



# **Shield Insurance Sales Performance Dashboard**



## **Project Mock Up**

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# Key Performance Indicators

**27k**

Total Customers

**148.29**

DCG

**989M**

Total Revenue

**5.47M**

DRG

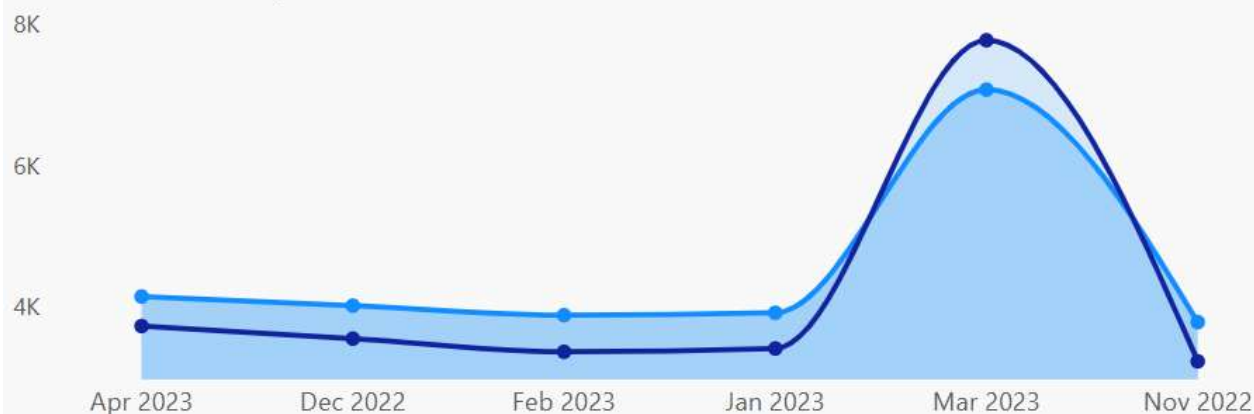
\*DRG: Daily Revenue Growth \* DCG: Daily Customer Growth



# Segments

Total Customers By Month

● Customer count ● Daily Customer Growth



CUSTOMER SPLIT

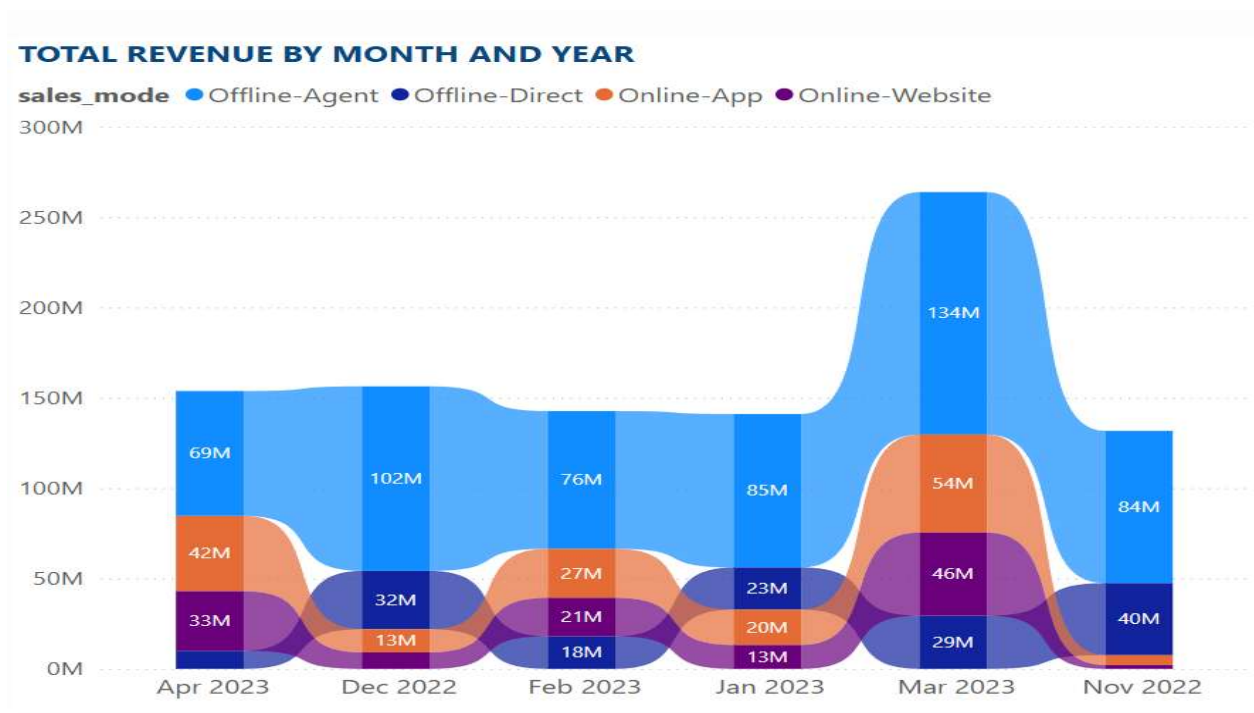
Age-Group	Total Revenue	Total Customers
18-24	33M	2414
25-30	64M	3471
31-40	344M	11174
41-50	203M	5072
51-65	155M	2702
65+	190M	2008
Total	989M	26841

