



## *Shield Insurance*

Shield Insurance is dedicated to delivering trustworthy and comprehensive coverage for both individuals and businesses. With a strong focus on customer satisfaction and risk protection, the company has earned a reputation for dependable service. Shield Insurance empowers its clients to feel confident and secure by offering plans tailored to safeguard against life's uncertainties.

### Overview



Summarizes essential KPIs and highlights overall business performance, including customer and revenue trends. Also provides customer segmentation based on city and age group for deeper insights.

### Sales



Breaks down revenue and customer distribution across different sales channels (e.g., Online, Agent, Direct), with trends to track performance over time.

### Age Group



Focuses on how different age groups engage with the business — covering trends in policy purchases, settlement expectations, and preferred sales modes.

Overview



Total Revenue

\$989.3M

LM: 836M  
% Chg: 18.4%

Total Customers

26.8K

LM: 23K  
% Chg: 18.3%

Daily Revenue Growth

\$5.2M

LM: 8M  
% Chg: --

Daily Customer Growth

115

LM: 225  
% Chg: --

City

All

sales\_mode

All

policy\_id

All

mmm\_yy

All

Age Group

All

LM: Last Month  
% Chg: Percentage  
change with LM

Customer Split

Age Group	Customers	Revenue
18-24	1844	\$25.3M
25-30	3194	\$56.7M
31-40	10460	\$311.1M
41-50	6031	\$226.5M
51-65	3077	\$165.6M
65+	2235	\$203.9M
Total	26841	\$989.3M

Revenue Split

city	Customers	Revenue
Chennai	2966	\$106.3M
Delhi NCR	11007	\$401.6M
Hyderabad	4340	\$160.5M
Indore	2096	\$81.3M
Mumbai	6432	\$239.5M
Total	26841	\$989.3M

Customer Segmentation

city	Customers	Revenue
+ Delhi NCR	11007	\$401.6M
+ Mumbai	6432	\$239.5M
+ Hyderabad	4340	\$160.5M
+ Chennai	2966	\$106.3M
+ Indore	2096	\$81.3M
Total	26841	\$989.3M

Trend by Months





City

All

sales\_mode

All

policy\_id

All

mmm\_yy

All

Age Group

All

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change with LM

## Sales Mode Analysis



Total Revenue

**\$989.3M**

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**\$5.2M**

LM: 8M

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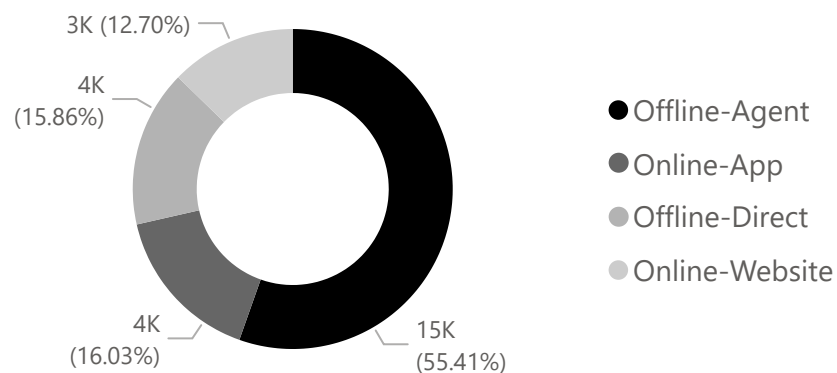
Daily Customer Growth

