



# 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.



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

## Overview



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

## Sales



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

## Age Group



Values are in Millions & Thousands

Overview



Revenue

₹141.0M

LM: 156M  
%Chg: -9.79%

Customers

3.9K

LM: 4K  
%Chg: -2.51%

DRG

₹4.5M

LM: 5.04M  
%Chg: -9.79%

DCG

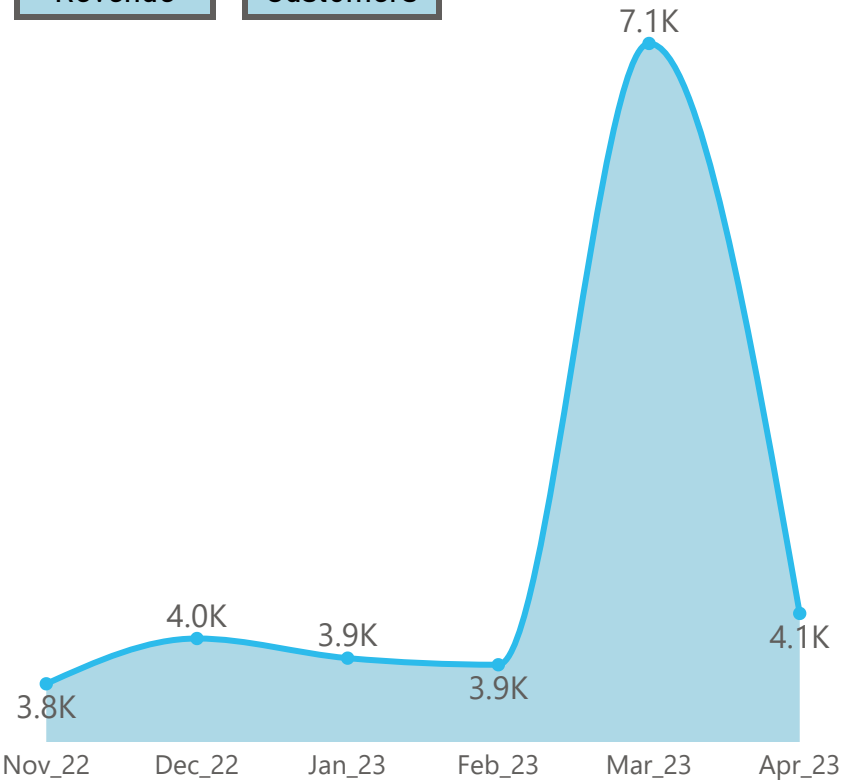
126.4

LM: 129.68  
%Chg: -2.51%

Trends by Months

Revenue

Customers



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

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



