



# Insurance Analytics



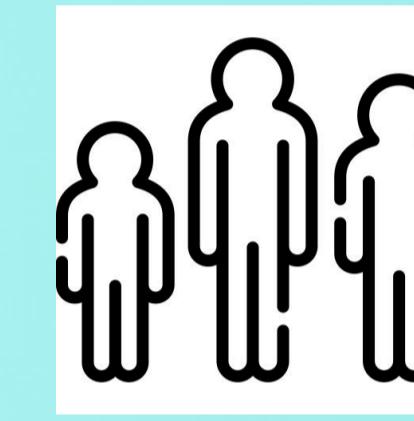
## General Analysis

Analyse the **KPIs, Total Revenue Split, Total Customer Split**, customer and revenue segmentation, toggle line chart between revenue and customer over month trend.



## Sale Method Analysis

Evaluate the **Total Customer % by Sale Method, Total Revenue % by Sale Method** and trend of sale medium over month applying filters as month, policy id, city, sale medium and sale mode



## Age Group Analysis

Examine **Age Group Vs Policy Preference, Age Group Vs Expected settlement**, age group vs sale method by total revenue and Age Groups Vs Total Customers by Months

Last Refresh Date:

Sunday, April 27, 2025

Last Sales Date:

Sunday, April 30, 2023



## General Analysis

sale mode

All

age group

All

city

All

month

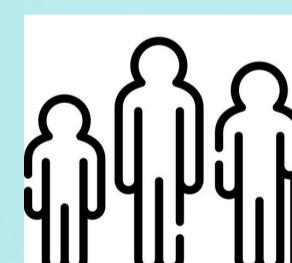
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policy\_id

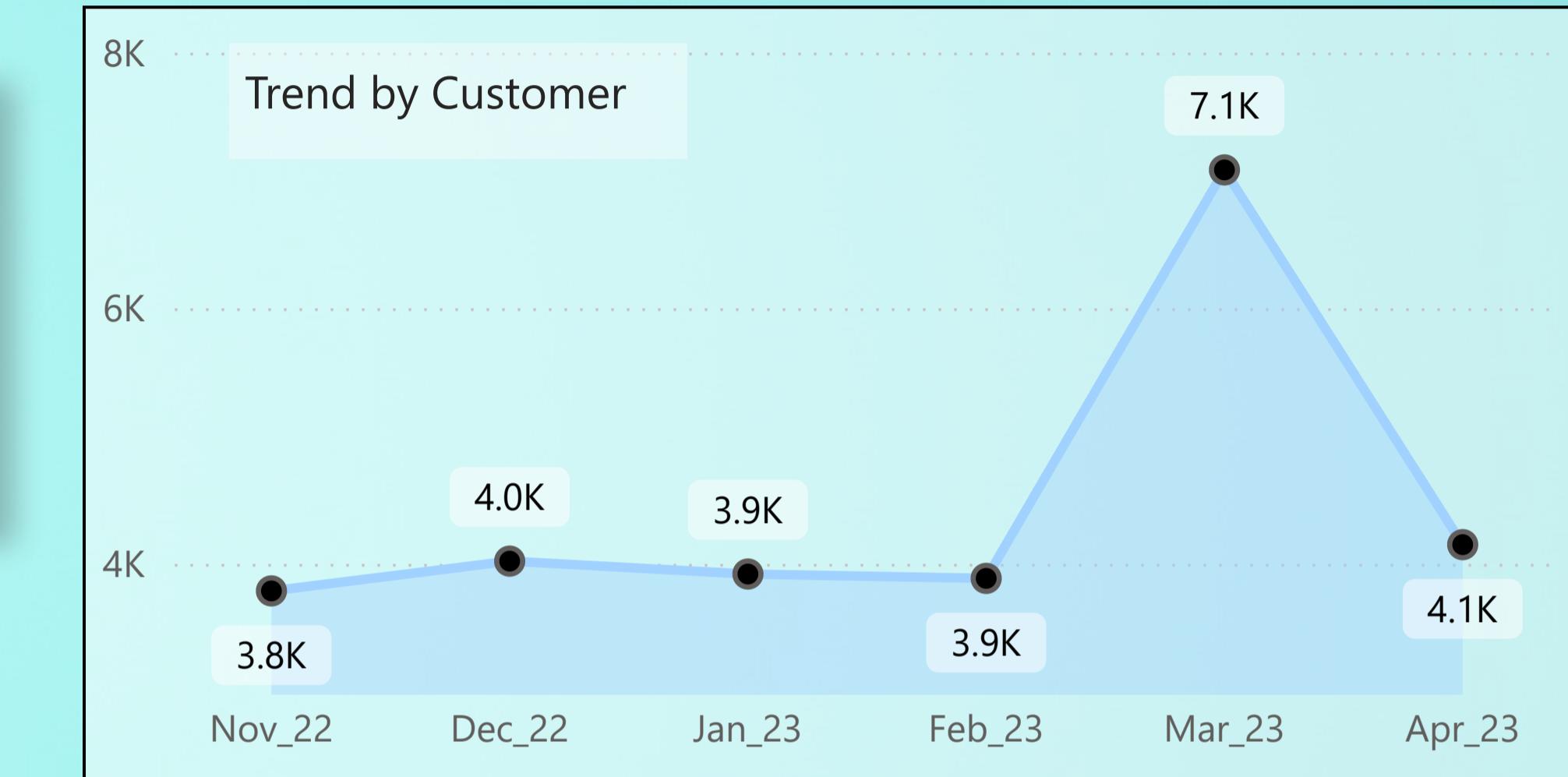
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Show Revenue**989.25M**  
LM: 835.50M  
(+18.4%)**Total Revenue****26841**  
LM: 22692  
(+18.28%)**Total Customer****5.47M**  
LM: 5.53M  
(-1.22%)**DRG****148**  
LM: 150  
(-1.32%)**DCG****Total Revenue Split****Total Customer Split**

