Shield Insurance Insights

"A comprehensive view of performance across revenue, customers, and sales modes."

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SHIELD INSURANCE

Overview
Get a comprehensive summary of business performance with top KPIs, revenue trends, and customer segmentation at a glance.

Sales Mode Analysis
Analyze revenue and customer distribution across different sales channels, track trends, and compare performance over time.

Age Group Analysis
Discover insights into customer behavior, revenue, and policy preferences segmented by age group for smarter business decisions.

? Help

SHIELD INSURANCE

Filters / Clear

City
- Chennai
- Hyderab...
- Mumbai
- Delhi NCR
- Indore

Month
- Nov_22
- Jan_23
- Mar_23
- Dec_22
- Feb_23
- Apr_23

Sales Mode
- Offline-Agent
- Offline-Direct
- Online-App
- Online-Website

Total Revenue
989M
Previous Month Revenue **835.50M**
MoM Revenue Growth % **18.40**

Total Customers
26.84K
Previous Month Customers **22.69K**
MoM Customer Growth % **18.28**

Daily Revenue Growth %
1.35 %
MoM Revenue Growth % **18.40**

Daily Customer Growth %
1.28 %
MoM Customer Growth % **18.28**

Revenue Growth Over Months

Customers | **Revenue**

Month	Revenue
Nov_22	131.7M
Dec_22	156.3M
Jan_23	141.0M
Feb_23	142.6M
Mar_23	263.8M
Apr_23	153.7M