**115**

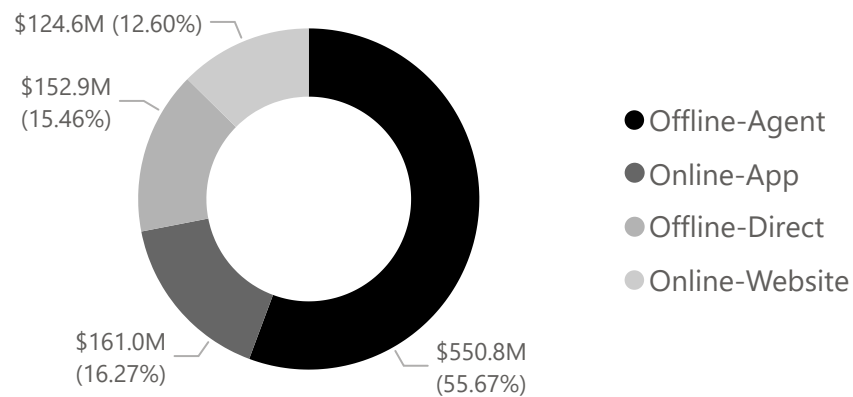
LM: 225

% Chg: --

### Customer Split by Sales\_mode

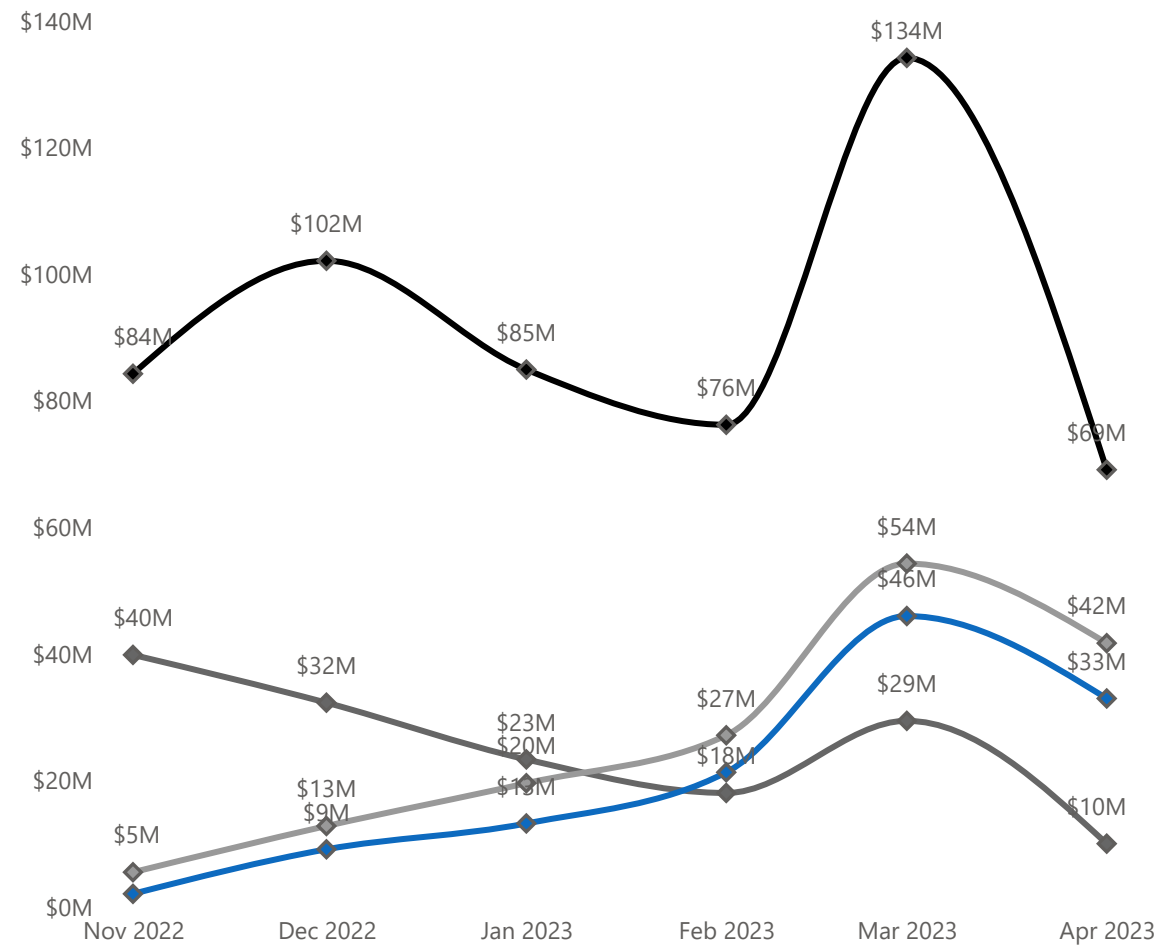


### Revenue Split by Sales\_mode



### Trend of Sales Mode over Month

◆ Offline-Agent ◆ Offline-Direct ◆ Online-App ◆ Online-Website



City

All

sales\_mode

All

policy\_id

All

mmm\_yy

All

Age Group

All

LM: Last Month  
% Chg: Percentage  
change with LM

Age Group Analysis



Total Revenue

\$989.3M

LM: 836M  
% Chg: 18.4%

Total Customers

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LM: 23K  
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Daily Revenue Growth

