



General View

Sales Mode Analysis

Age Group Analysis

# SHEILD INSURANCE

PROTECT YOUR FAMILY WITH  
INSURANCE



Designed by : Swathi Shetty

Data Loaded Till : 4/30/2023



# General View

Daily Customer Growth

148.29

LD : Select Date

Daily Revenue Growth

₹5.47M

LD : Select date

Total Customer

26,841

LM : Select Month

Total Revenue

₹989M

LM : Select Month

## City Wise Split

city	Customer	Revenue
Chennai	2,966	₹106.31M
Delhi NCR	11,007	₹401.57M
Hyderabad	4,340	₹160.52M
Indore	2,096	₹81.35M
Mumbai	6,432	₹239.51M
Total	26,841	₹989.25M

## Age Group Wise Split

Age Group	Customer	Revenue
18-24	2,239	₹30.74M
25-30	3,407	₹61.50M
31-40	10,977	₹335.72M
41-50	5,357	₹210.60M
51-65	2,792	₹156.92M
65+	2,069	₹193.77M
Total	26,841	₹989.25M

LM: Last Month || LD : Last Day

date

All

Age Group

All

city

All

sales\_mode

All

policy\_id

All

Jan\_23

Feb\_23

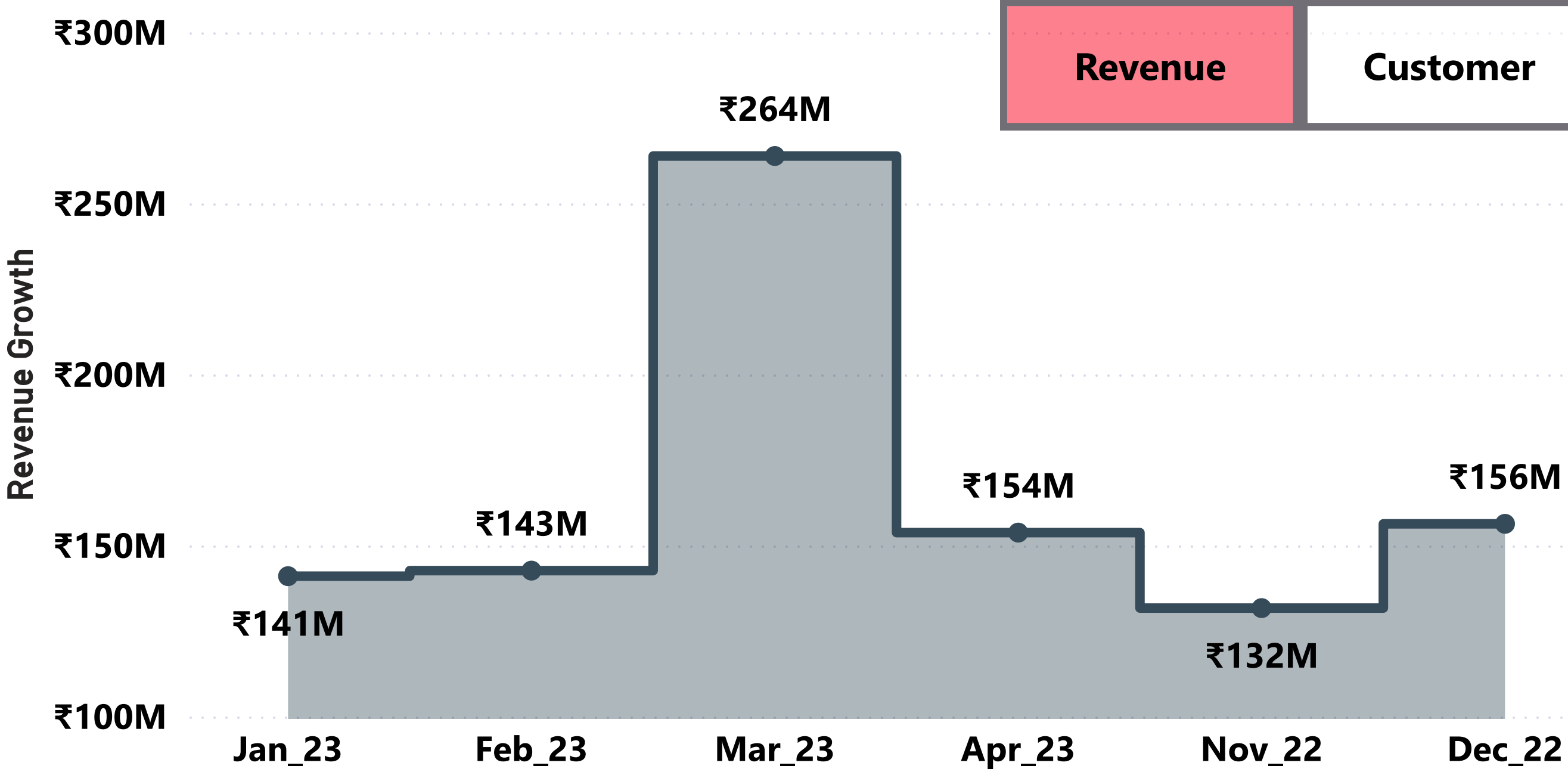
Mar\_23

Apr\_23

Nov\_22

Dec\_22

## Revenue Trend By Month

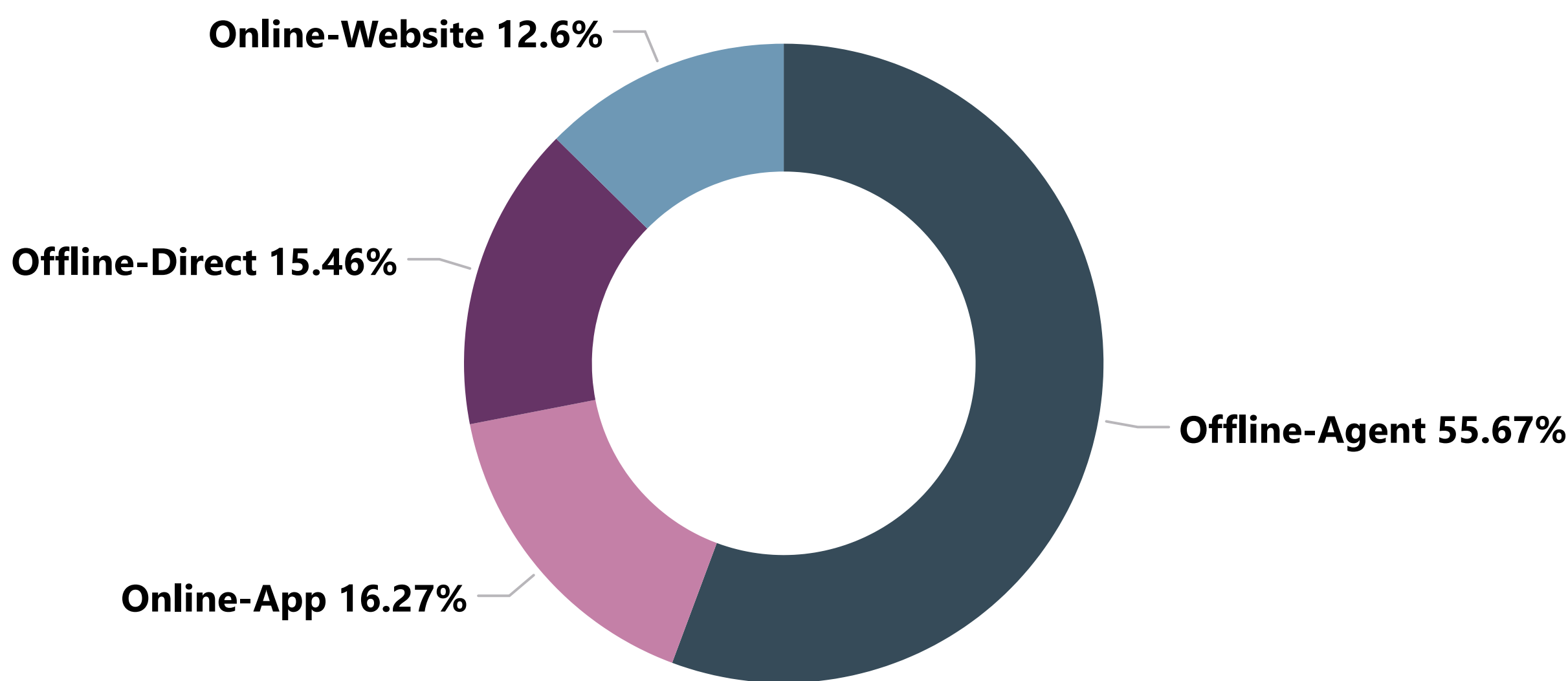


## Customer&Revenue Segmentation by Age Group & City

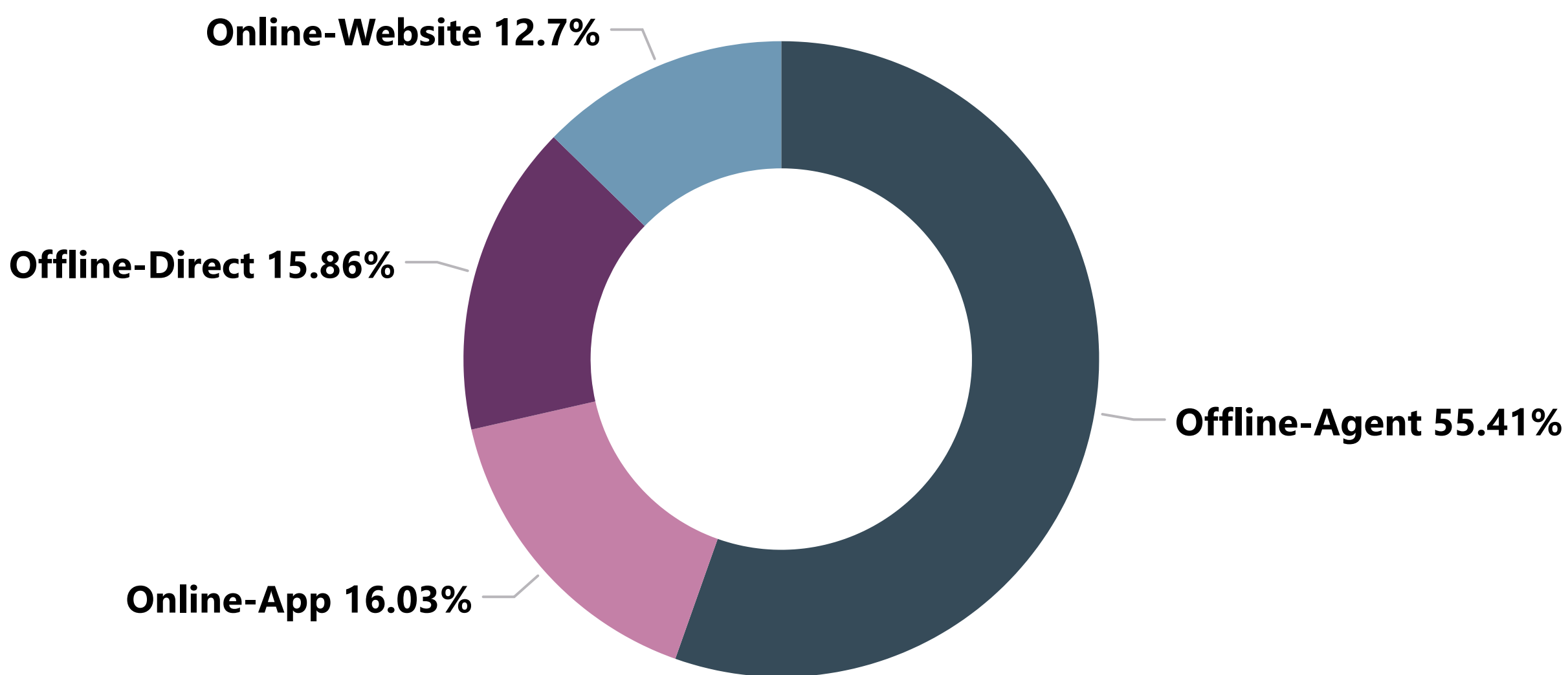
Age Group	Revenue	Customer
18-24	₹30.74M	2,239
Chennai	₹3.56M	254
Delhi NCR	₹12.12M	896
Hyderabad	₹4.39M	378
Indore	₹2.28M	170
Mumbai	₹8.38M	541
Total	₹989.25M	26,841

