



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.



Overview

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



Sales

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



Age Group

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



Values are in Millions & Thousands

Overview

City

Medium

Mode

Policy ID

Month

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



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

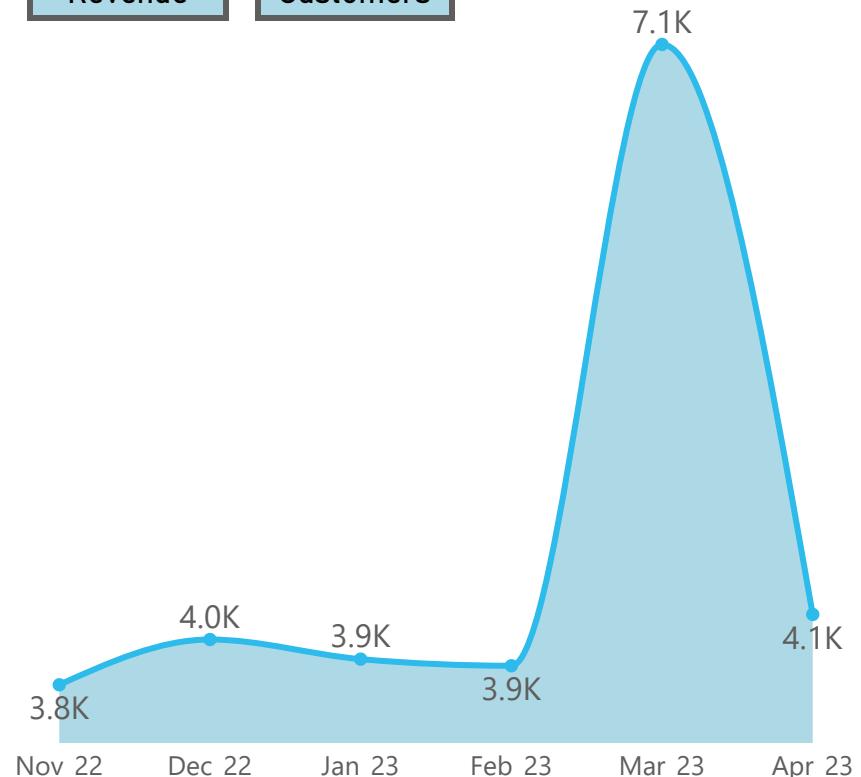
126.4

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

Customer Segmentation

City AgeGroup Customers Revenue

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

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

Sales Mode Analysis



City

Medium

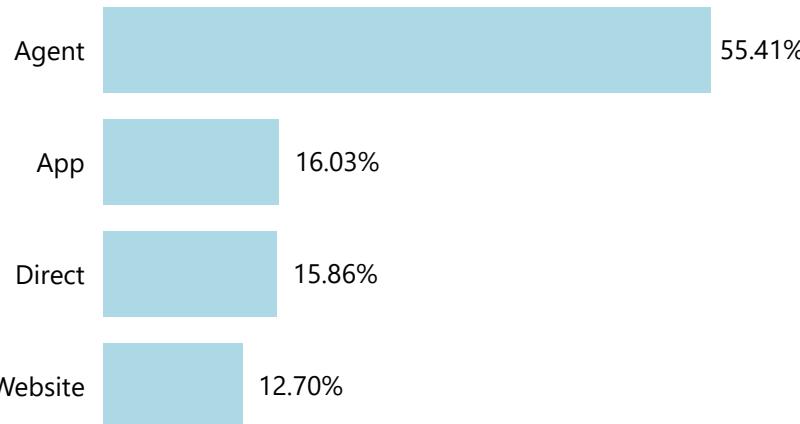
Mode

Policy ID

Month

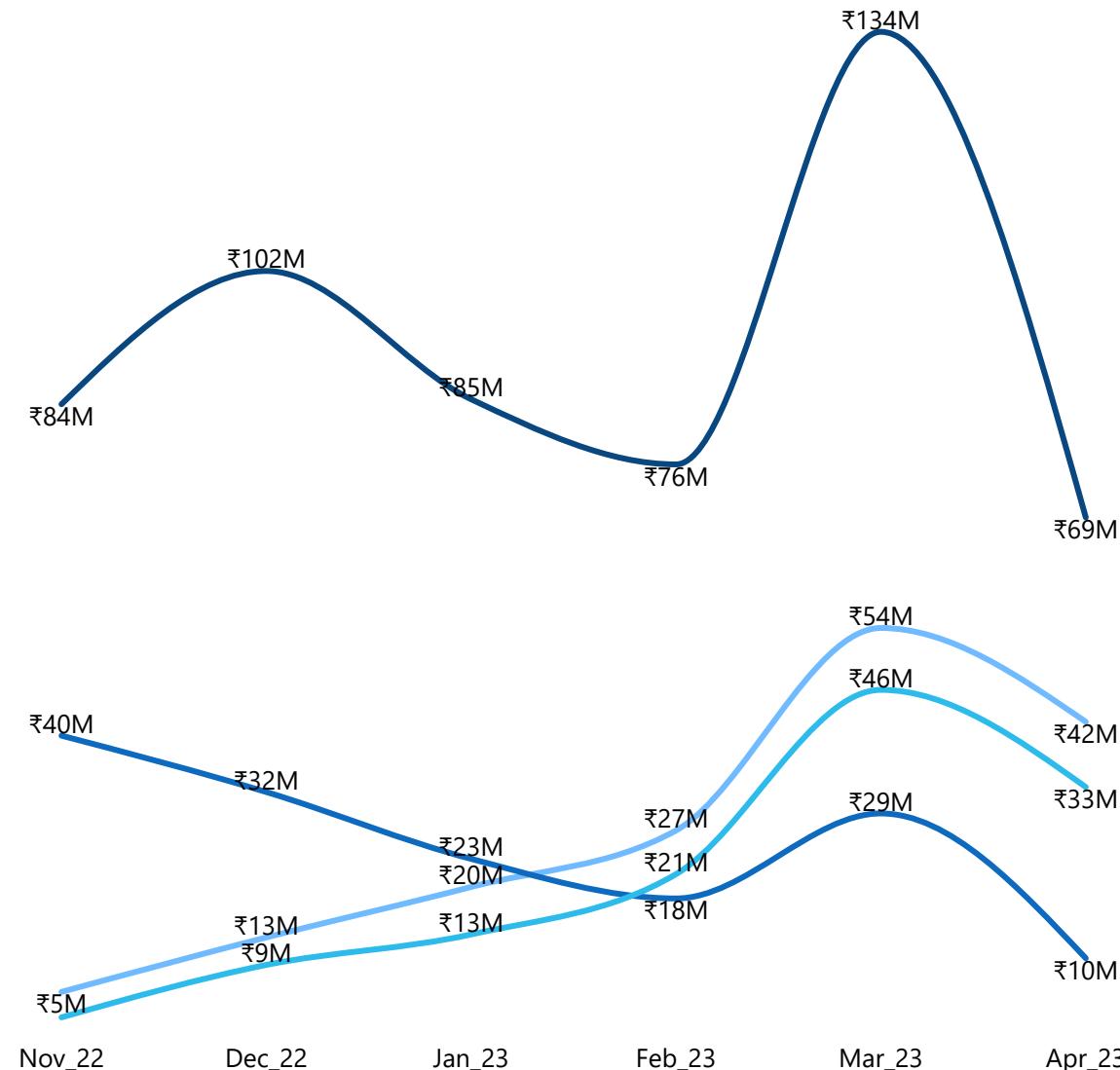
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Total Customer% by Sales Mode