City	Customer	Revenue
Chennai	2966	106.31M
Delhi NCR	11007	401.57M
Hyderabad	4340	160.52M
Indore	2096	81.35M
Mumbai	6432	239.51M
<b>Total</b>	<b>26841</b>	<b>989.25M</b>



Age Group	Customer	Revenue
18-24	1844	25.32M
25-30	3194	56.74M
31-40	10460	311.13M
41-50	6031	226.53M
51-65	3077	165.62M
65+	2235	203.92M
<b>Total</b>	<b>26841</b>	<b>989.25M</b>



## Total Customer & Revenue Segmentation

City	Age Group	Revenue	Customer
Chennai	18-24	2.95M	205
Chennai	25-30	6.25M	386
Chennai	31-40	32.43M	1140
Chennai	41-50	25.42M	672
Chennai	51-65	17.18M	322
Chennai	65+	22.08M	241
Delhi NCR	18-24	9.81M	749
<b>Total</b>		<b>989.25M</b>	<b>26841</b>

DRG = Daily Revenue Growth, DCG = Daily Customer Growth, LM = Last Month, (% Chg) = Percentage change with respect to LM



## Sale Mode Analysis

sale mode

All

sale medium

All

age group

All

city

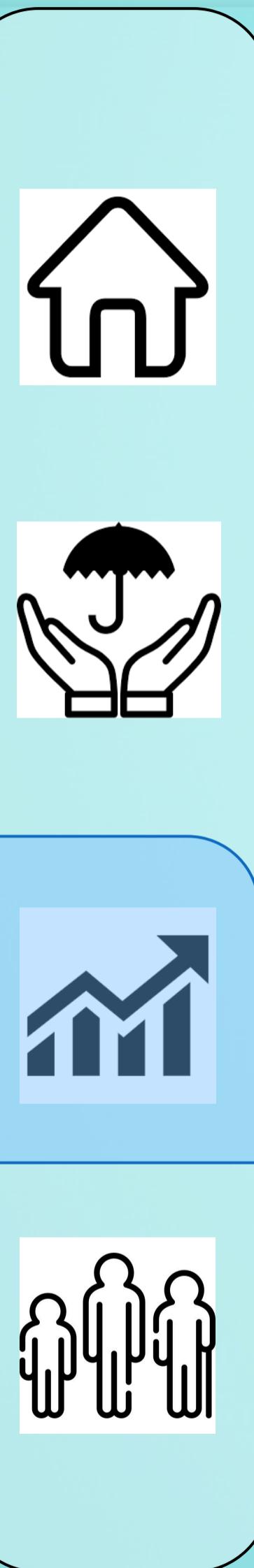
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month