City

All

Medium

All

Mode

All

Policy ID

All

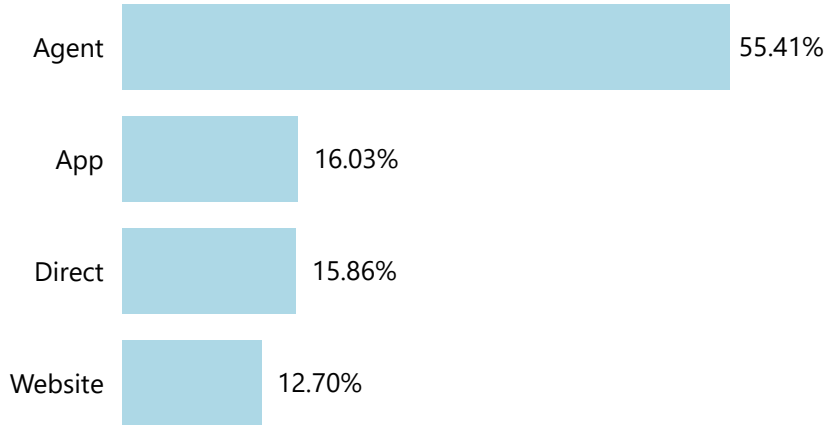
Month

All

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

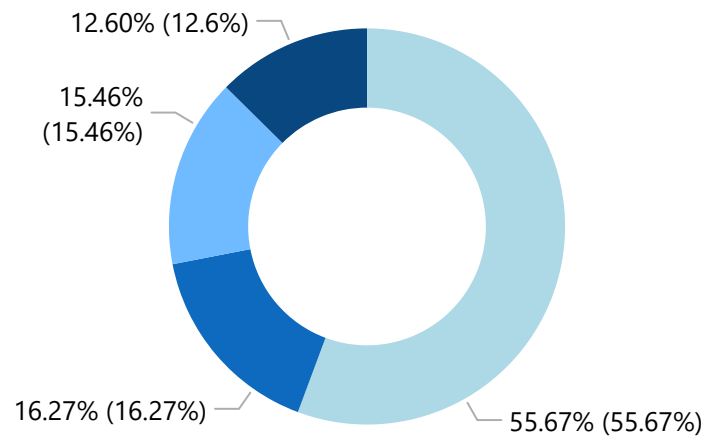
# Sales Mode Analysis

Total Customer% by Sales Mode



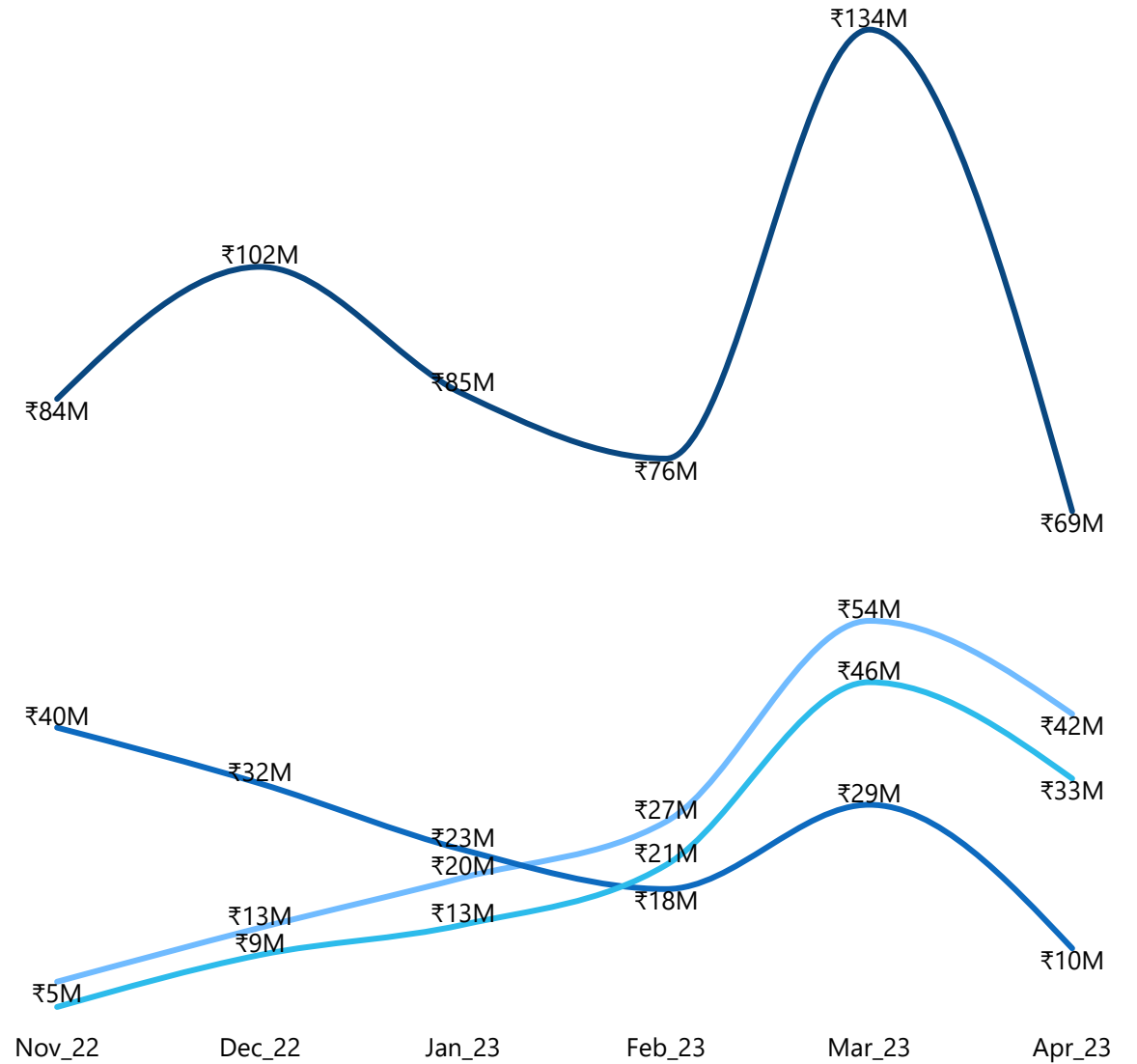
Total Rev% by Sales Mode

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



Trends by Months

Mode: Agent App Direct Website



# Age Group Analysis



City

All

Medium

All

Mode

All

Policy ID

All

Month

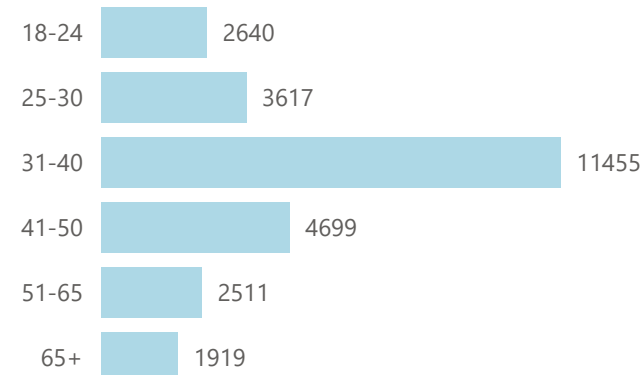
All

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

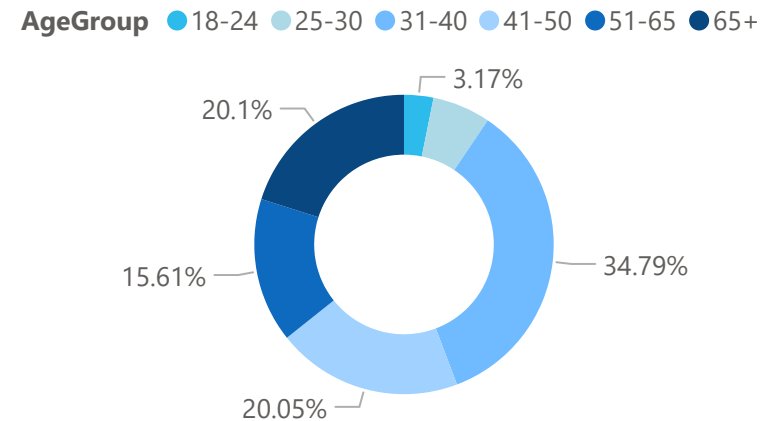