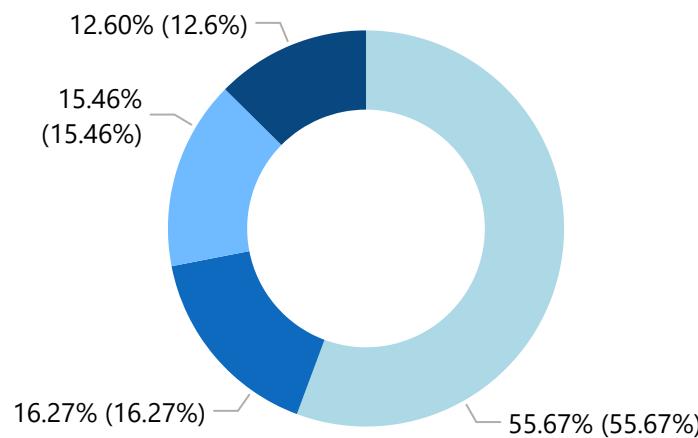
Trends by Months

Mode: ● Agent ● App ● Direct ● Website



Total Rev% by Sales Mode

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



Age Group Analysis



City ▾

All ▾

Medium ▾

All ▾

Mode ▾

All ▾

Policy ID ▾

All ▾

Month ▾

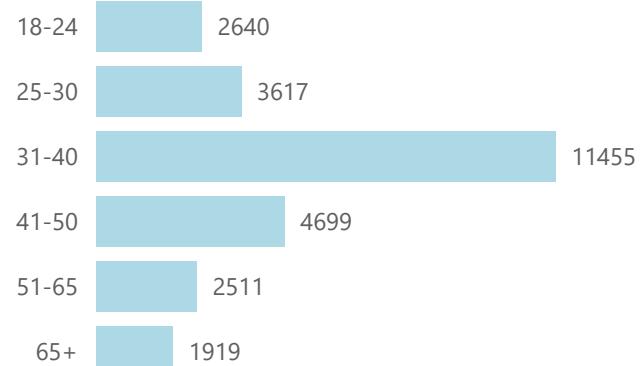
All ▾

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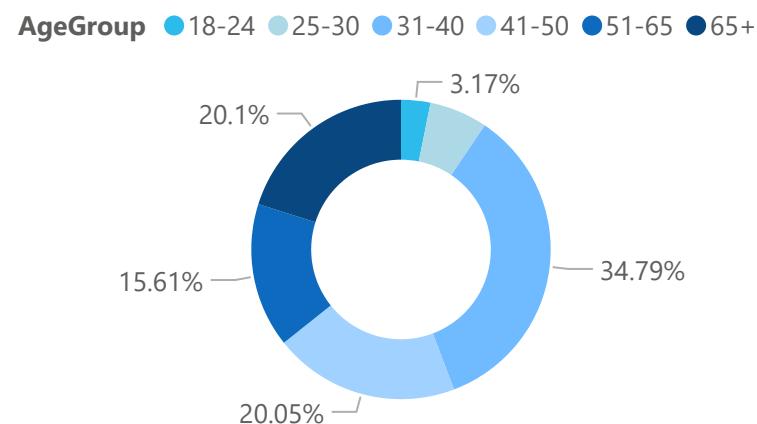
Age Group Vs Policy Preference

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

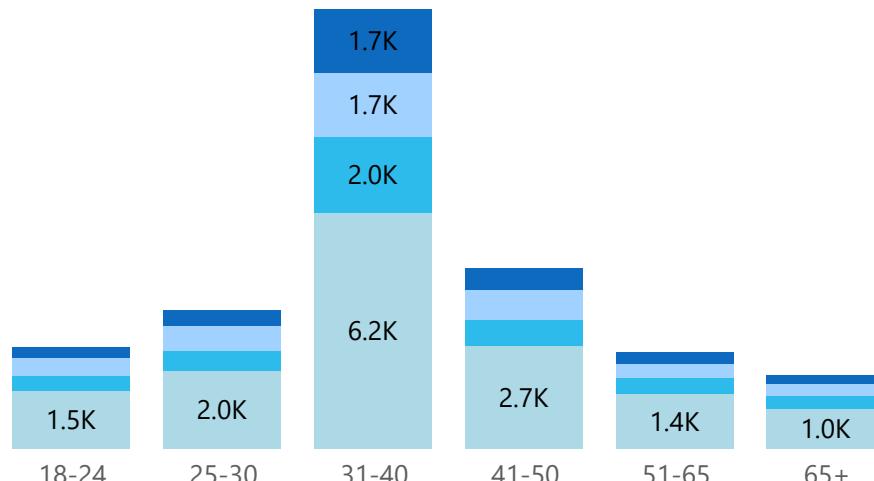


Age Group Vs Excepted Settlements



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+

