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.

Resources

Resources/Credits and notes with contact details

Values are in INR, Millions & Thousands

Last Refresh On 24-09-2024

Overview

City
All ⌄

Medium
All ⌄

Mode
All ⌄

Policy ID
All ⌄

Month
Jan_23 ⌄

LM: Last Month

%Chg: Percentage change with LM

SHIELD INSURANCE

CODE BASICS

#Revenue	#Customers	#DRG	#DCG
$141.0M	**3.9K**	**$4.5M**	**126.4**
LM: 156M	LM: 4K	LM: 5.04M	LM: 129.68
%Chg: -9.79%	%Chg: -2.51%	%Chg: -9.79%	%Chg: -2.51%

Trends by Months

[Revenue] [Customers]

$264M

$156M

$141M $143M $154M

$132M

Nov_22 Dec_22 Jan_23 Feb_23 Mar_23 Apr_23

DRG: Daily Revenue Growth

DCG: Daily Customer Growth
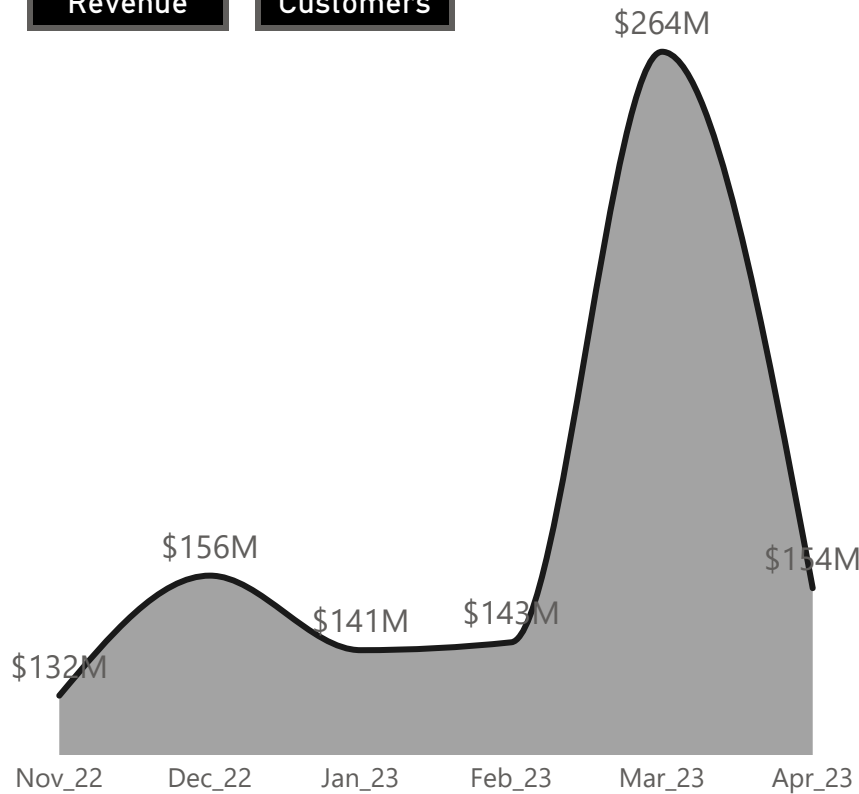
Customer Split

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**

Sales Mode Analysis

Total Customer% by Sales Mode

Sales Mode	%
Agent	8.68%
Direct	2.56%
App	2.08%
Website	1.29%

City
All

Age Group
All

Mode
All

Policy ID
All

Month
Jan_23

LM: Last Month

%Chg: Percentage change with LM
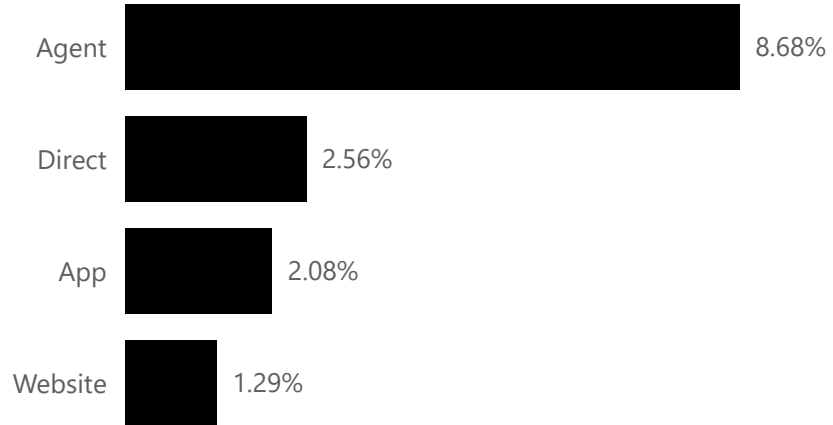
Total Rev% by Sales Mode

