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.

SHIELD INSURANCE

Home | General View | Age View | Sales View

Revenue	Revenue DG	No Customer	Customer DG
153.75M	7.03M	4.15K	178
Goal: 263.84M (-41.73%)	Goal: 3.23M (+117.81%)	Goal: 7.08K (-41.41%)	Goal: 65 (+173.85%)

Age Split

Age Group	NOC	Revenue
11-20	1K	14M
21-30	5K	90M
31-40	11K	356M
41-50	5K	196M
51-60	2K	102M
Over 60	3K	231M
Total	27K	989M

City Split

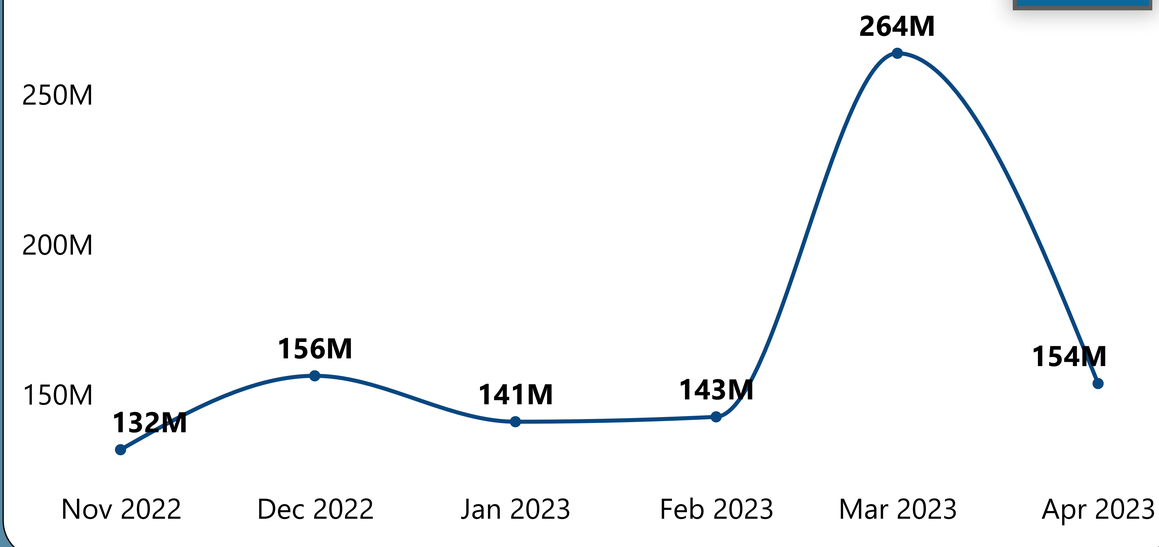
City	NOC	Revenue
Chennai	3K	106M
Delhi NCR	11K	402M
Hyderabad	4K	161M
Indore	2K	81M
Mumbai	6K	240M
Total	27K	989M

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

Revenue by Months

Customer



CUSTOMERS SEGMENTATION

Age Group	11-20		21-30		31-40		41-50		51-60		Over 60	
city	Revenue	NOC	Revenue	NOC	Revenue	NOC	Revenue	NOC	Revenue	NOC	Revenue	NOC
Chennai	2M	125	10M	603	37M	1236	22M	531	12M	186	24M	285
Delhi NCR	6M	419	37M	2117	146M	4741	78M	1899	42M	717	94M	1114
Hyderabad	2M	173	14M	824	58M	1886	33M	765	15M	258	38M	434
Indore	1M	74	8M	412	30M	889	15M	374	8M	134	19M	213
Mumbai	4M	264	22M	1246	85M	2703	48M	1130	25M	423	56M	666
Total	14M	1055	90M	5202	356M	11455	196M	4699	102M	1718	231M	2712

