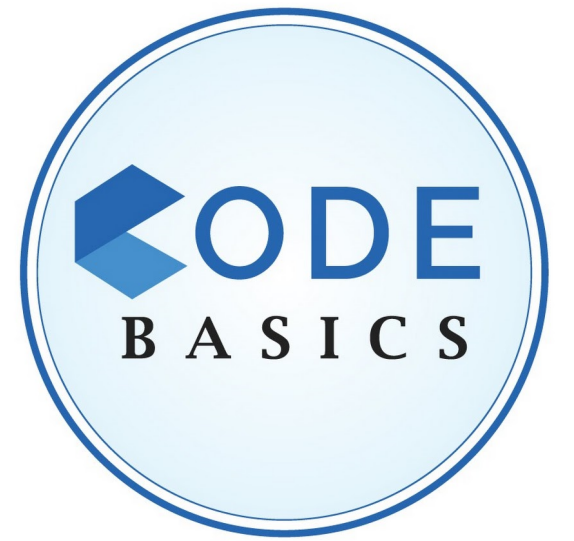




SHIELD INSURANCE ANALYSIS



General View

This view offers a clear breakdown of customer distribution, revenue allocation, and their monthly growth. It also enables us to conduct a precise analysis of city-specific growth trends, enhancing our strategic decision-making.



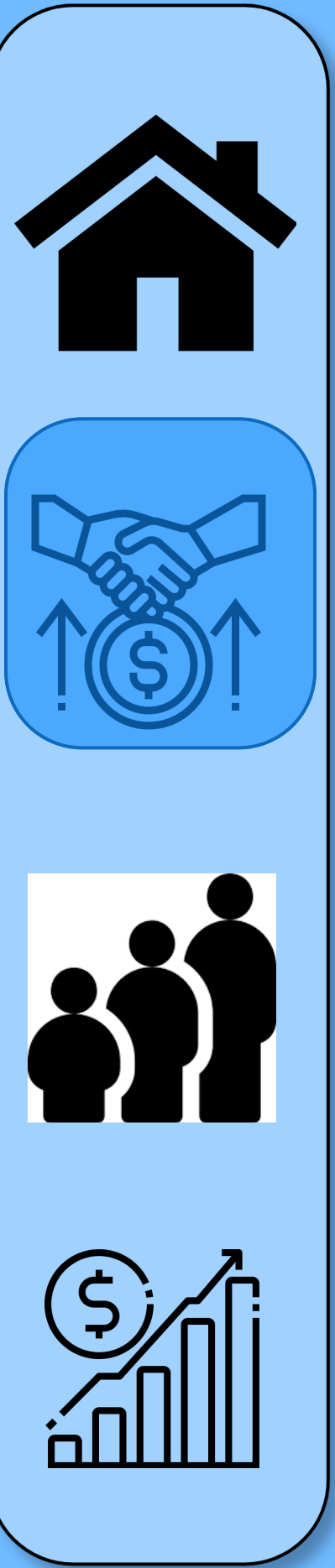
Age View

This view provides valuable insights into age group preferences concerning policies and sales modes. Additionally, it allows us to understand age-specific growth trends in different cities, simplifying the analysis of group dynamics.



Sales View

In this view, we can easily identify which sales mode generates more customers and revenue, helping us focus on what's most effective.