Top 5 Policies by Revenue

Policy	Revenue
POL2005HEL	324M
POL1048HEL	168M
POL9221HEL	128M
POL6093HEL	103M
POL6303HEL	82M
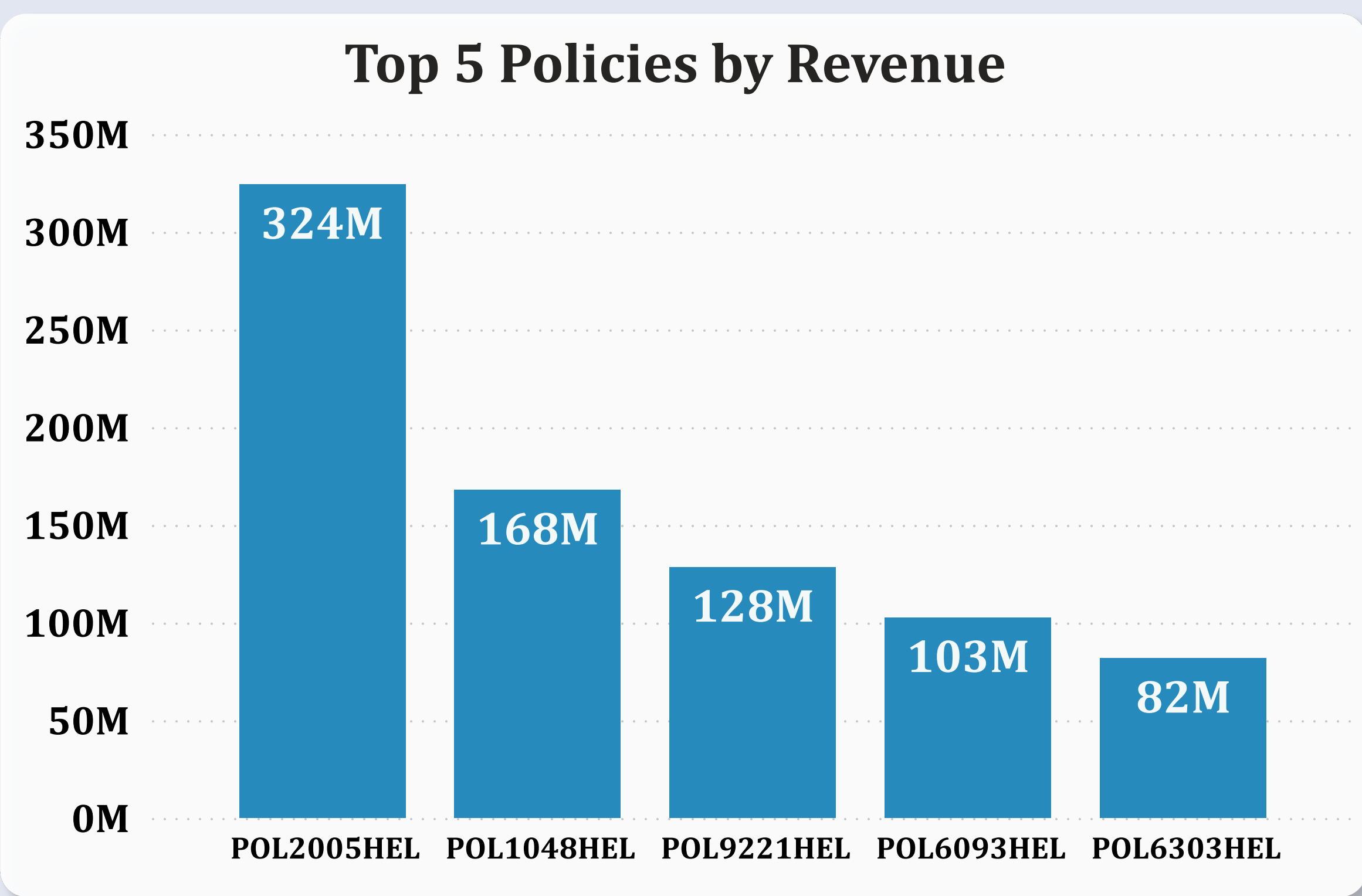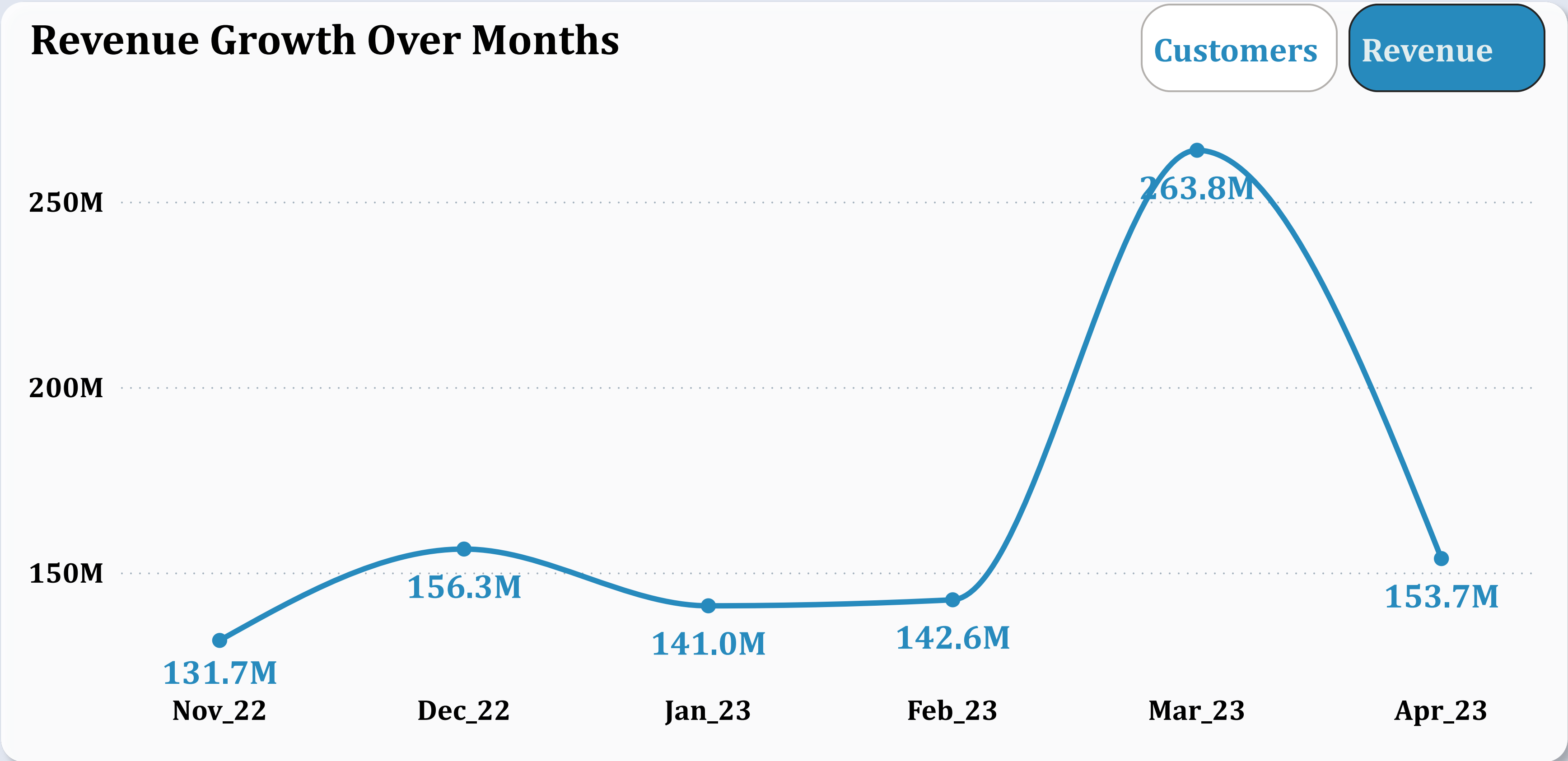
Age Group	Revenue	Customers
31-40	311.13M	10.46K
41-50	226.53M	6.031K
65+	203.92M	2.235K
51-65	165.62M	3.077K
25-30	56.74M	3.194K
18-24	25.32M	1.844K