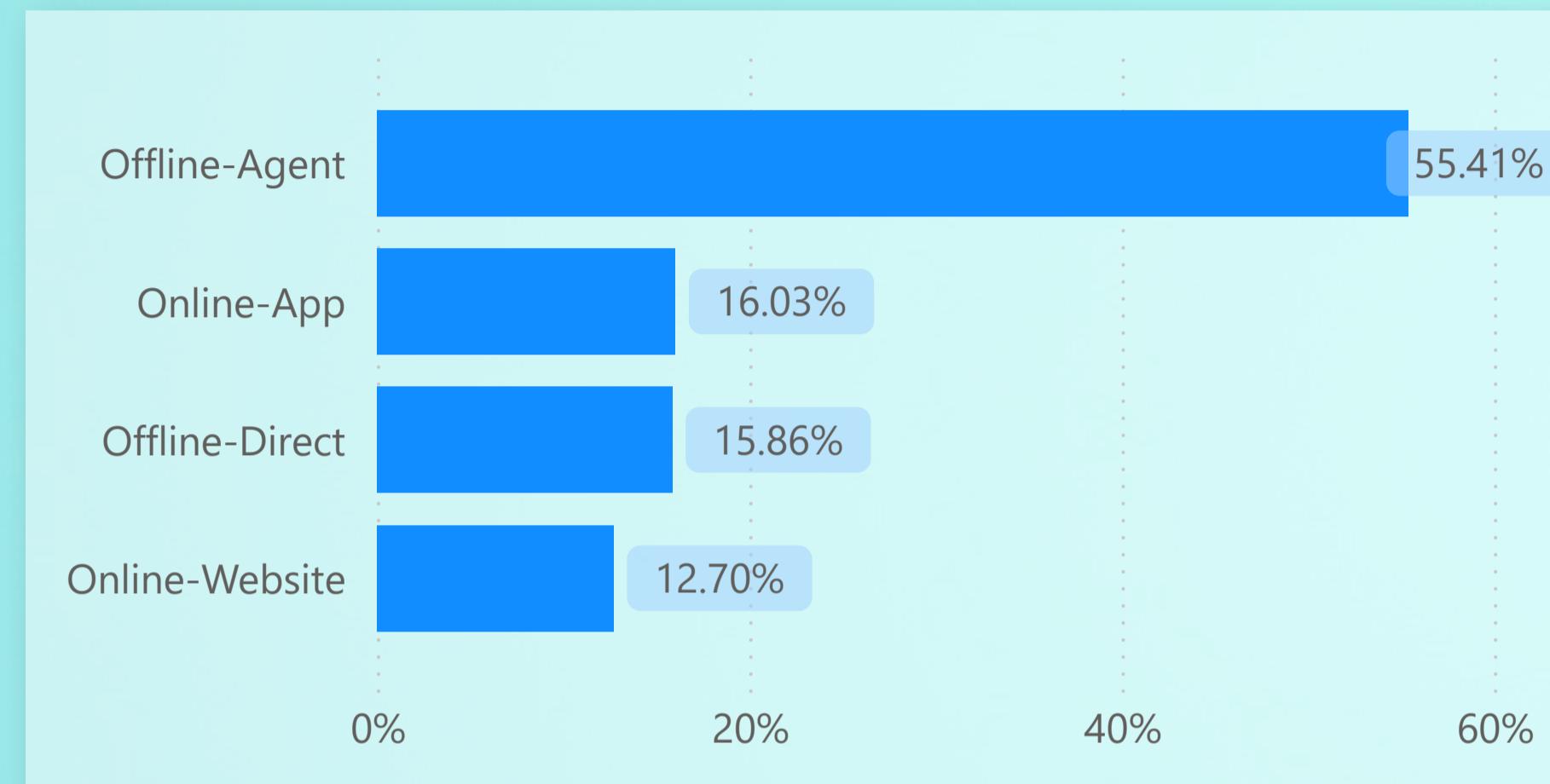
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policy\_id