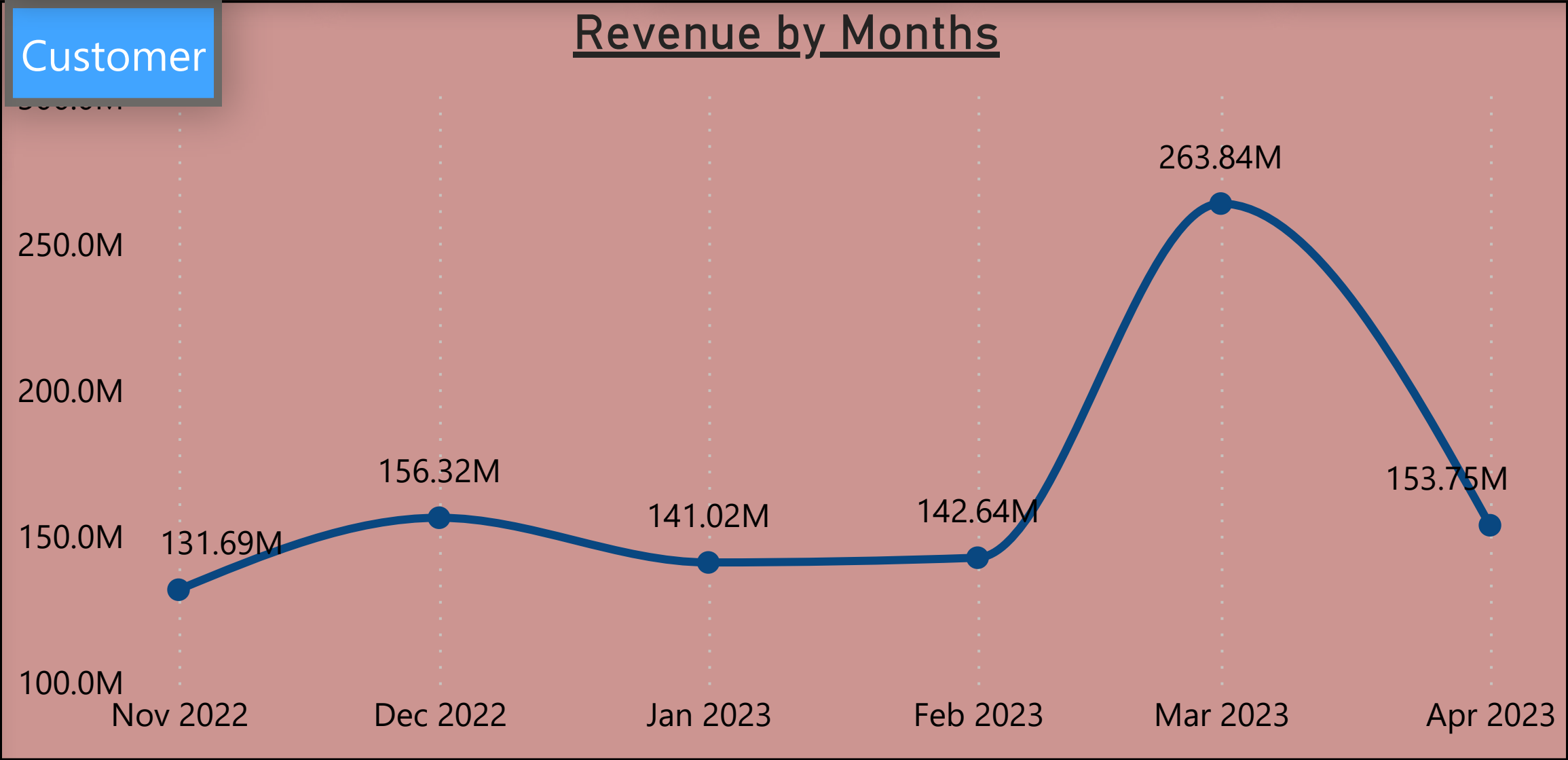
General View

KEY METRICS

Revenue	No Customer	Revenue DG	Customer DG
989M	27K	13M	340
LM 0.00%	LM 0.00%	LD NS	LD NS

Customer Split			Revenue Split		
Age Group	NOC	Revenue	city	NOC	Revenue
11-20	1055	14M	Chennai	2966	106M
21-30	5202	90M	Delhi NCR	11007	402M
31-40	11455	356M	Hyderabad	4340	161M
41-50	4699	196M	Indore	2096	81M
51-60	1718	102M	Mumbai	6432	240M
Over 60	2712	231M	Total	26841	989M

Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23
Policy ID	Age Groups	Days	Sales Mode	Month	
All	All	All	All	All	



CUSTOMERS SEGMENTATION

Age Group	11-20		21-30		31-40		41-50		51-60		Over 60	
	city	Revenue	NOC	city	Revenue	NOC	city	Revenue	NOC	city	Revenue	NOC
Chennai		2M	125		10M	603		37M	1236		22M	531
Delhi NCR		6M	419		37M	2117		146M	4741		78M	1899
Hyderabad		2M	173		14M	824		58M	1886		33M	765
Indore		1M	74		8M	412		30M	889		15M	374
Mumbai		4M	264		22M	1246		85M	2703		48M	1130
Total		14M	1055		90M	5202		356M	11455		196M	4699