# Sales Mode Analysis

## Revenue Splits By Sales Mode



## Customers Splits By Sales Mode



Age Group

All

city

All

sales\_mode

All

policy\_id

All

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Jan\_23

Feb\_23

Mar\_23

Apr\_23

Nov\_22

Dec\_22

## Revenue Trend By Sales Mode Over Month

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

₹140M

₹120M

₹100M

₹80M

₹60M

₹40M

₹20M

₹0M

Revenue

Customer

₹134M

₹102M

₹84M

₹69M

₹85M

₹76M

₹32M

₹40M

₹54M

₹13M

₹5M

₹46M

Dec\_22

Nov\_22

Apr\_23

Mar\_23

Feb\_23

Jan\_23

₹9M

₹2M

₹29M

₹10M

₹33M

₹42M

₹21M

₹27M

₹20M

₹23M

₹13M

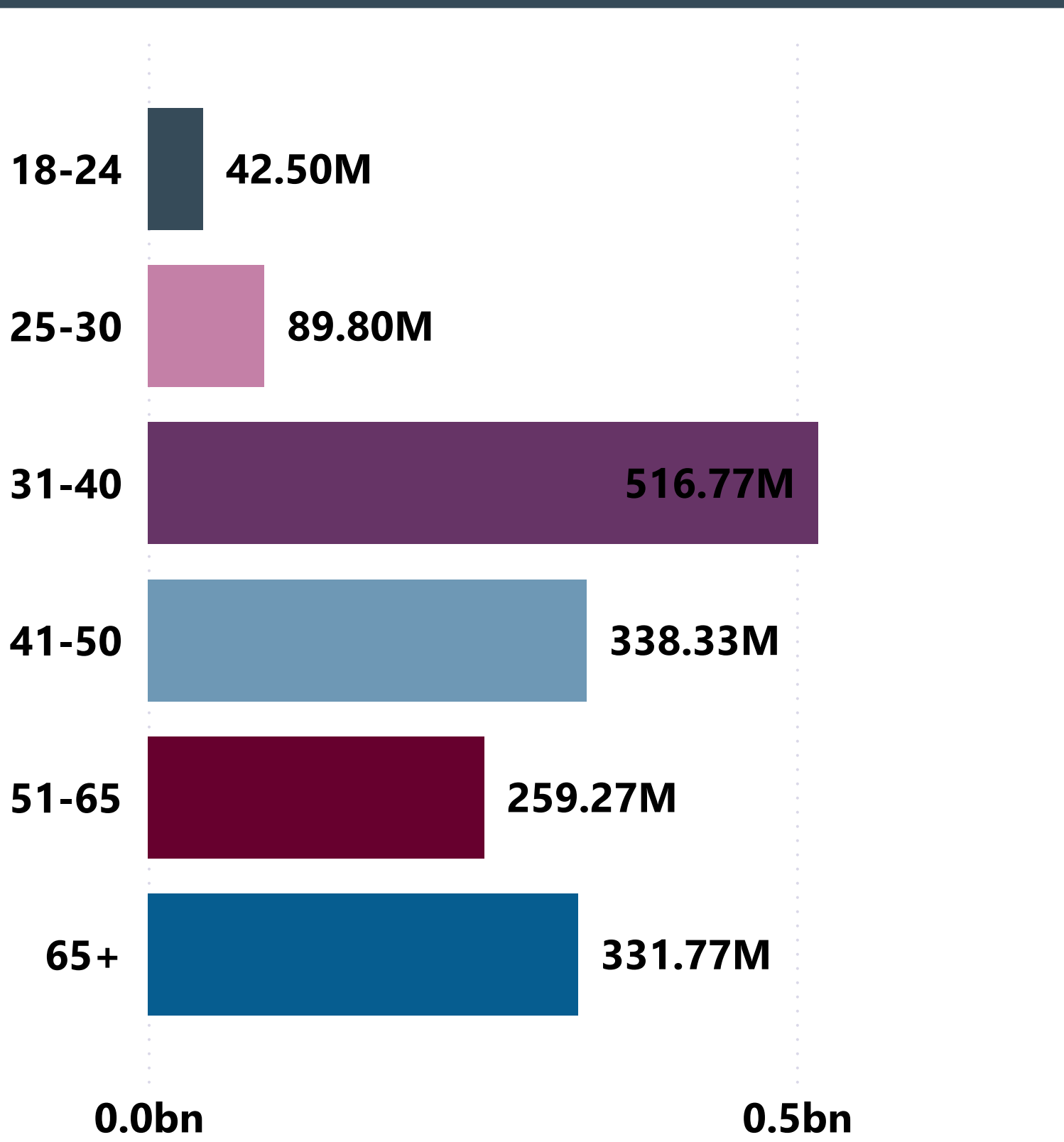


# Age Group Analysis

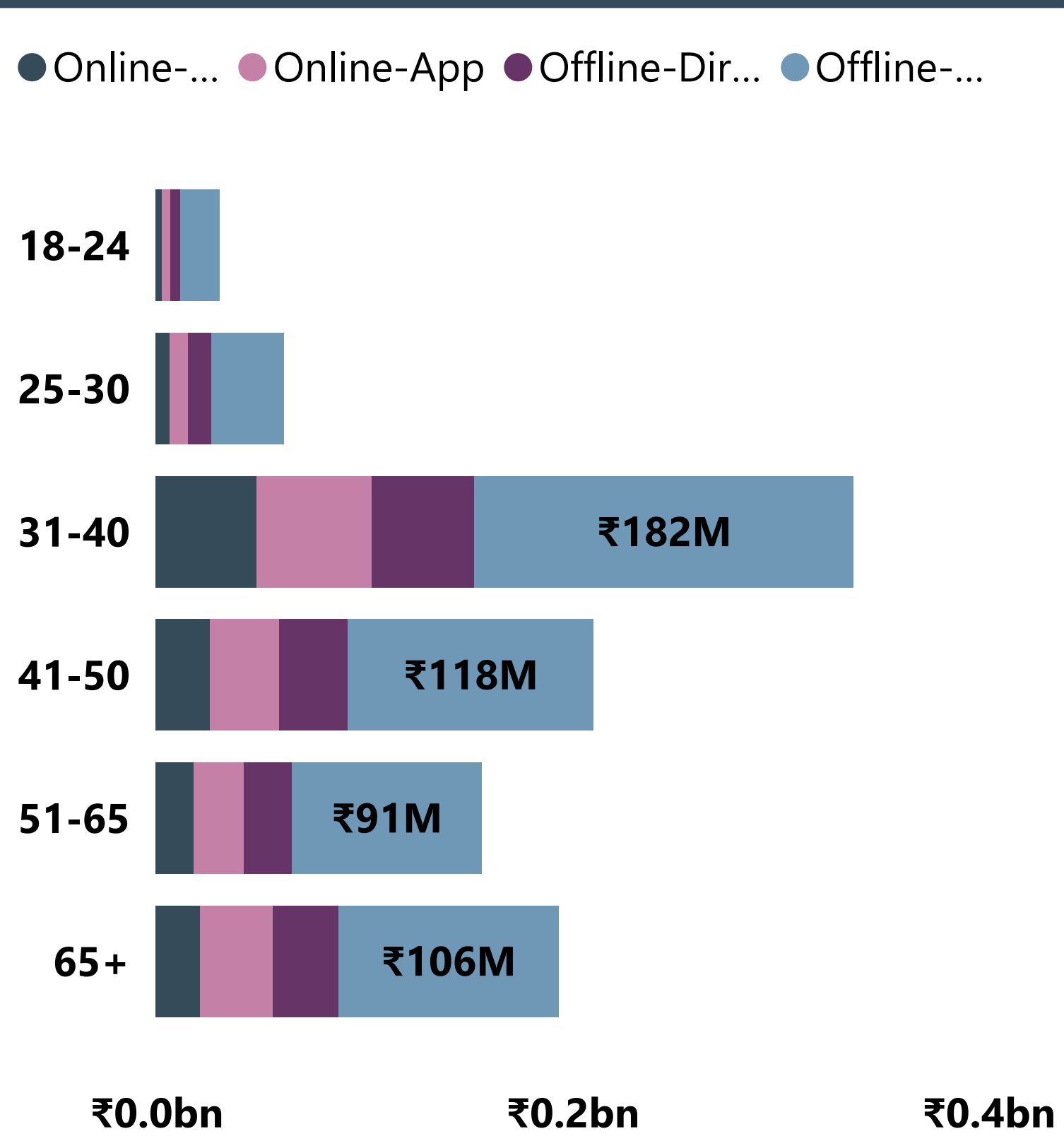