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

- 1.33% (9.36%)
- 1.98% (13.87%)
- 2.36% (16.54%)
- 8.58% (60.22%)
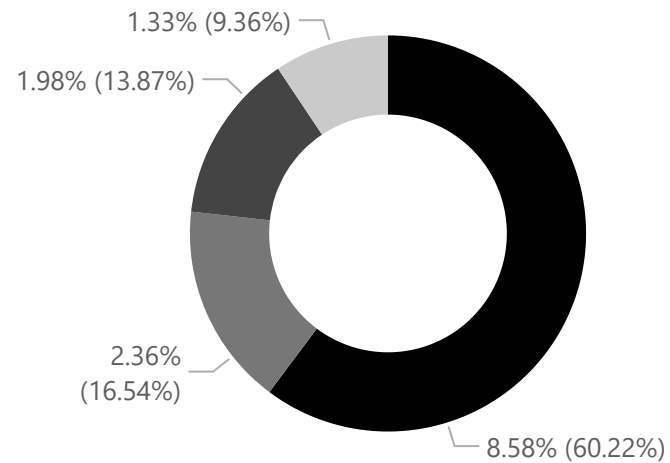
Trends by Months

Mode: ● Agent ● App ● Direct ● Website

Agent: $84M, $102M, $85M, $76M, $134M, $69M

App / Website / Direct:
$40M, $32M, $23M, $20M, $27M, $21M, $18M, $46M, $29M, $33M, $42M, $54M, $13M, $13M, $9M, $5M, $10M