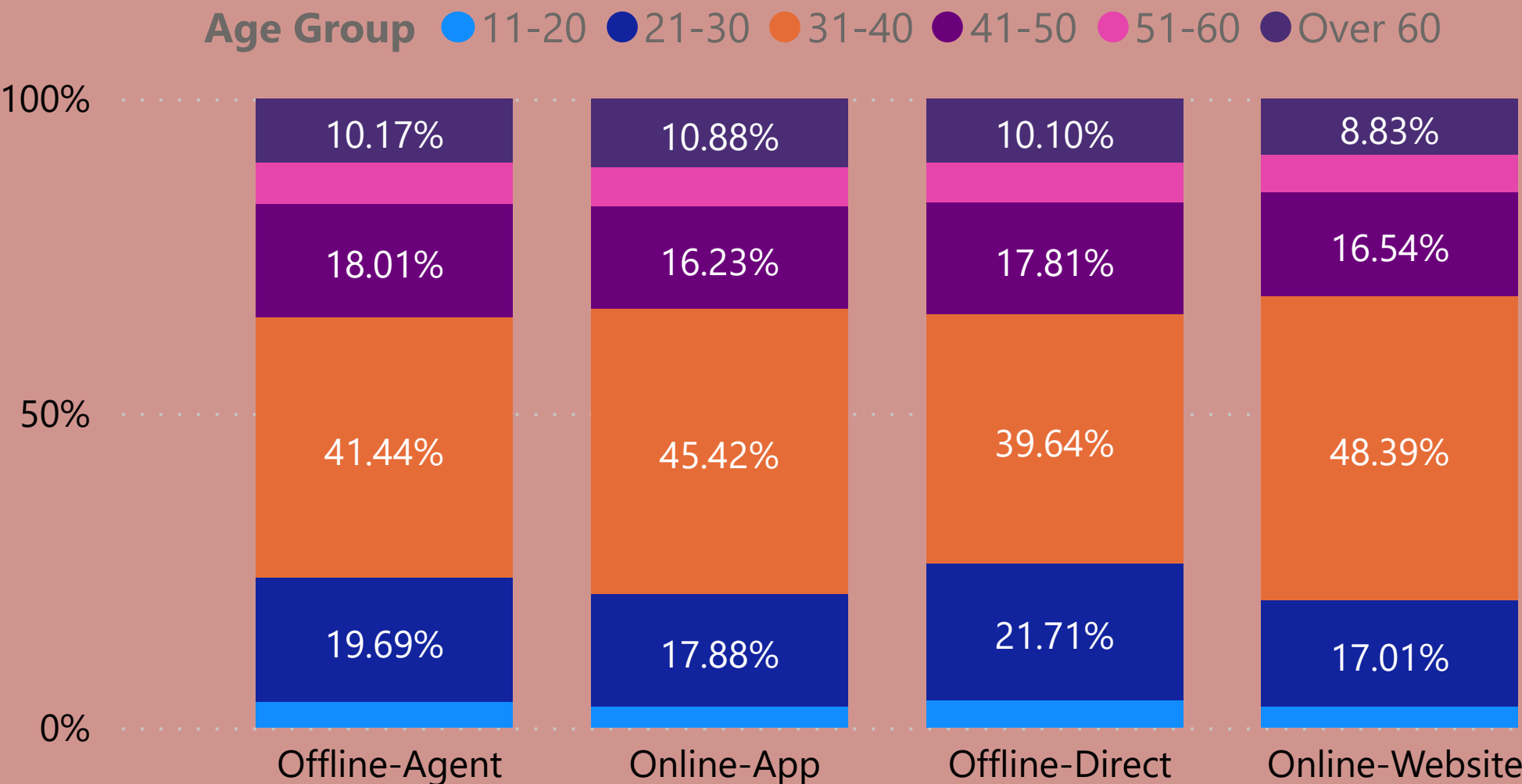
LD -LASTDAY , LM- LASTMONTH , DG-Daily Growth , NOC- Number of Customer ,NS- No Selected