City	Revenue	Customers
Delhi NCR	401.57M	11.007K
Mumbai	239.51M	6.432K
Hyderabad	160.52M	4.34K
Chennai	106.31M	2.966K
Indore	81.35M	2.096K

City	Total Revenue	Total Customers
Delhi NCR	401.57M	11.01K
Mumbai	239.51M	6.43K
Hyderabad	160.52M	4.34K
Chennai		
31-40	32.43M	1.14K
41-50	25.42M	0.67K
25-30	6.25M	0.39K
51-65	17.18M	0.32K

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Delhi NCR | Indore

Month

Nov_22 | Jan_23 | Mar_23

Dec_22 | Feb_23 | Apr_23

Sales Mode

Offline-Agent
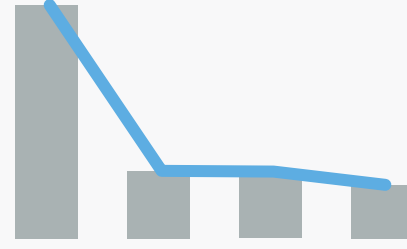
Offline-Direct

Online-App

Online-Website

Top Sales Mode Revenue
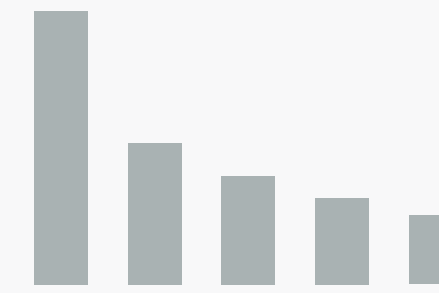## 551M
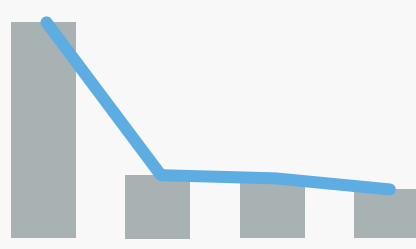
Top Sales Mode Customers
15K

Avg Revenue per Customer
36.86K

Top Policy Revenue
324M

Customers by Sales mode and Months

- Offline-Agent: Nov_22 2.4K, Dec_22 2.5K, Jan_23 2.3K, Feb_23 2.1K, Mar_23 3.6K, Apr_23 1.9K
- Online-App: Nov_22 1.1K, Dec_22 0.9K, Jan_23 0.7K, Feb_23 0.7K, Mar_23 1.4K, Apr_23 0.9K
- Online-Website: Mar_23 1.3K, Apr_23 1.1K
- Offline-Direct: Nov_22 0.2K, Dec_22 0.4K, Jan_23 0.6K, Feb_23 0.6K, Mar_23 0.8K, Apr_23 0.3K

