



# Shield Insurance Analysis Report



## General View

High-level overview of total customers and revenue with month-over-month trends across cities, sales modes, policies, age groups, and daily customer and revenue growth.



## Sales View

Detailed analysis of customer and revenue performance by sales mode, showing monthly trends, policy-level insights, and city-wise distribution.



## Age Group Analysis

Insights into customer behavior by age group, including revenue contribution, sales mode share, average settlement percentage, and policy-level customer and revenue distribution.





Home Page



General View



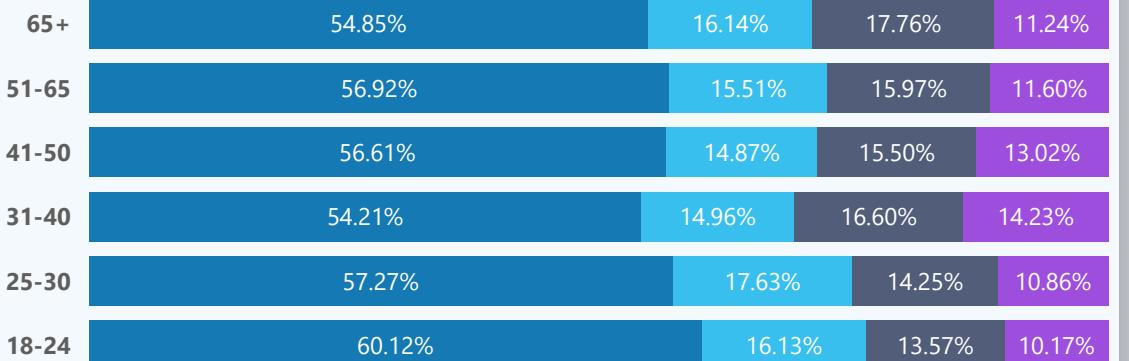
Sales View



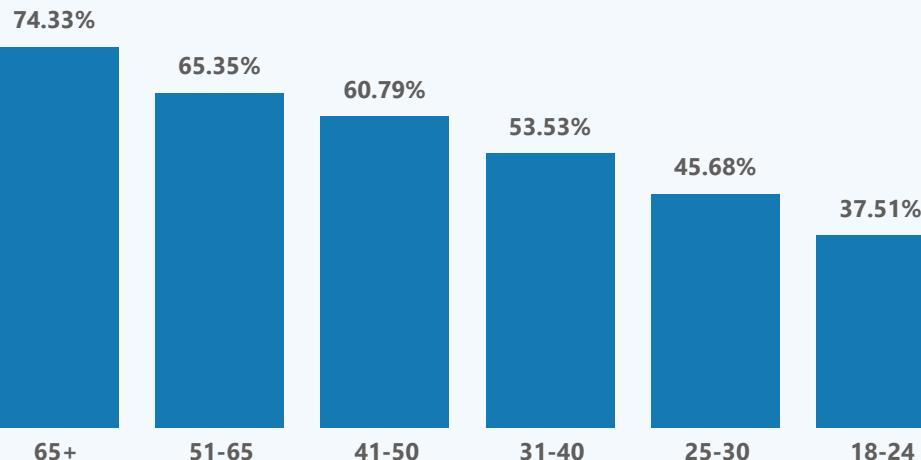
Age Group Analysis

## Total Revenue% By Age-Group &amp; Sales Mode

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



## Average Settlement% By Age-Group



## Filters

## Age Group

All

## Month

All

## City

All

## Sales Mode

All

## Policy ID

All



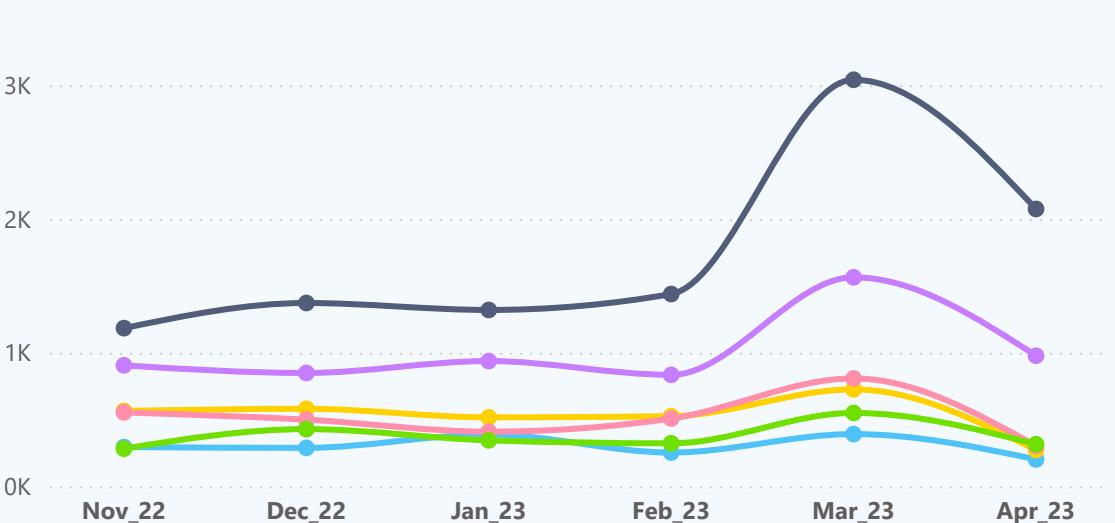
Clear All Filters

Revenue is in INR(₹)