Nov_22 Dec_22 Jan_23 Feb_23 Mar_23 Apr_23

CODE BASICS
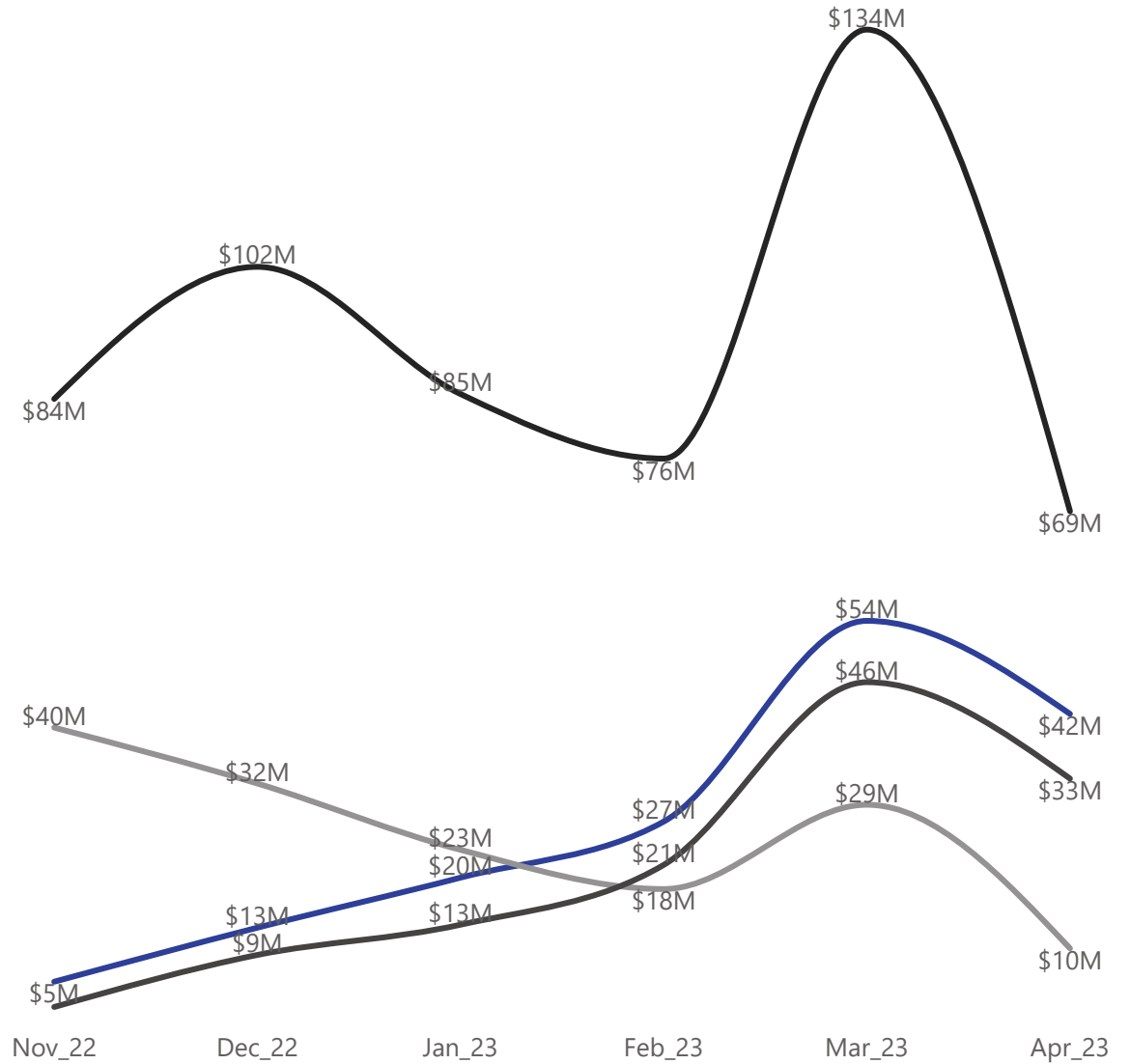
Age Group Analysis
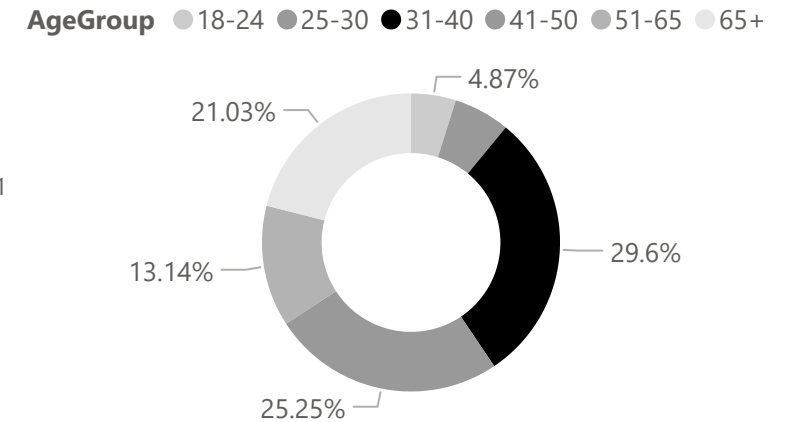
Age Group Vs Policy Preference

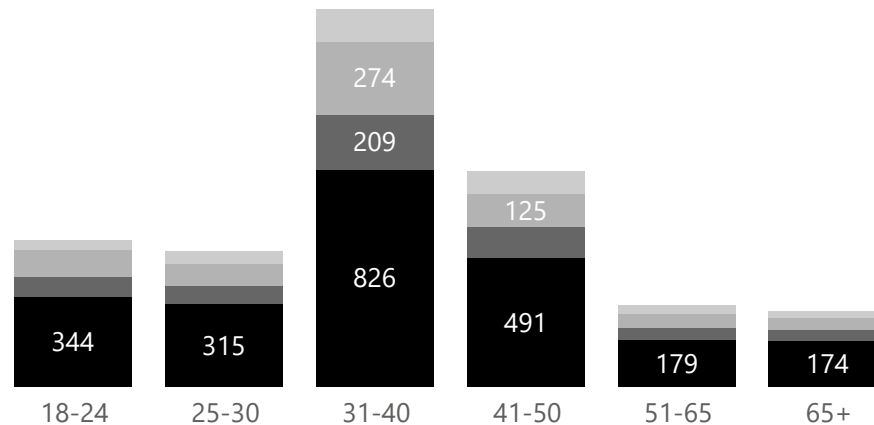| policy_id	18-24	25-30	31-40	41-50	51-65	65+
POL9221HEL	17	25	117	92	61	50
POL6303HEL	20	41	167	128	35	26
POL6093HEL	23	37	163	112	22	25
POL5319HEL	30	42	195	134	39	20
POL4331HEL	116	111	223	86	20	17
POL4321HEL	255	164	186	49	28	14
POL3309HEL	71	69	235	99	36	16
POL2005HEL	14	9	67	68	43	91
POL1048HEL	9	18	78	51	25	30