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

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Customers by Sales mode

12.7% / 15.86% / 16.03% / 55.41%
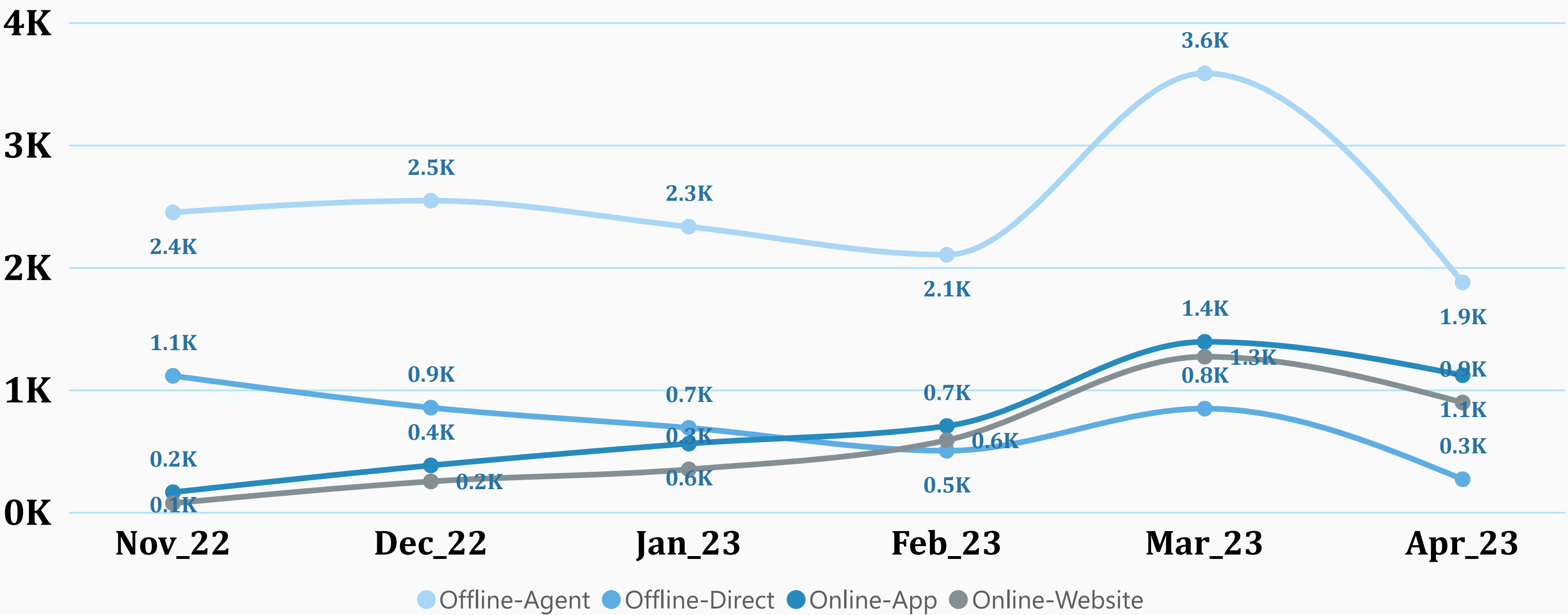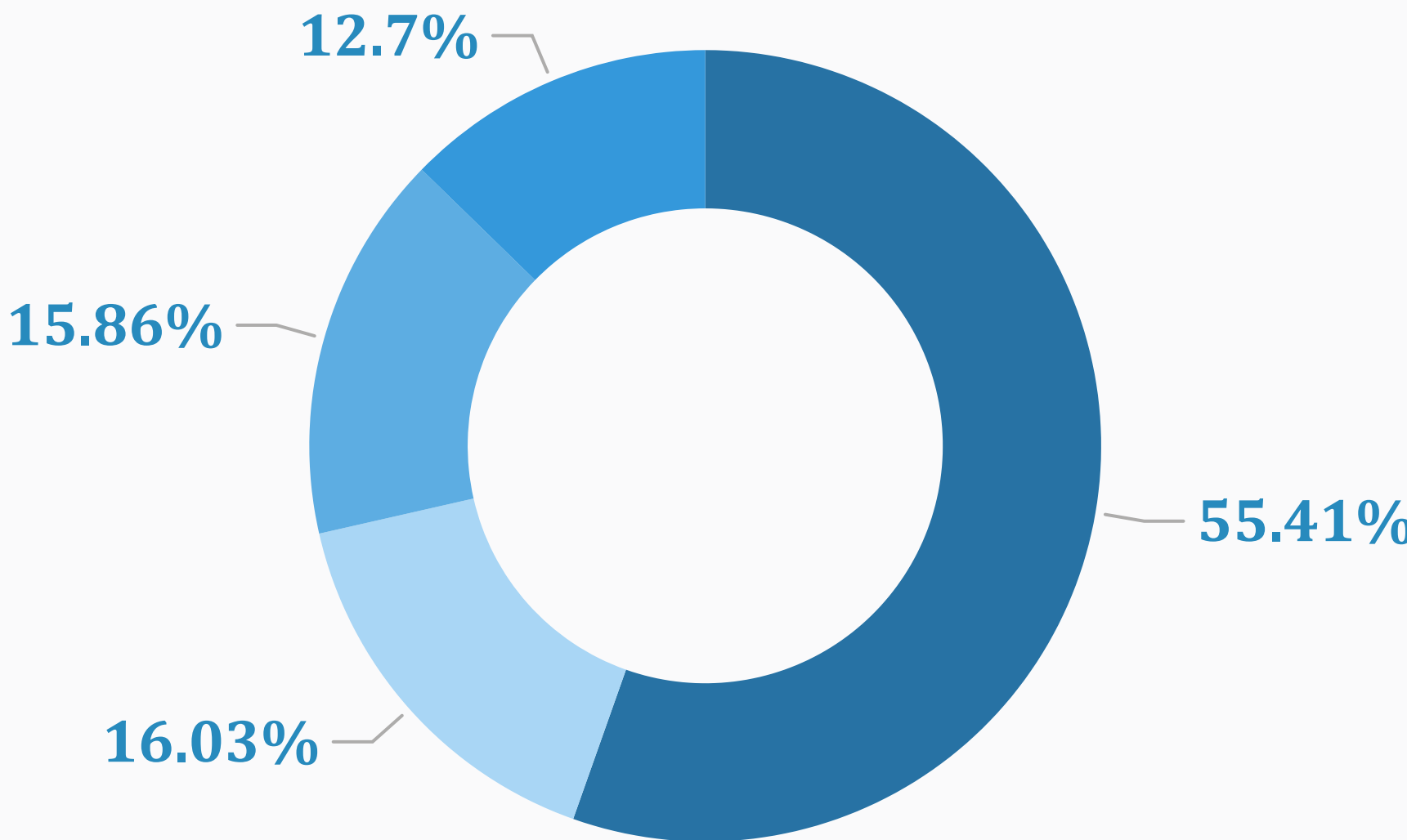
Revenue by Sales mode