Age Group



Count Sale For Age Group



Count Policy For Age Group

policy_id	11-20	21-30	31-40	41-50	51-60	Over 60	Total
POL1048HEL	18	154	659	313	163	361	1668
POL2005HEL	15	118	578	333	248	676	1968
POL9221HEL	38	192	921	511	268	388	2318
POL6093HEL	33	301	1114	633	183	279	2543
POL6303HEL	54	358	1383	772	207	243	3017
POL5319HEL	56	425	1628	755	221	244	3329
POL4331HEL	225	1005	1741	460	122	182	3735
POL3309HEL	131	739	2026	571	165	197	3829
POL4321HEL	485	1910	1405	351	141	142	4434

Nov 22

Dec 22

Jan 23

Feb 23

Mar 23

Apr 23

Policy ID

All

Age Groups

All

Days

All

Sales Mode

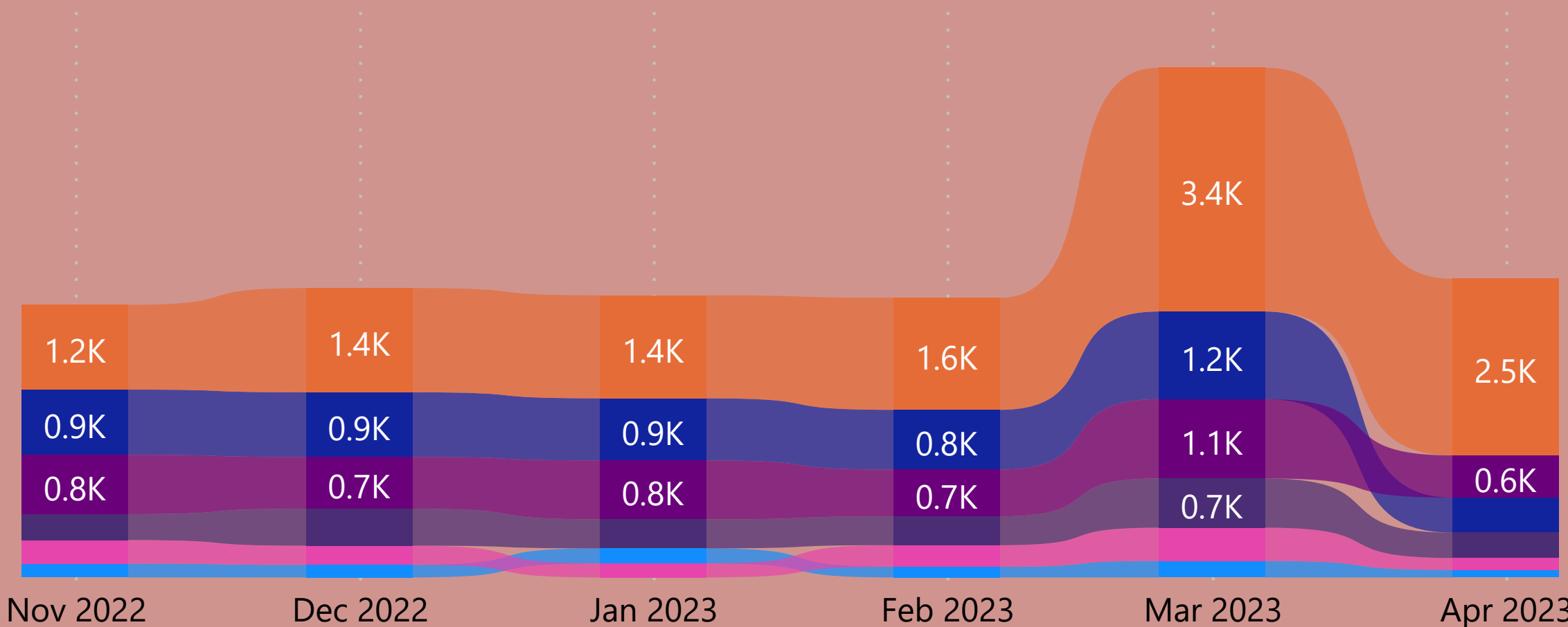
All

Month

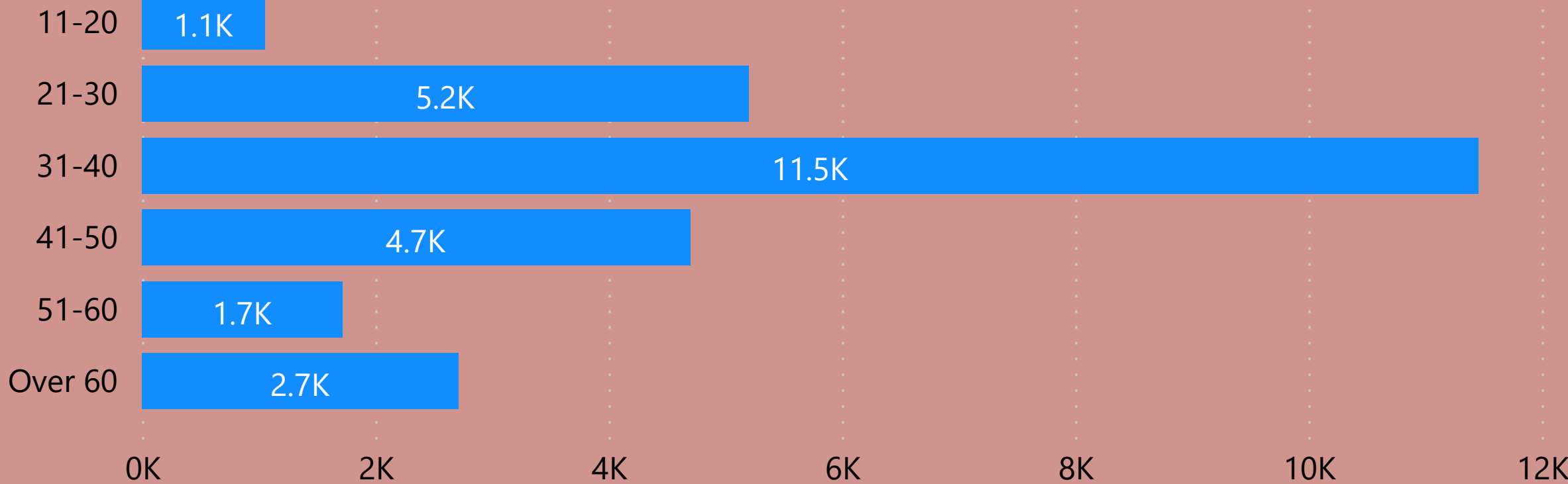
All

Number of Customer by month & Age Group

Age Group ● 11-20 ● 21-30 ● 31-40 ● 41-50 ● 51-60 ● Over 60

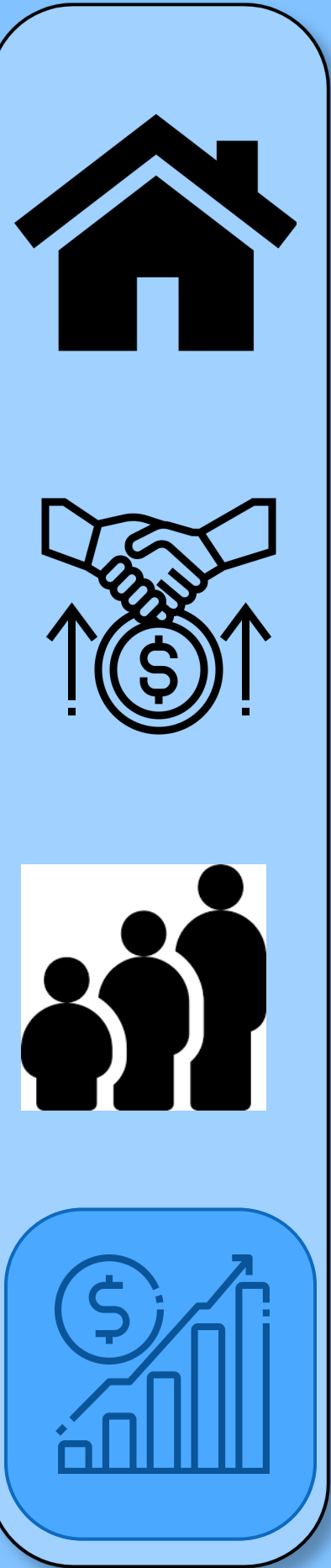


Number of Customer by Age Group

