



## Shield Insurance Analysis



Overview



Sales Analysis



Age-Group Analysis



Shield Insurance

Policy ID

All

Sales-Mode

All

City

All

Months

All

Age-group

All

Abbreviations

DRG - Daily Revenue Growth

DCG - Daily Customer Growth

Home

Sales Analysis

Age-Group



27K

Total Customers



989M

Total Revenue



5.47M

DRG

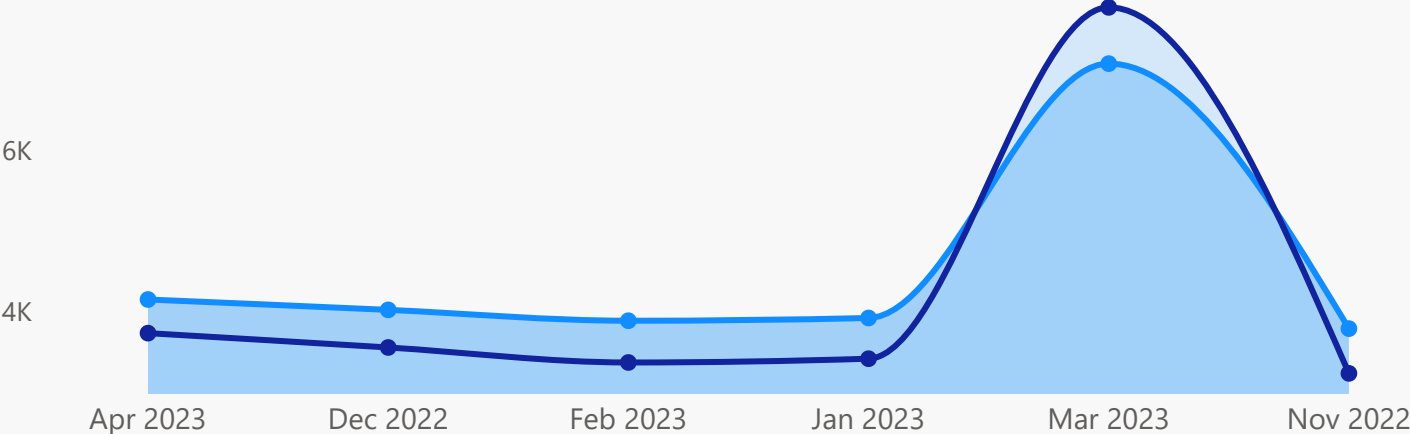


148.29

DCG

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

CUSTOMER SEGMENTATION

Age-Group	city	Total Customers	Total Revenue
31-40	Delhi NCR	4619	141M
31-40	Mumbai	2647	82M
41-50	Delhi NCR	2076	81M
65+	Delhi NCR	834	77M
51-65	Delhi NCR	1101	63M
31-40	Hyderabad	1819	55M
41-50	Mumbai	1195	49M
65+	Mumbai	472	44M
51-65	Mumbai	702	40M
31-40	Chennai	1214	36M
41-50	Hyderabad	844	35M
65+	Hyderabad	317	31M
31-40	Indore	875	29M
25-30	Delhi NCR	1409	26M
51-65	Hyderabad	415	24M
41-50	Chennai	570	23M
65+	Chennai	221	21M
65+	Indore	164	17M
51-65	Chennai	272	16M
41-50	Indore	387	16M
25-30	Mumbai	826	16M
18-24	Delhi NCR	968	13M
51-65	Indore	212	12M
25-30	Hyderabad	546	10M
18-24	Mumbai	590	9M
25-30	Chennai	419	7M
25-30	Indore	271	5M
18-24	Hyderabad	399	5M
18-24	Chennai	270	4M
18-24	Indore	187	3M
Total		26841	989M