Show Revenue

## Monthly Customers Trend By Age Group

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



## Customers Analysis By Policy &amp; Age-Group

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	30	102	588	370	259	319	1668
POL2005HEL	31	82	495	377	362	621	1968
POL3309HEL	230	440	1828	866	320	145	3829
POL4321HEL	838	1150	1530	565	238	113	4434
POL4331HEL	374	629	1646	693	244	149	3735
POL5319HEL	92	267	1410	954	427	179	3329
POL6093HEL	73	185	958	732	369	226	2543
POL6303HEL	91	224	1198	901	421	182	3017
POL9221HEL	63	109	778	612	444	312	2318
Total	1822	3188	10431	6070	3084	2246	26841



Home Page



General View



Sales View



Age Group Analysis

### Filters

#### Age Group

#### Month

#### City

#### Sales Mode

#### Policy ID

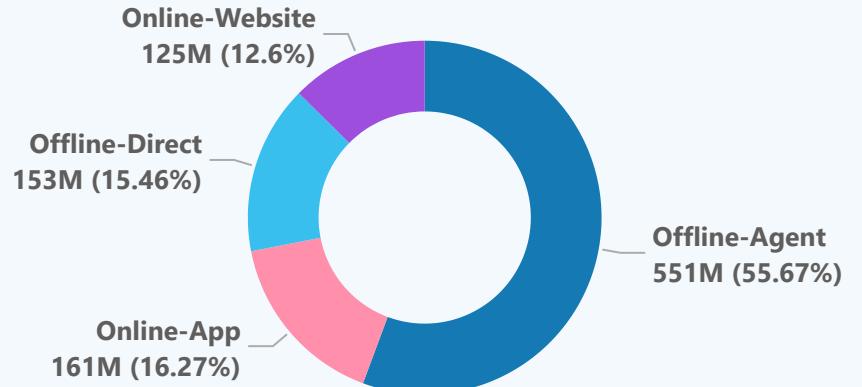


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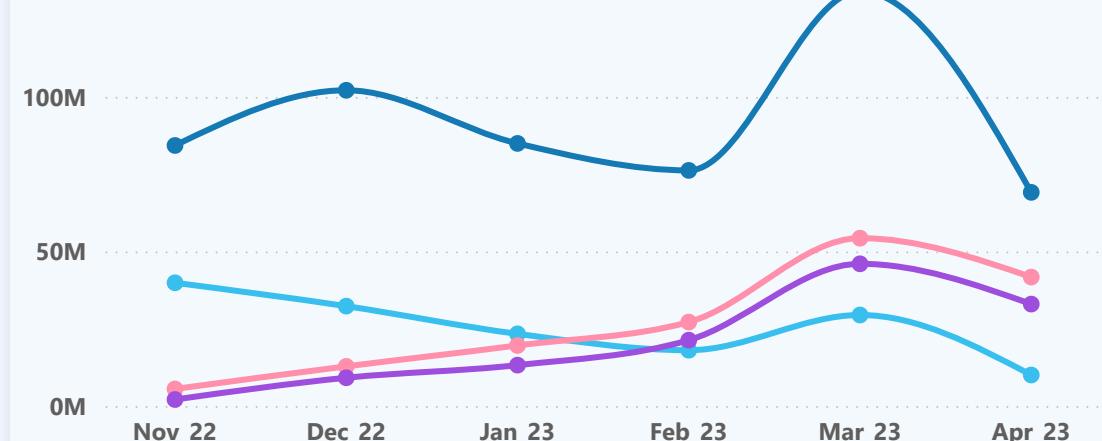
Revenue is in INR₹)