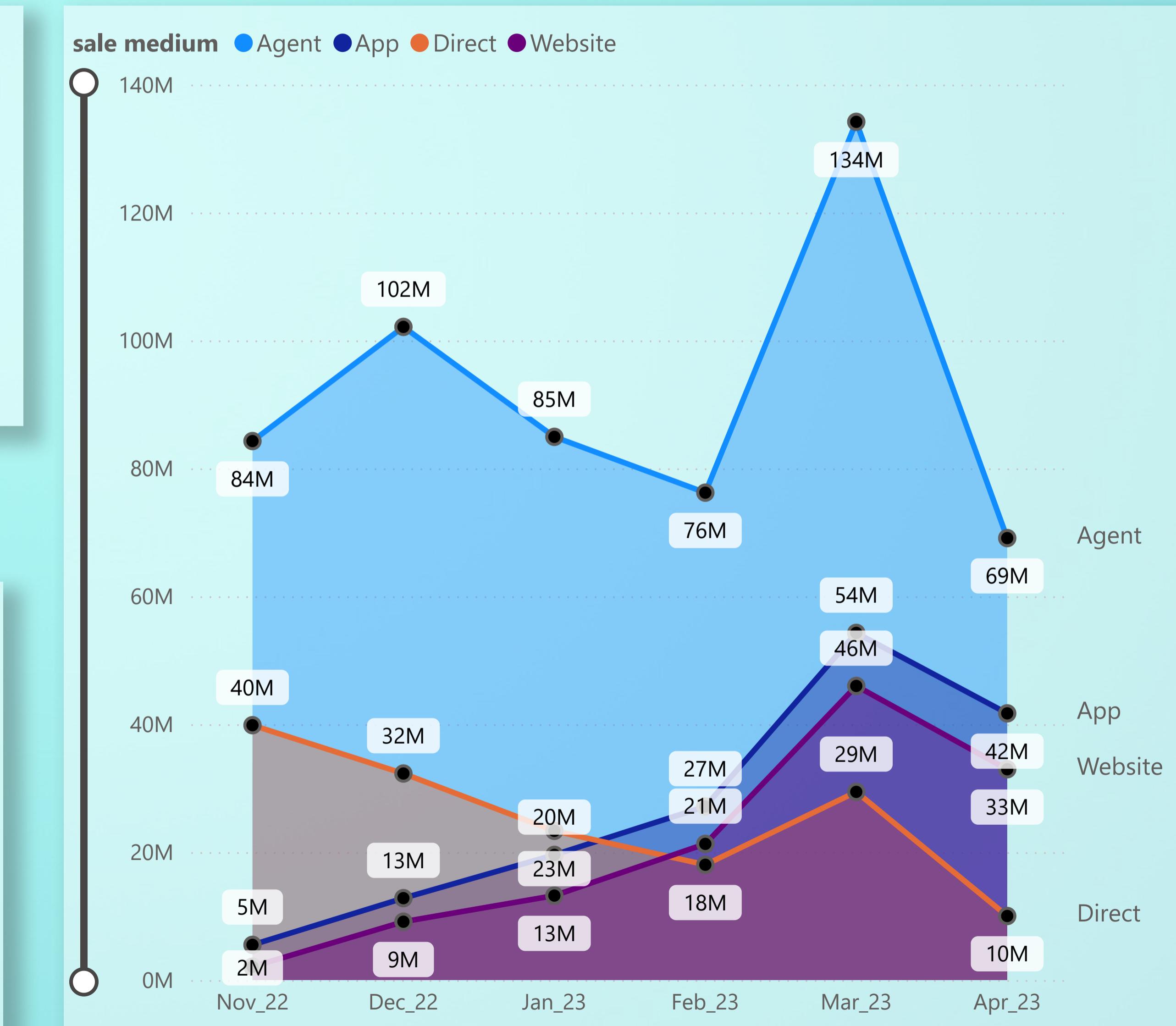
All



### Total Customer % by Sale Method



### Trend of Sale Medium Over Month



# Age Group Analysis

sale mode

All

sale medium

All