## Age Group Vs Policy Preference

policy_id	18-24	25-30	31-40	41-50	51-65	65+
POL9221HEL	83	147	921	511	406	250
POL6303HEL	131	281	1383	772	314	136
POL6093HEL	111	223	1114	633	273	189
POL5319HEL	134	347	1628	755	314	151
POL4331HEL	551	679	1741	460	179	125
POL4321HEL	1223	1172	1405	351	187	96
POL3309HEL	315	555	2026	571	256	106
POL2005HEL	47	86	578	333	354	570
POL1048HEL	45	127	659	313	228	296

## Customers by Age Group

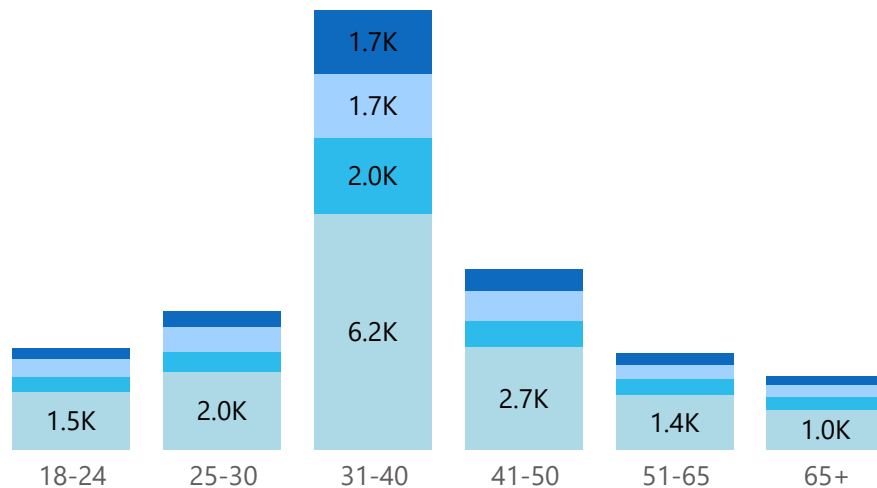


## Age Group Vs Excepted Settlements



## Age Group Vs Sales Mode

Mode: Agent App Direct Website



## Trends by Age Group

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