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## Abbreviations

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Growth

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Growth

Home

Overview

Age-Group



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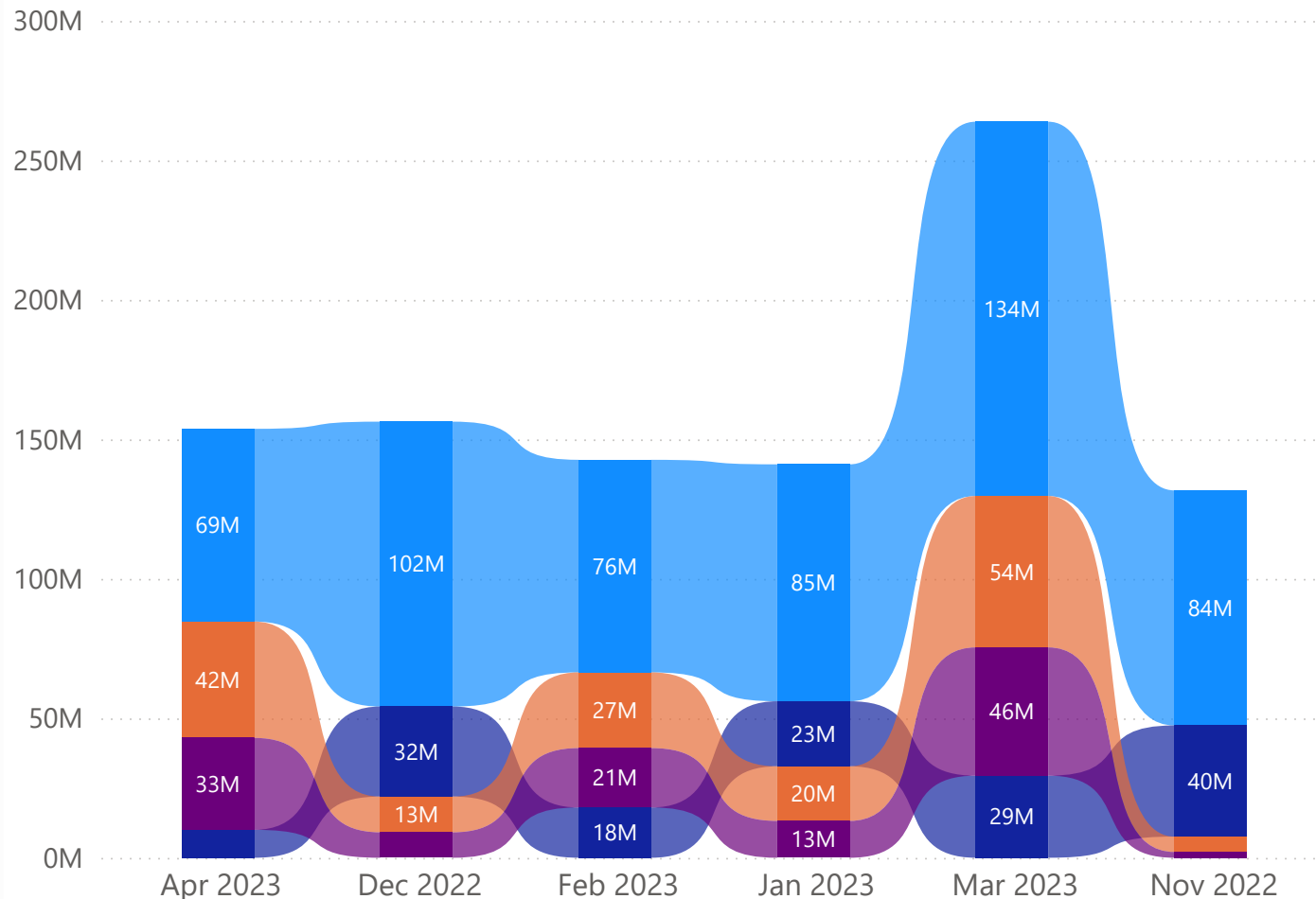


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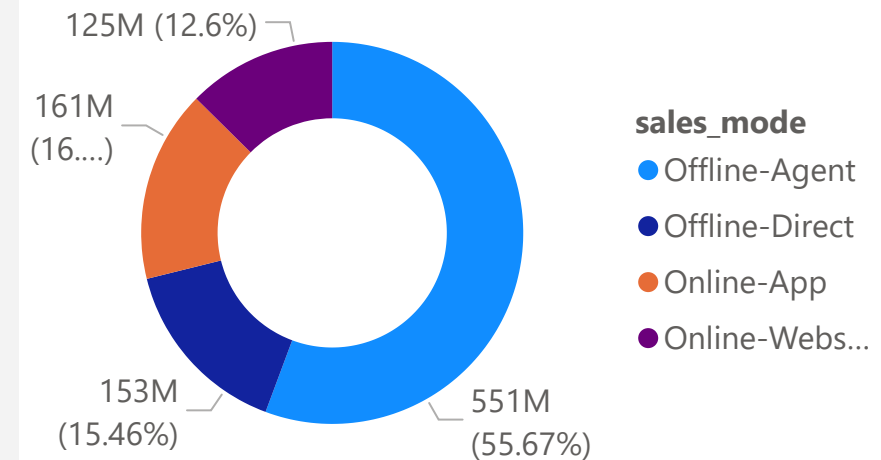
DCG