12.6% / 15.46% / 16.27% / 55.67%
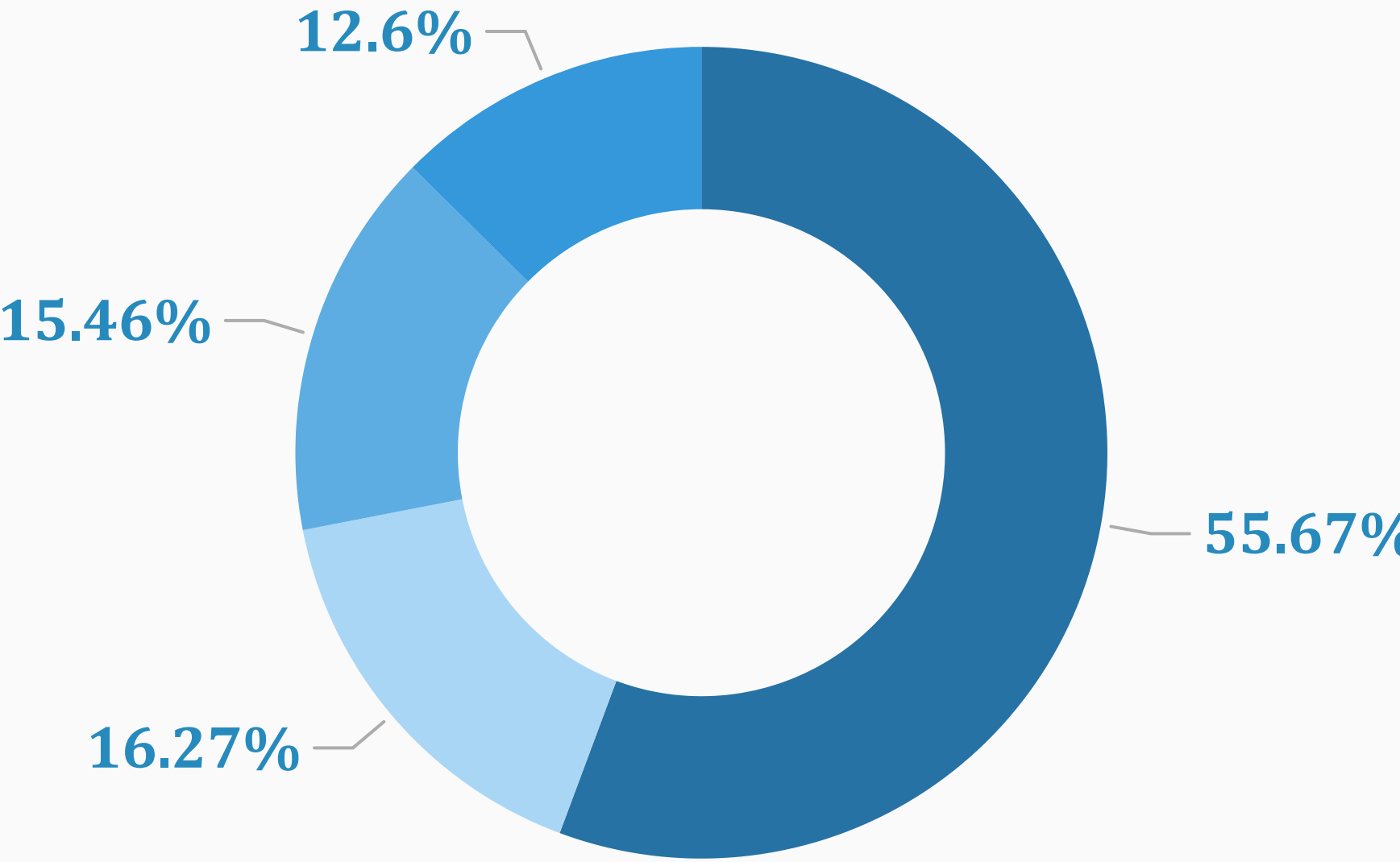
● Offline-Agent ● Online-App ● Offline-Direct ● Online-Website