age group

All

city

All

month

All

policy\_id

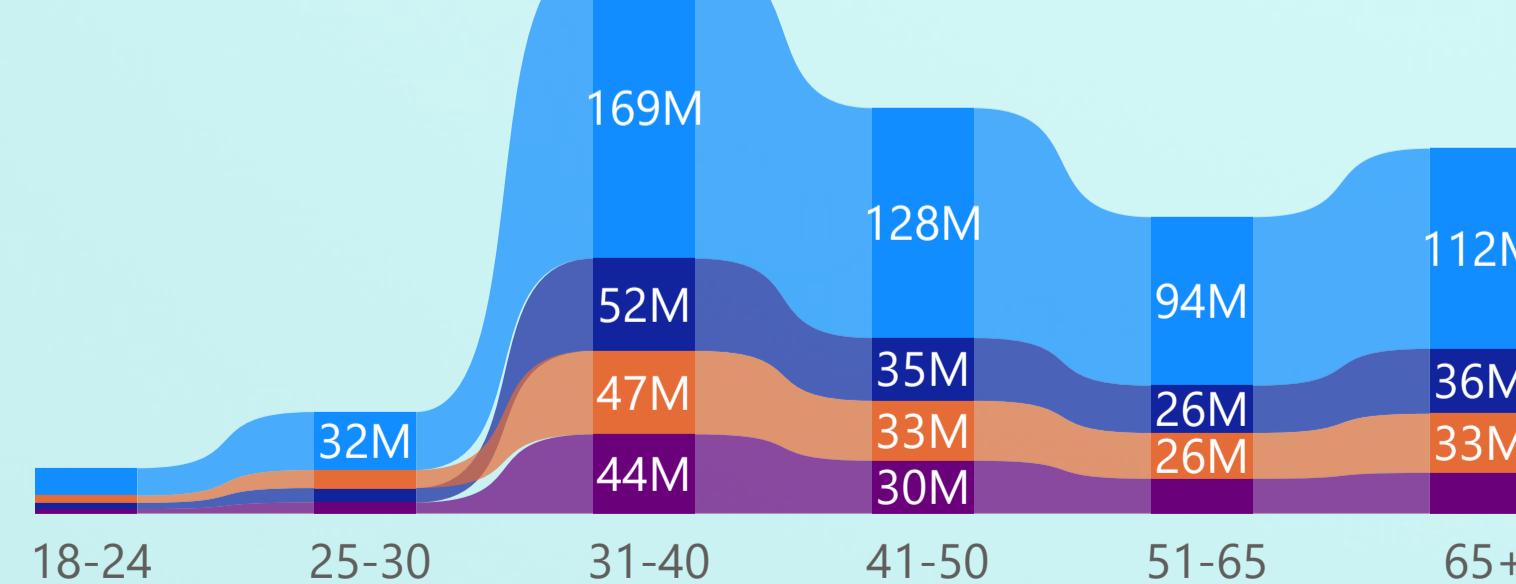
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## Age Group Vs Policy Preference