REVENUE SPLIT

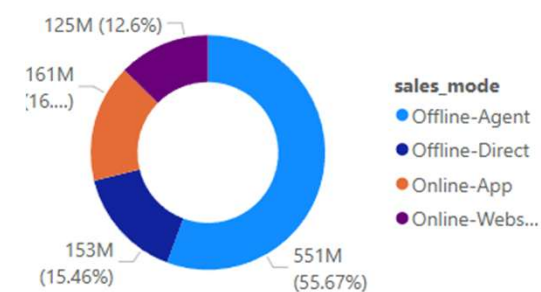
City	Total Revenue	Total Customers
Chennai	106M	2966
Delhi NCR	402M	11007
Hyderabad	161M	4340
Indore	81M	2096
Mumbai	240M	6432
Total	989M	26841



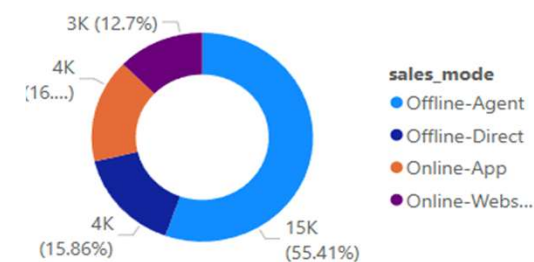
# Trend Analysis



**TOTAL REVENUE BY SALES MODE**



**TOTAL CUSTOMERS BY SALES MODE**

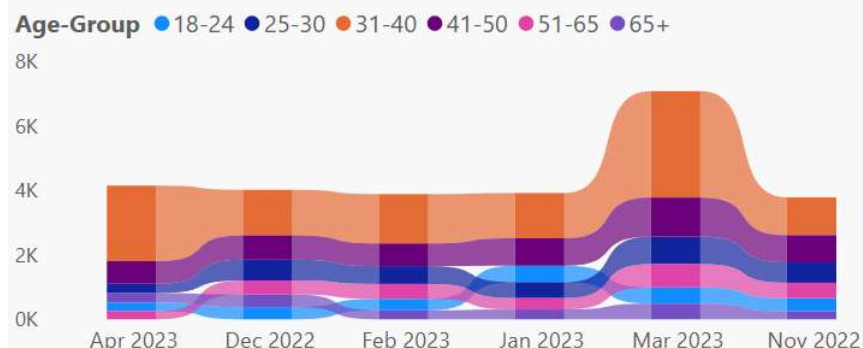




# Age-Group Analysis



**TREND CHART BY AGE-GROUP**



**AGE-GROUP Vs POLICY PREFERENCES**

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	42	119	639	327	240	301	1668
POL2005HEL	42	86	560	338	360	582	1968
POL3309HEL	289	526	1962	663	270	119	3829
POL4321HEL	1128	1160	1442	402	200	102	4434
POL4331HEL	494	658	1719	533	198	133	3735
POL5319HEL	117	324	1557	827	345	159	3329
POL6093HEL	105	208	1076	644	314	196	2543
POL6303HEL	120	258	1329	804	356	150	3017
POL9221HEL	77	132	890	534	419	266	2318
<b>Total</b>	<b>2414</b>	<b>3471</b>	<b>11174</b>	<b>5072</b>	<b>2702</b>	<b>2008</b>	<b>26841</b>

**AGE-GROUP Vs SALES MODE**

Age-Group	Offline-Agent	Offline-Direct	Online-App	Online-Website	Total
18-24	1384	423	348	259	2414
25-30	1960	620	505	386	3471
31-40	6023	1658	1898	1595	11174
41-50	2860	809	772	631	5072
51-65	1541	420	424	317	2702
65+	1105	326	355	222	2008
<b>Total</b>	<b>14873</b>	<b>4256</b>	<b>4302</b>	<b>3410</b>	<b>26841</b>

**AGE-GROUP Vs EXPECTED SETTLEMENTS**

Age-Group	Customer count	Total Revenue	Settlement %
18-24	2414	33M	0.38
25-30	3471	64M	0.46
31-40	11174	344M	0.54
41-50	5072	203M	0.61
51-65	2702	155M	0.65
65+	2008	190M	0.74
<b>Total</b>	<b>26841</b>	<b>989M</b>	<b>0.62</b>

**Thank You...**