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Month	Year	Revenue	PM Revenue	MoM Growth %	Customers	PM Customers	MoM Growth %
November	2022	131.7M		0.00	3.79K		0.00
December	2022	156.3M	131.7M	18.71	4.02K	3.8K	6.15
January	2023	141.0M	156.3M	-9.79	3.92K	4.0K	-2.51
February	2023	142.6M	141.0M	1.15	3.89K	3.9K	-0.87
March	2023	263.8M	142.6M	84.97	7.08K	3.9K	82.27
April	2023	153.7M	263.8M	-41.73	4.15K	7.1K	-41.41

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Month
Nov_22 | Jan_23 | Mar_23
Dec_22 | Feb_23 | Apr_23

Sales Mode
Offline-Agent
Offline-Direct
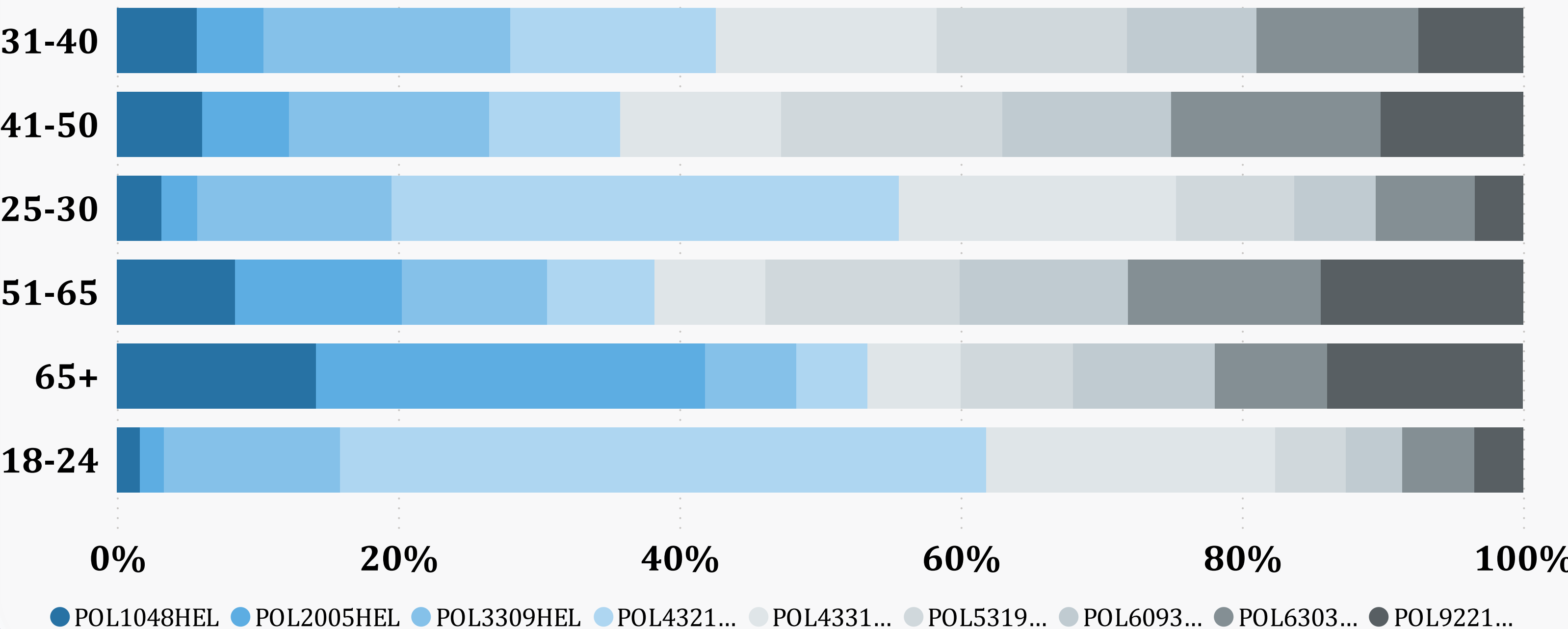Online-App
Online-Website