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

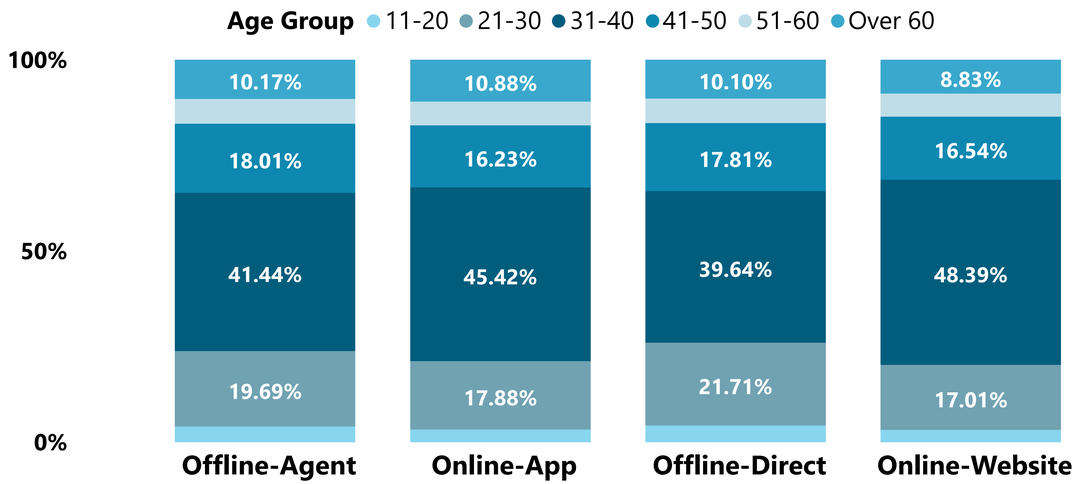
SHIELD INSURANCE

Home | General View | **Age View** | Sales View

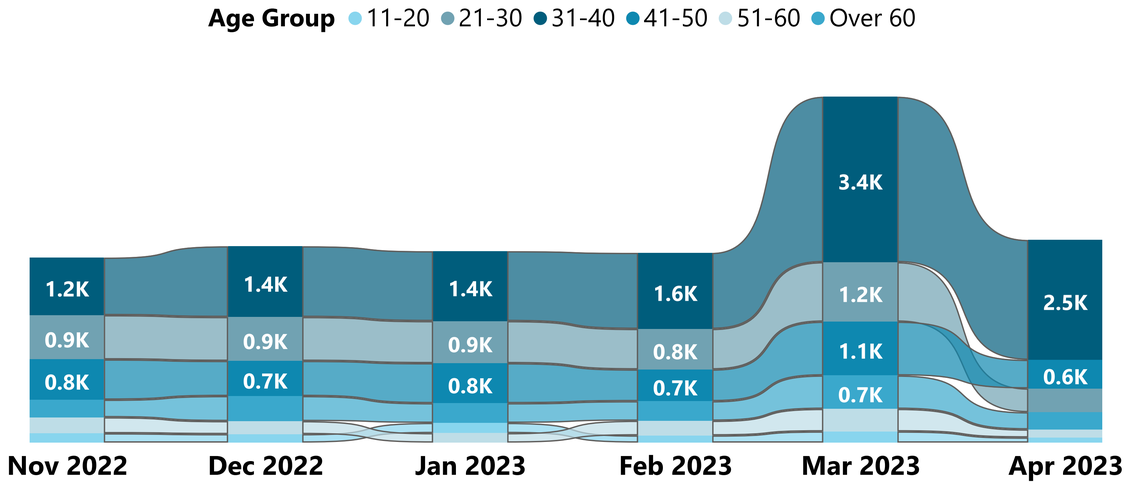
Nov 22 | Dec 22 | Jan 23 | Feb 23 | Mar 23 | Apr 23