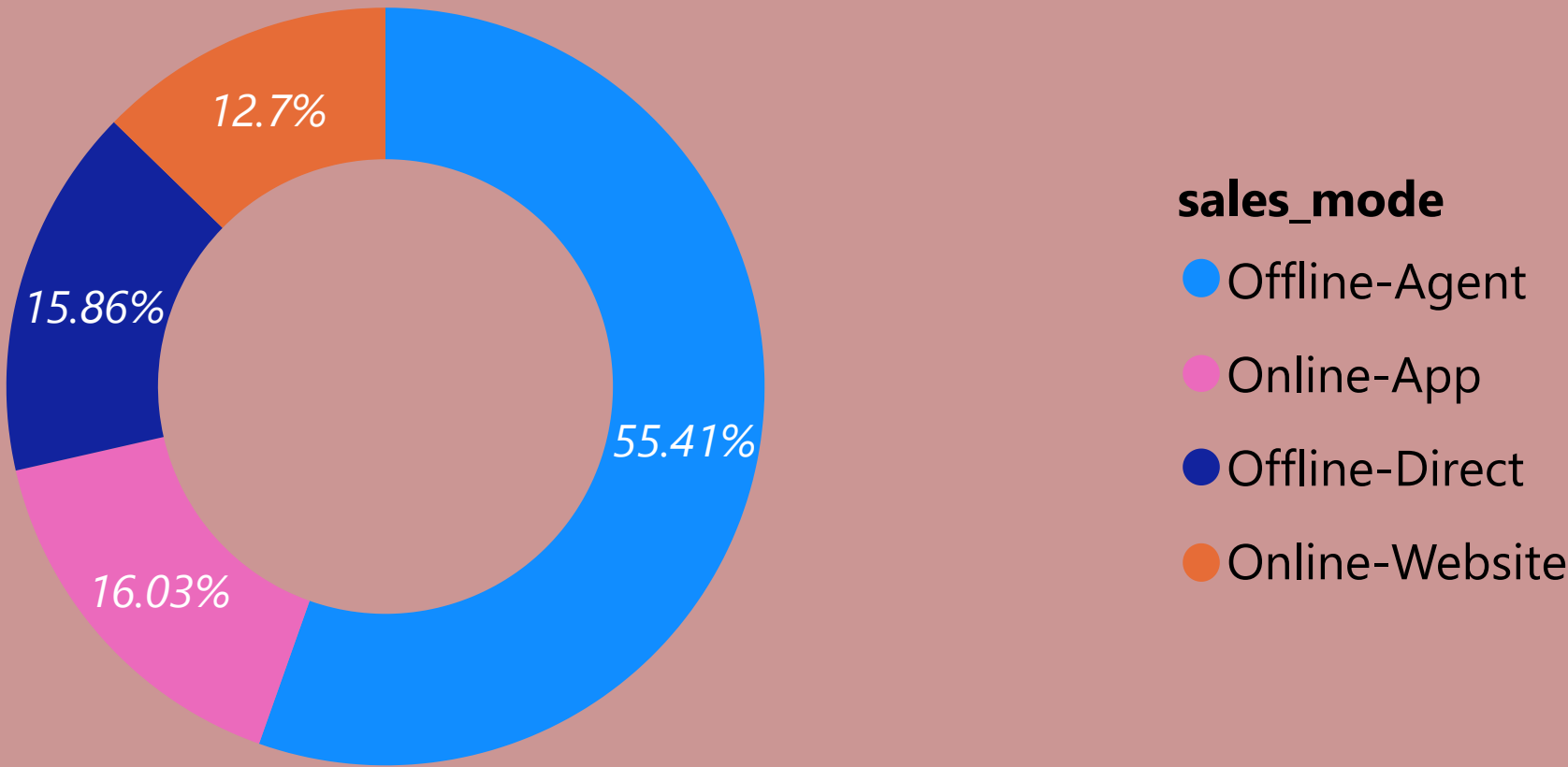




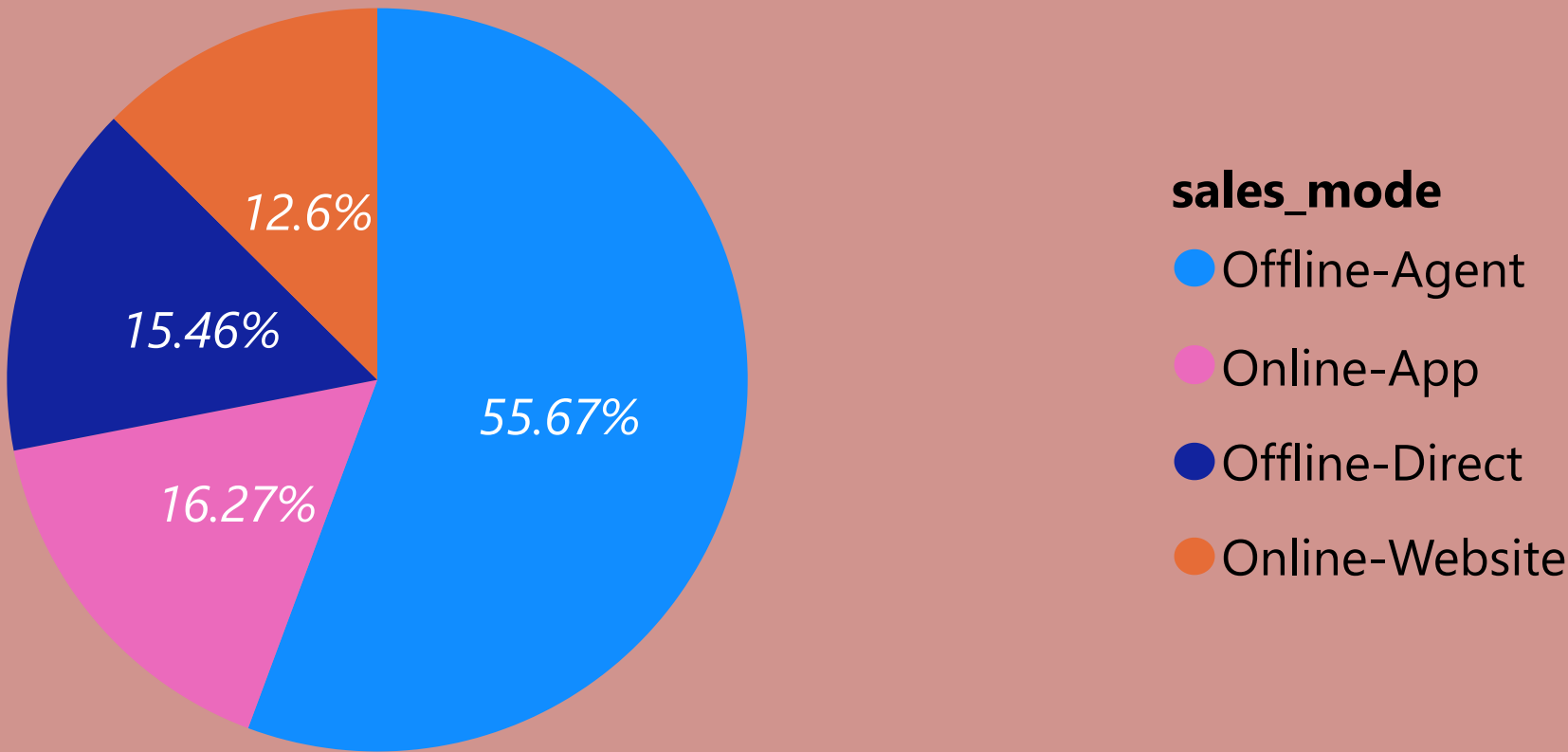
Sales View



NOC by sales_mode



Sales mode by WeekDays



Nov 22

Dec 22

Jan 23

Feb 23

Mar 23

Apr 23

Policy ID

All

Age Groups

All

Days

All

Sales Mode

All

Month

All

Count of Age By Month & SalesMode