Customers by Age Group

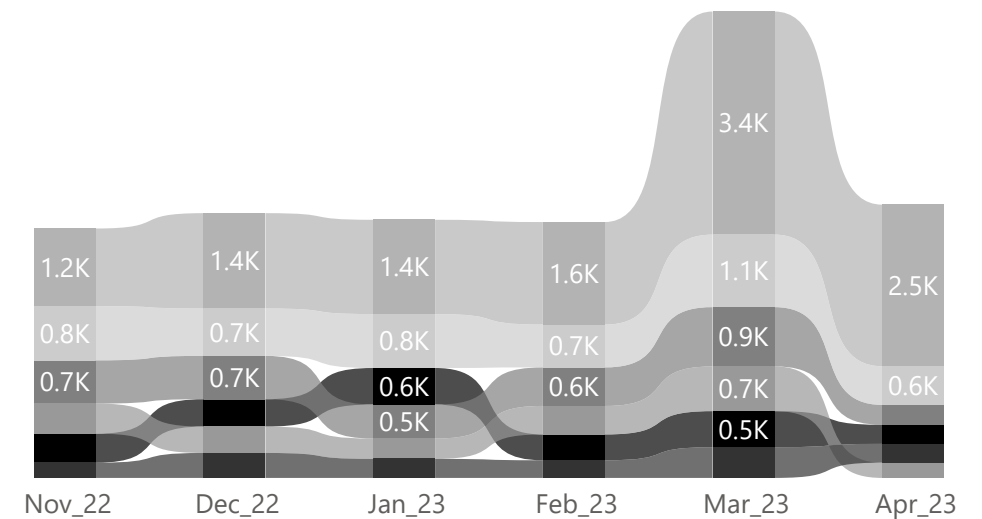| Age Group	Value
18-24	555
25-30	516
31-40	1431
41-50	819
51-65	309
65+	289
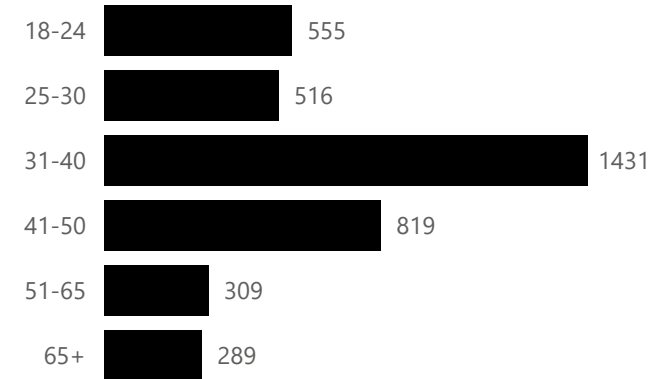
Age Group Vs Excepted Settlements

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

4.87%
21.03%
29.6%
13.14%
25.25%

Age Group Vs Sales Mode

Mode: ●Agent ●App ●Direct ●Website

Age Group	Agent
18-24	344
25-30	315
31-40	826 (209, 274)
41-50	491 (125)
51-65	179
65+	174

Trends by Age Group

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

	Nov_22	Dec_22	Jan_23	Feb_23	Mar_23	Apr_23
	1.2K	1.4K	1.4K	1.6K	3.4K / 1.1K	2.5K
	0.8K	0.7K	0.8K	0.7K	0.9K	0.6K
	0.7K	0.7K	0.6K	0.6K	0.7K	
			0.5K		0.5K	

Resources

○ ○ ○ ◉

Codebasics Internship Project Submission:
https://codebasics.io/

Icon Used in Dashboard: https://www.flaticon.com/

Codebasics/Shield Insurance Logo:
https://www.google.com

Interactive report by

Ankit Negi @ Business Analyst

Do you have a question related to dashboard?
Please email ankitnegi996@rocketmail.com

Notes

Daily Revenue Growth (DRG) can be calculated by dividing the total revenue earned in a specific month by the number of unique dates within that month. This calculation gives us a clear picture of how much, on average, the company's revenue is growing each day during that time period.

Daily Customer Growth (DCR) measures the average daily increase in the customer base during a specific month. It's calculated by dividing the total new customers acquired in a month by the number of unique dates within that month.