Age Group vs Policy Preference

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL2005HEL	₹4.82M	₹10.66M	₹78.63M	₹55.67M	₹61.45M	₹113.02M	₹324.26M
POL1048HEL	₹3.15M	₹9.16M	₹57.66M	₹34.18M	₹26.63M	₹37.07M	₹167.86M
POL9221HEL	₹3.09M	₹5.60M	₹44.10M	₹31.15M	₹25.46M	₹18.95M	₹128.33M
POL6093HEL	₹3.10M	₹6.70M	₹39.92M	₹27.85M	₹14.68M	₹10.29M	₹102.55M
POL6303HEL	₹2.44M	₹5.75M	₹33.46M	₹23.24M	₹11.60M	₹5.27M	₹81.76M
POL5319HEL	₹1.87M	₹5.70M	₹30.23M	₹18.84M	₹8.54M	₹4.43M	₹69.60M
POL3309HEL	₹3.40M	₹6.32M	₹27.99M	₹11.01M	₹4.87M	₹2.33M	₹55.92M
POL4331HEL	₹3.51M	₹5.31M	₹15.14M	₹5.76M	₹2.20M	₹1.59M	₹33.50M
POL4321HEL	₹5.36M	₹6.29M	₹8.60M	₹2.91M	₹1.49M	₹0.82M	₹25.47M
Total	₹30.74M	₹61.50M	₹335.72M	₹210.60M	₹156.92M	₹193.77M	₹989.25M