Top Age Group Revenue
311M
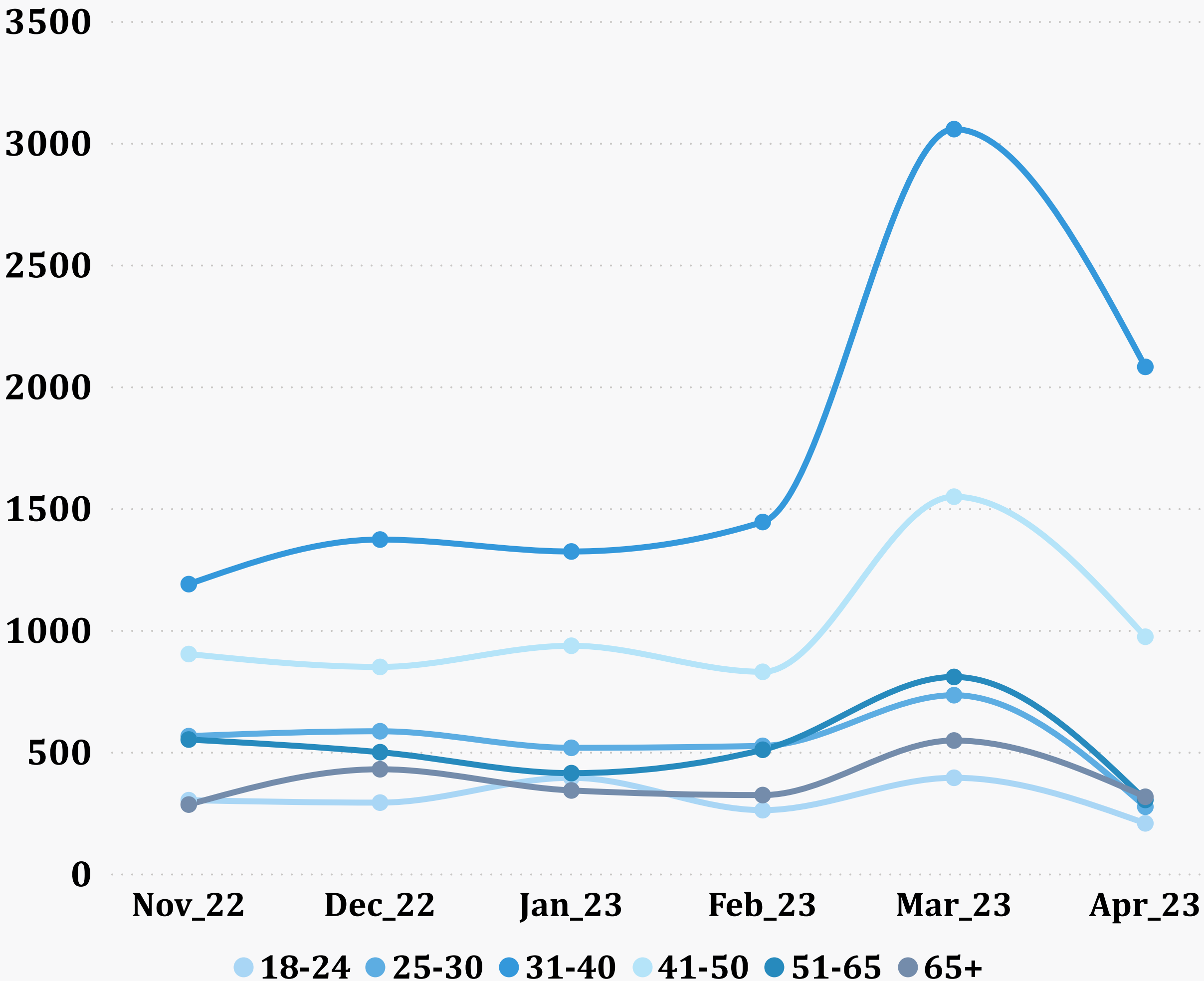Top Age Group by Revenue **31-40**