Policy ID: All | Age Groups: All | Days: All | Sales Mode: All | Month: All

Count Sales For Age Group



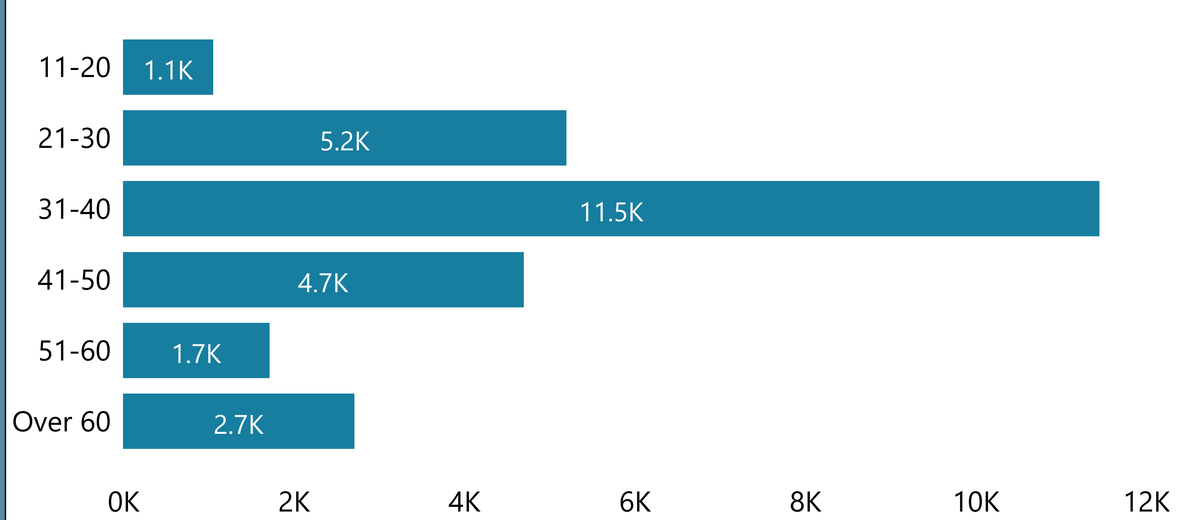
Number of Customer by month & Age Group



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

Number of Customer by Age Group



SHIELD INSURANCE

Home | General View | Age View | Sales View