\$5.2M

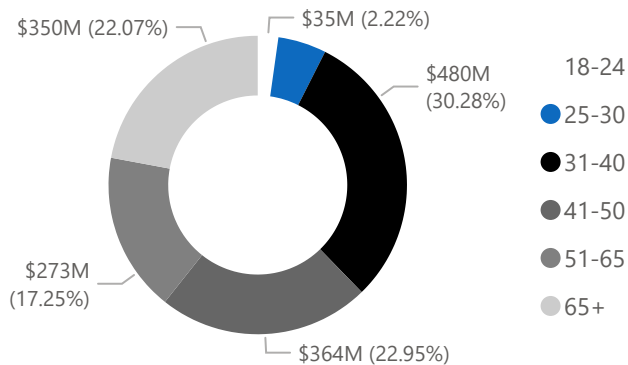
LM: 8M  
% Chg: --

Daily Customer Growth

115

LM: 225  
% Chg: --

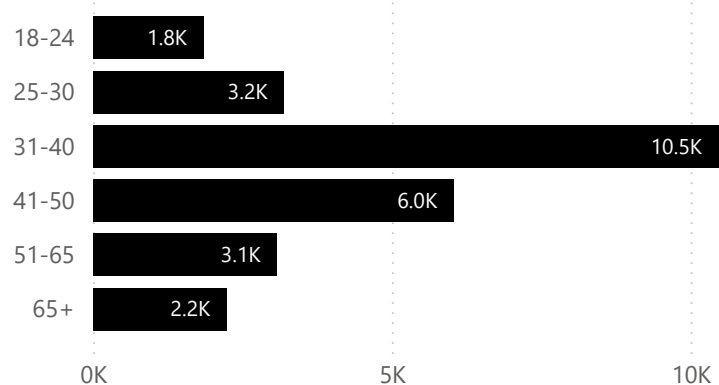
Age Group vs Expected Settlements



Age Group vs Policy Preference

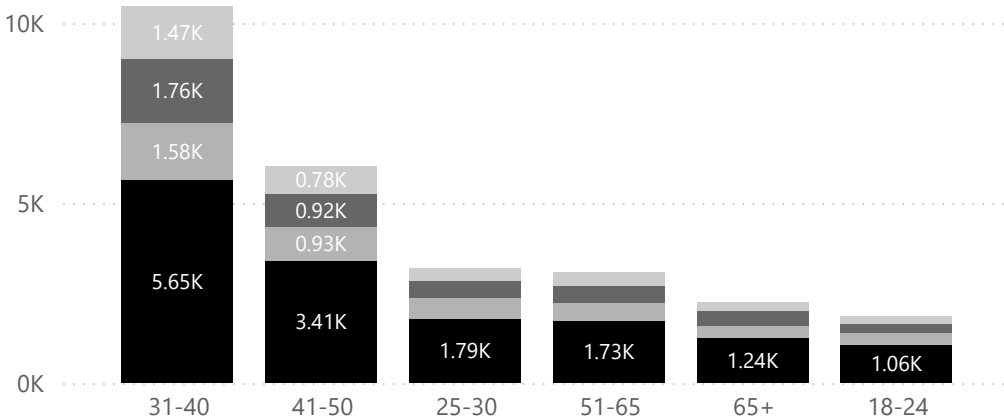
policy_id	18-24	25-30	31-40	41-50	51-65	65+
POL1048HEL	30	102	594	366	259	317
POL2005HEL	32	81	499	373	365	618
POL3309HEL	231	441	1836	858	318	145
POL4321HEL	847	1152	1526	561	235	113
POL4331HEL	379	630	1644	692	242	148
POL5319HEL	93	269	1414	949	425	179
POL6093HEL	74	185	966	724	369	225
POL6303HEL	94	224	1202	897	421	179
POL9221HEL	64	110	779	611	443	311
Total	1844	3194	10460	6031	3077	2235

Customers by Age Group



Age Group vs Sales Mode

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



Monthly Trends by Age Group

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