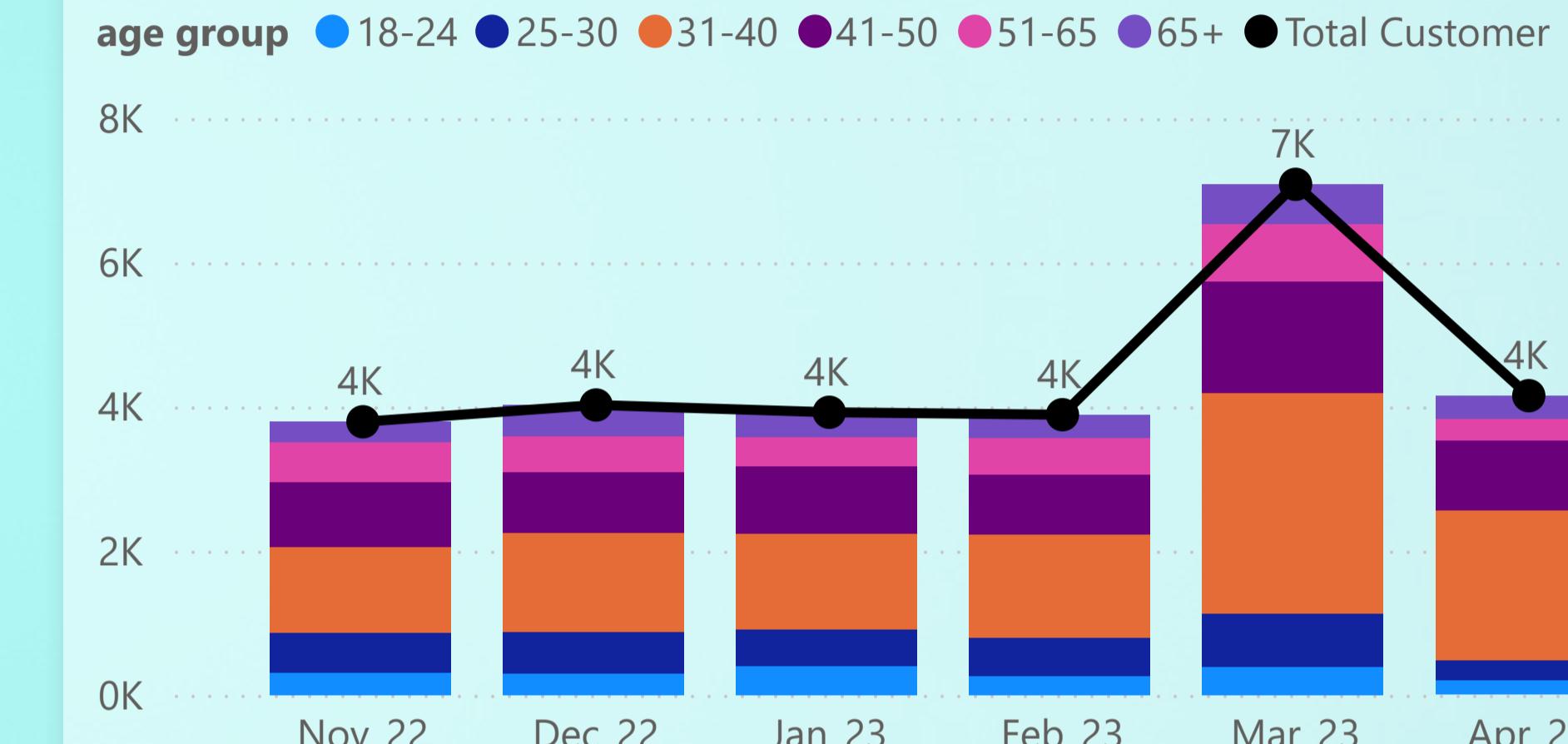
policy_id	18-24	25-30	31-40	41-50	51-65	65+
POL1048HEL	30	102	594	366	259	317
POL2005HEL	32	81	499	373	365	618
POL3309HEL	231	441	1836	858	318	145
POL4321HEL	847	1152	1526	561	235	113
POL4331HEL	379	630	1644	692	242	148
POL5319HEL	93	269	1414	949	425	179
POL6093HEL	74	185	966	724	369	225
POL6303HEL	94	224	1202	897	421	179
POL9221HEL	64	110	779	611	443	311
<b>Total</b>	<b>1844</b>	<b>3194</b>	<b>10460</b>	<b>6031</b>	<b>3077</b>	<b>2235</b>

## Age Group Vs Sale Method by Total Revenue

sale medium ● Agent ● App ● Direct ● Website



## Age Groups Vs Total Customers by Months



## Age Group Vs Expected Settlement

