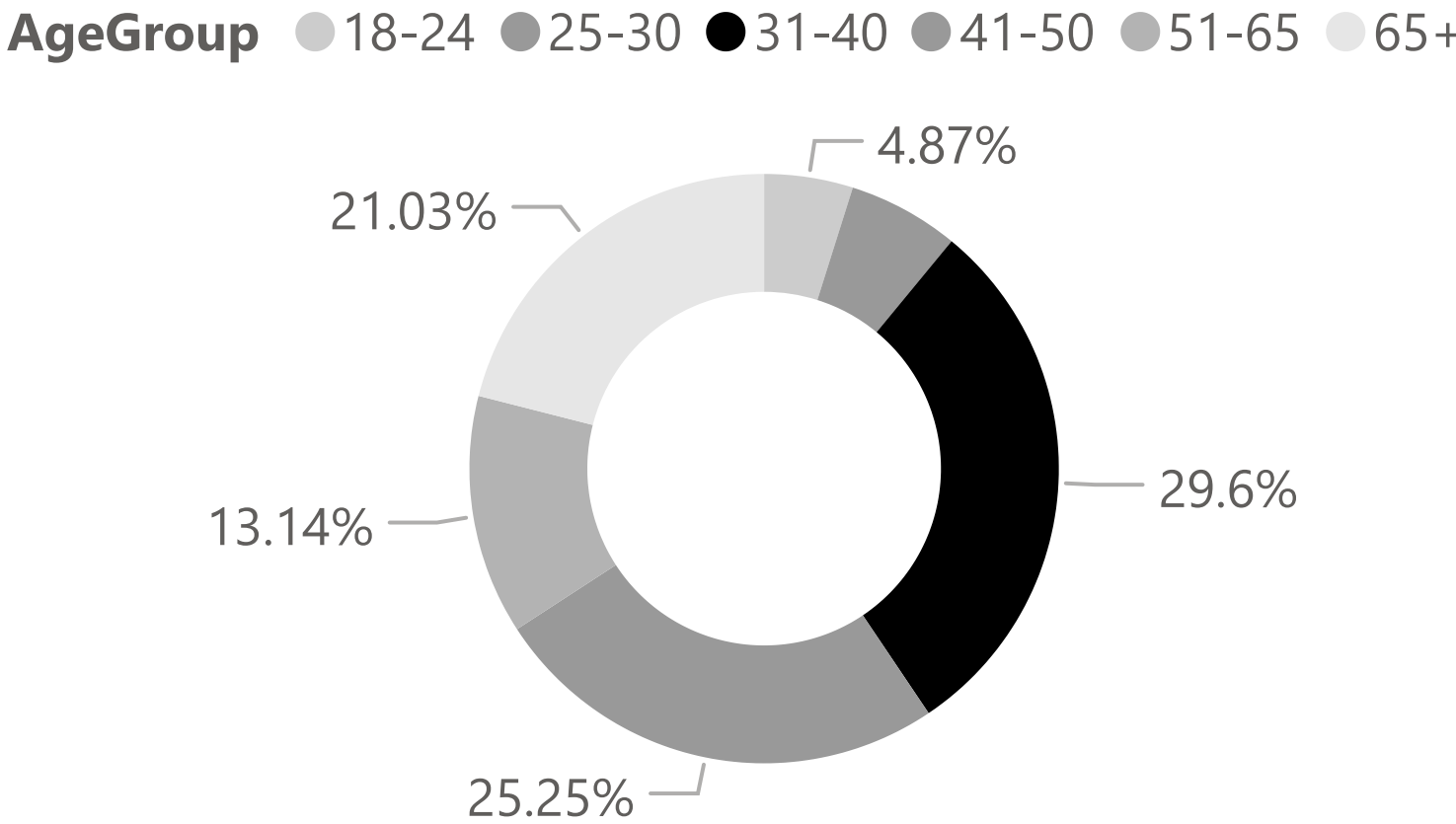%Chg: Percentage change with LM
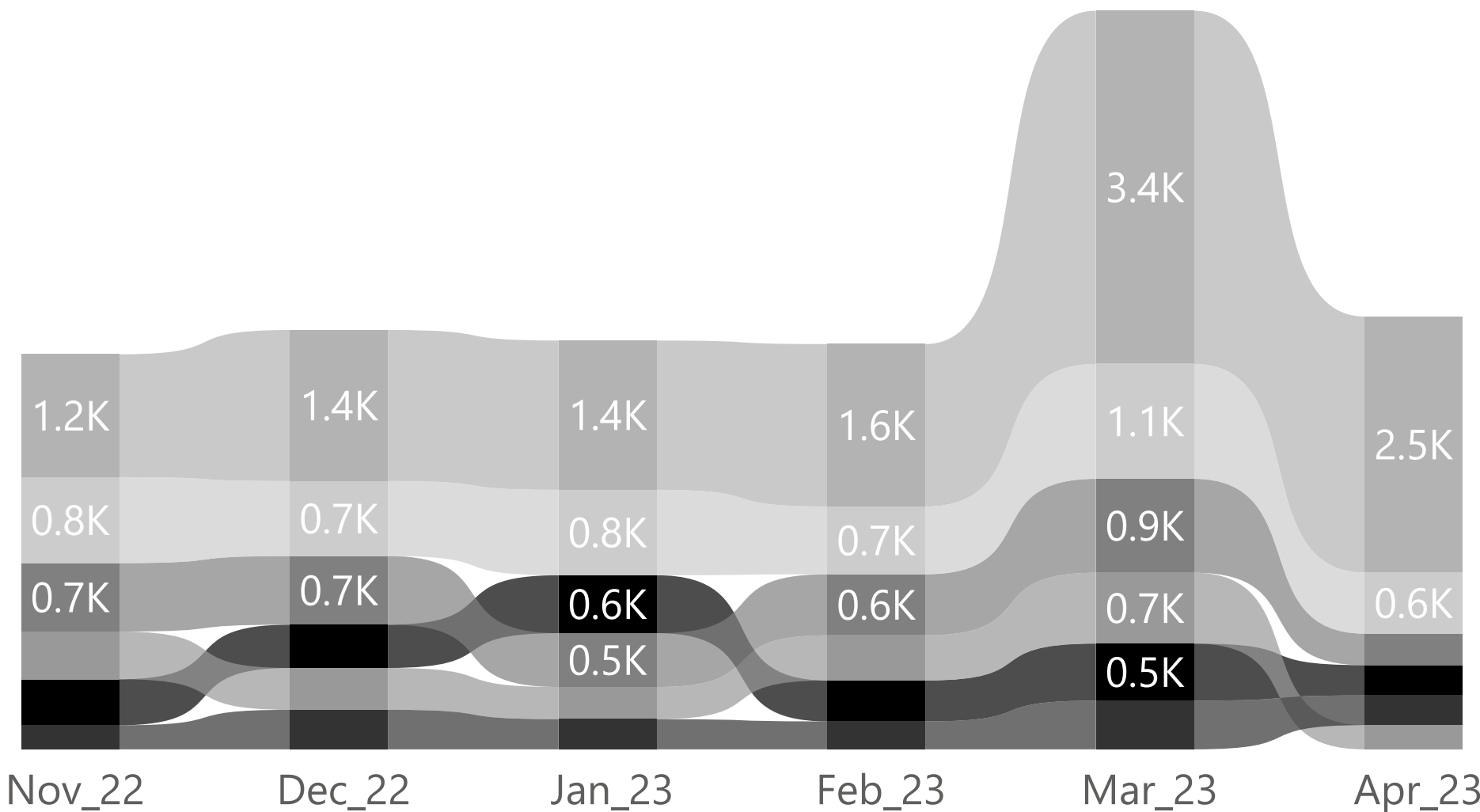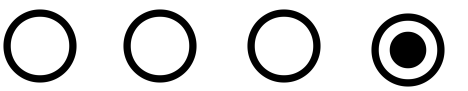
CODE BASICS

Codebasics Internship Project Submission :

Interactive report by

Smith Solanki (Data Analyst)

Do you have a Questions related to dashboard ?
Please Email smithsolanki33@gmail.com

Notes

Daily Revenue Growth (DRG) can be calculated by dividing the total revenue earned in a specific month by the number of unique dates within that month This calculation gives us a clear picture of how much, on average, the company's revenue is growing each day during that time period.

Daily Customer Growth (DCR) measures the average daily increase in the customer base during a specific month. It's calculated by dividing the total new customers acquired in a month by the number of unique dates within that month.