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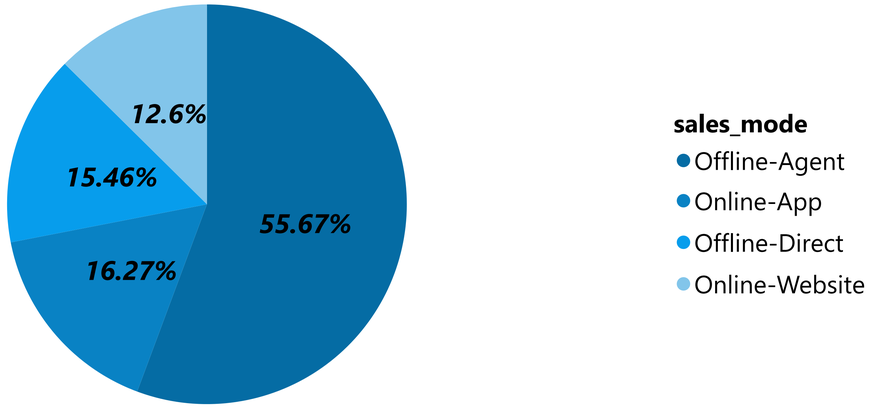
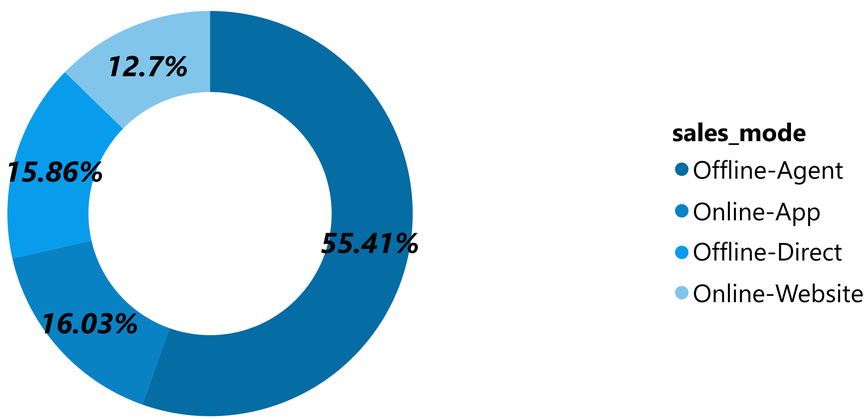
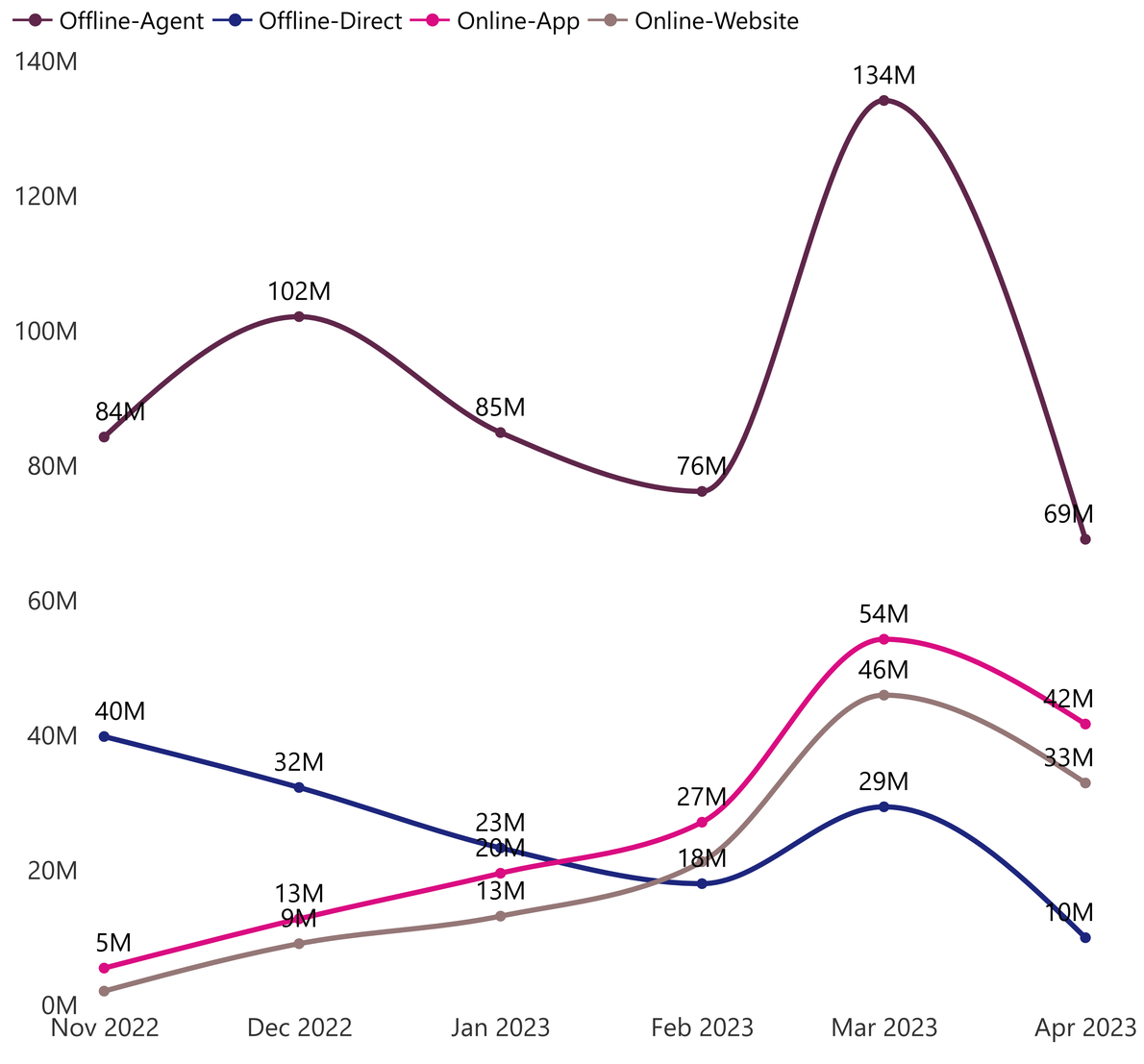
Policy ID: All | Age Groups: All | Days: All | Sales Mode: All | Month: All

Revenue by sales Mode



Number of customer by sales_mode



Count of Age By Month & SalesMode