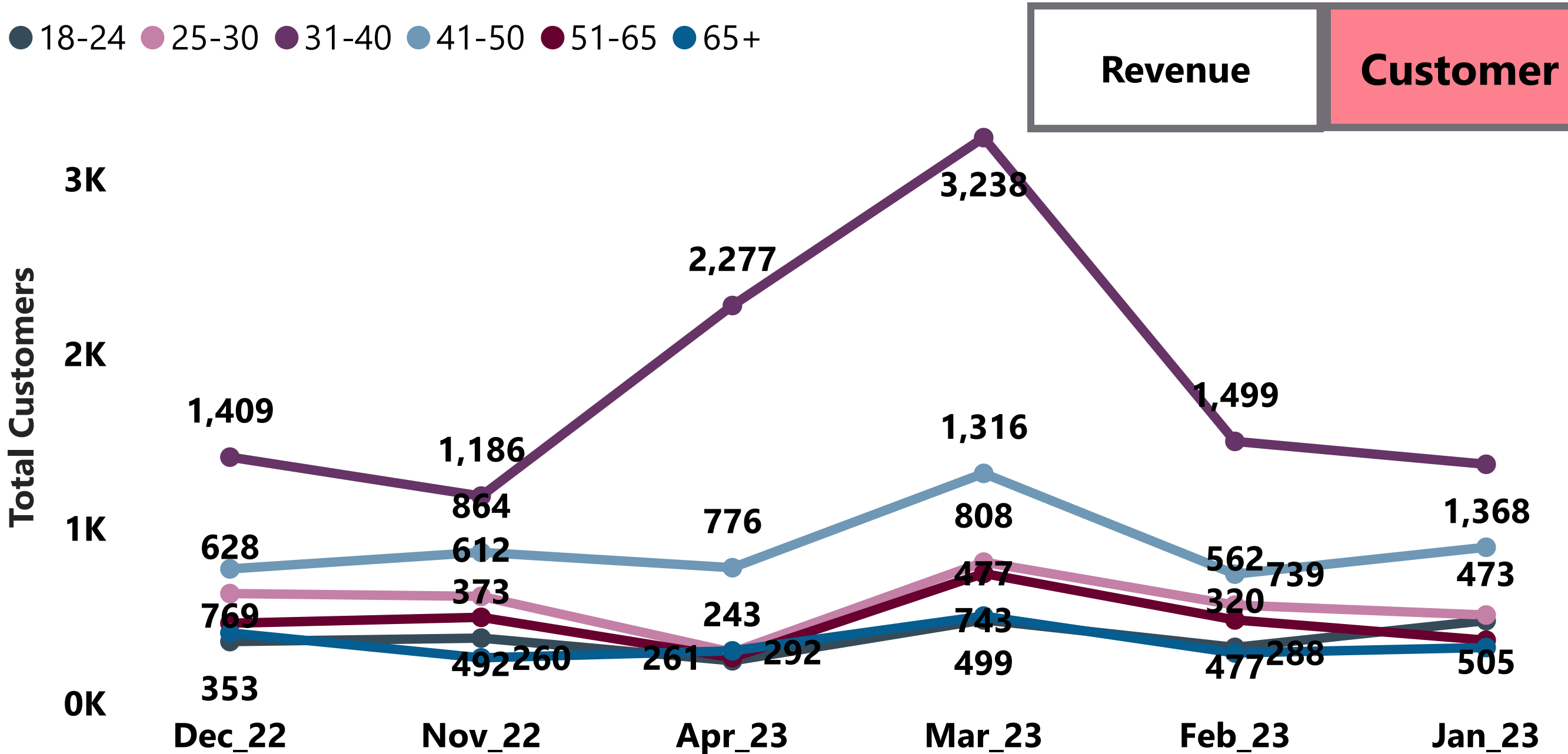
Age Group by Settlement Amt Split



Age Group Vs Sales mode Revenue Split



Customer Trend by Age Group Over Month



Customers By Age roup