Top Age Group Customer Count
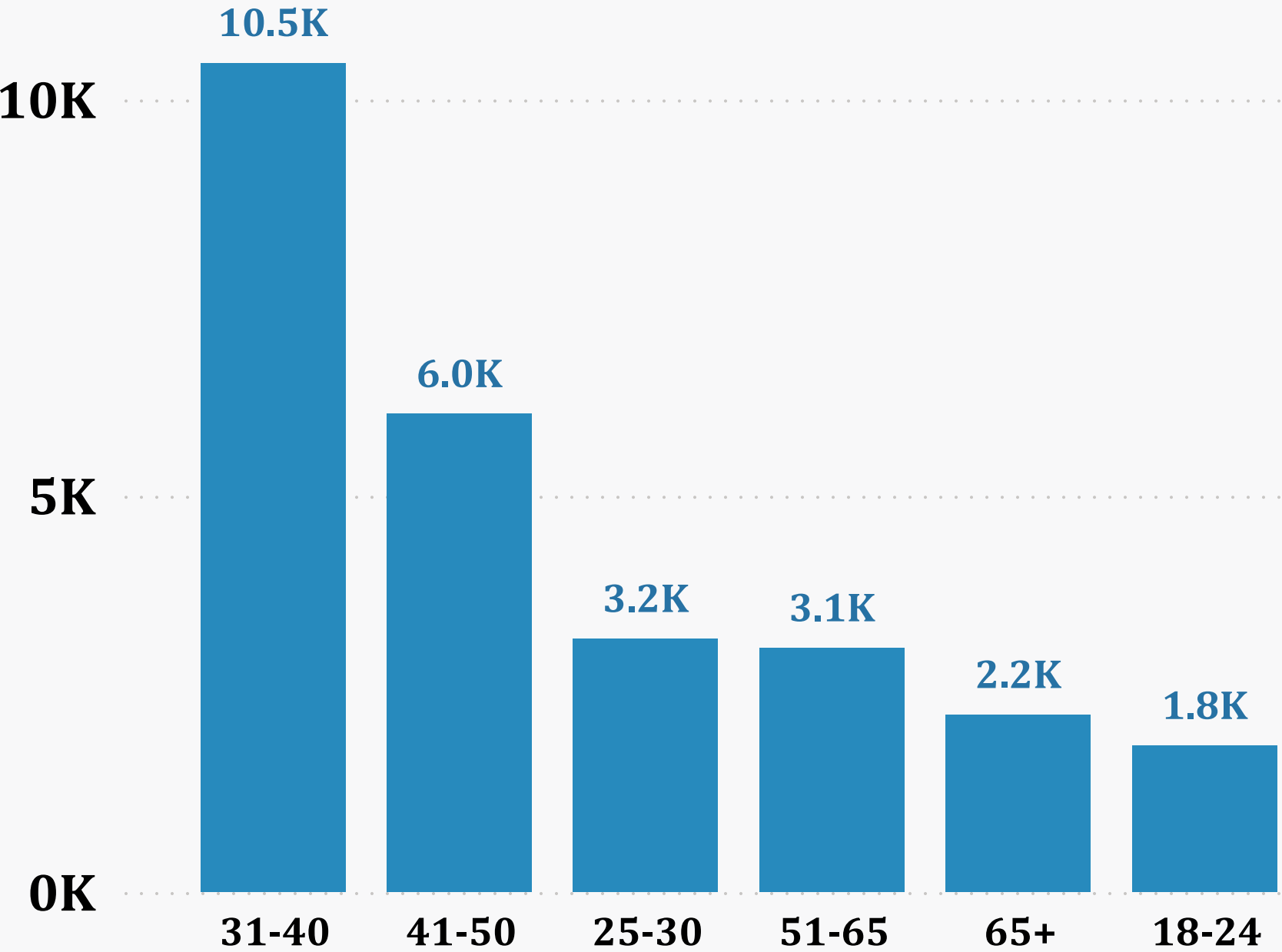# 10K
Top Age Group by Customers **31-40**

Policy by Age

Age groups (top to bottom): 31-40, 41-50, 25-30, 51-65, 65+, 18-24

Axis: 0% — 20% — 40% — 60% — 80% — 100%

Legend: POL1048HEL, POL2005HEL, POL3309HEL, POL4321..., POL4331..., POL5319..., POL6093..., POL6303..., POL9221...

Customers by Month

Y-axis: 0 — 500 — 1000 — 1500 — 2000 — 2500 — 3000 — 3500
X-axis: Nov_22 — Dec_22 — Jan_23 — Feb_23 — Mar_23 — Apr_23

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

Customer by Age

Age	Value
31-40	10.5K
41-50	6.0K
25-30	3.2K
51-65	3.1K
65+	2.2K
18-24	1.8K

Sales mode by Age

Age	Values
31-40	5.6K 1.6K 1.8K 1.5K
41-50	3.4K
25-30	1.8K
51-65	1.7K
65+	1.2K
18-24	1.1K

Axis: 0K — 5K — 10K

Legend: Offline-Agent, Offline-Direct, Online-App, Online-Website

Avg Settlement by Age

Age	Value
65+	82.51 %
51-65	67.45 %
41-50	62.50 %
31-40	57.55 %
25-30	48.85 %
18-24	41.30 %

Y-axis: 0% — 20% — 40% — 60% — 80%