## TOTAL REVENUE BY MONTH AND YEAR

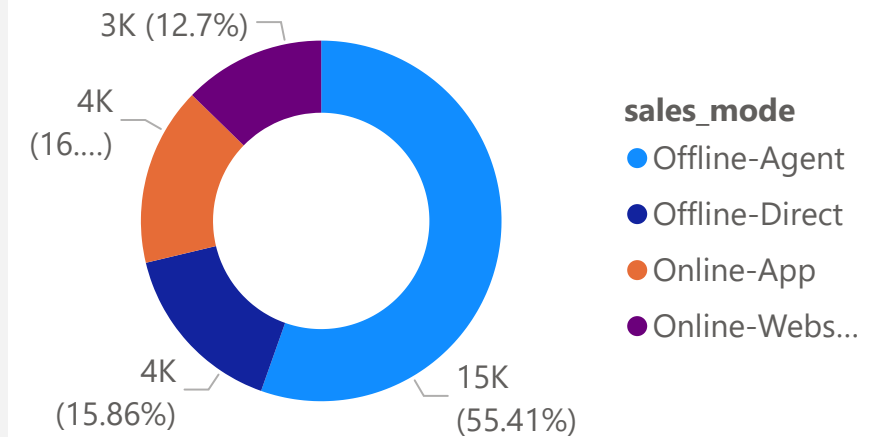
sales\_mode Offline-Agent Offline-Direct Online-App Online-Website



## TOTAL REVENUE BY SALES MODE



## TOTAL CUSTOMERS BY SALES MODE





## Shield Insurance

### Policy ID

All

### Sales-Mode

All

### City

All

### Months

All

### Age-group

All

### Abbreviations

DRG - Daily Revenue Growth

DCG - Daily Customer Growth

## Home



27K

Total Customers



989M

Total Revenue



5.47M

DRG

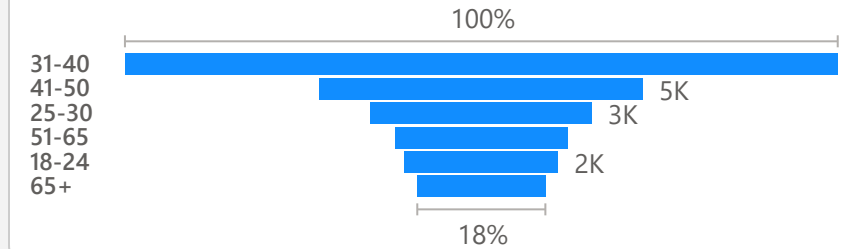


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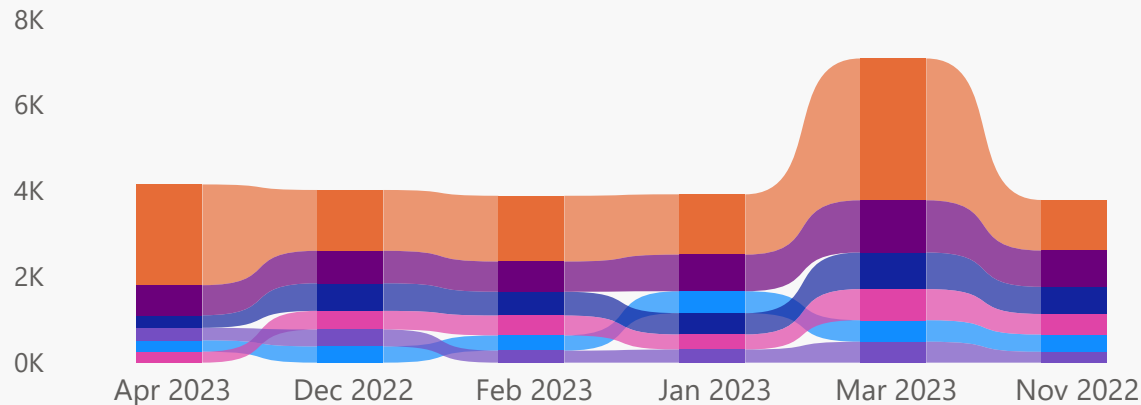
## Sales Analysis

### Customers by Age-Group



### TREND CHART BY AGE-GROUP

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



### 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
Total	14873	4256	4302	3410	26841

### 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
Total	2414	3471	11174	5072	2702	2008	26841

### 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
Total	26841	989M	0.62