Show Customers Trend

### Revenue Distribution By Sales Mode



### Monthly Revenue Trend By Sales Mode

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


### Revenue Split By Policy & Sales Mode

Policy ID	Offline-Agent	Offline-Direct	Online-App	Online-Website	Total
POL1048HEL	93.88M	23.08M	29.73M	21.17M	167.86M
POL2005HEL	182.34M	50.72M	51.57M	39.63M	324.26M
POL3309HEL	29.94M	8.87M	9.75M	7.36M	55.92M
POL4321HEL	14.19M	3.96M	4.04M	3.28M	25.47M
POL4331HEL	18.02M	5.51M	5.34M	4.62M	33.50M
POL5319HEL	39.79M	10.90M	10.93M	7.99M	69.60M
POL6093HEL	56.60M	16.77M	15.70M	13.47M	102.55M
POL6303HEL	45.97M	12.50M	13.01M	10.28M	81.76M
POL9221HEL	70.02M	20.59M	20.90M	16.82M	128.33M
Total	550.76M	152.91M	160.97M	124.62M	989.25M

### Revenue Split By City & Sales Mode

City	Offline-Agent	Offline-Direct	Online-App	Online-Website	Total
Chennai	62.27M	15.48M	15.90M	12.66M	106.31M
Delhi NCR	219.40M	64.00M	65.71M	52.46M	401.57M
Hyderabad	89.84M	26.34M	24.71M	19.63M	160.52M
Indore	45.90M	12.59M	12.59M	10.26M	81.35M
Mumbai	133.34M	34.49M	42.06M	29.62M	239.51M
Total	550.76M	152.91M	160.97M	124.62M	989.25M



**SHIELD  
INSURANCE**



**Home Page**



**General View**



**Sales View**



**Age Group Analysis**



**Age Group**

All ▼

**Month**

Mar\_23 ▼

**City**

All ▼

**Sales Mode**

All ▼

**Policy ID**

All ▼



**Clear All Filters**

**LM - Last Month  
Revenue is in INR(₹)**

**263.84M**

**Total Revenue**

LM :

**142.64M** **+85.0%**

**7.08K**

**Total Customers**

LM :

**3.89K** **+82.3%**

**8.51M**

**Daily Revenue**

LM :

**5.09M** **+67.1%**

**228.42**

**Daily Customers**

LM :

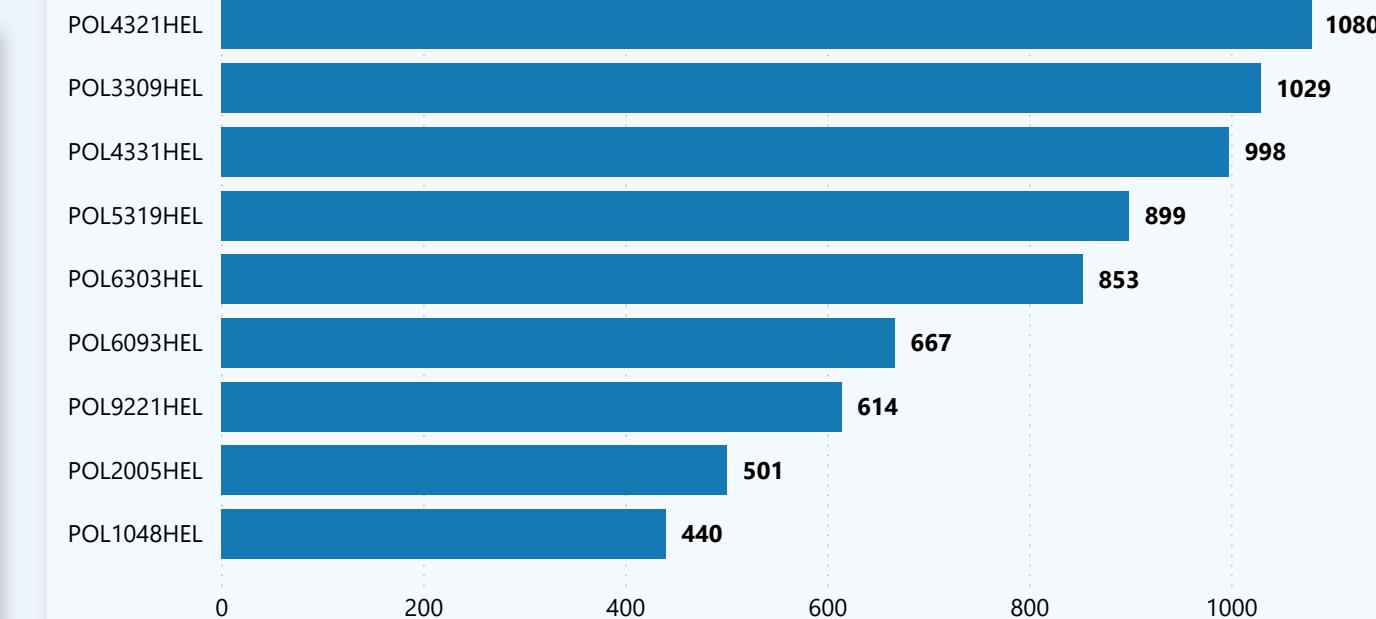
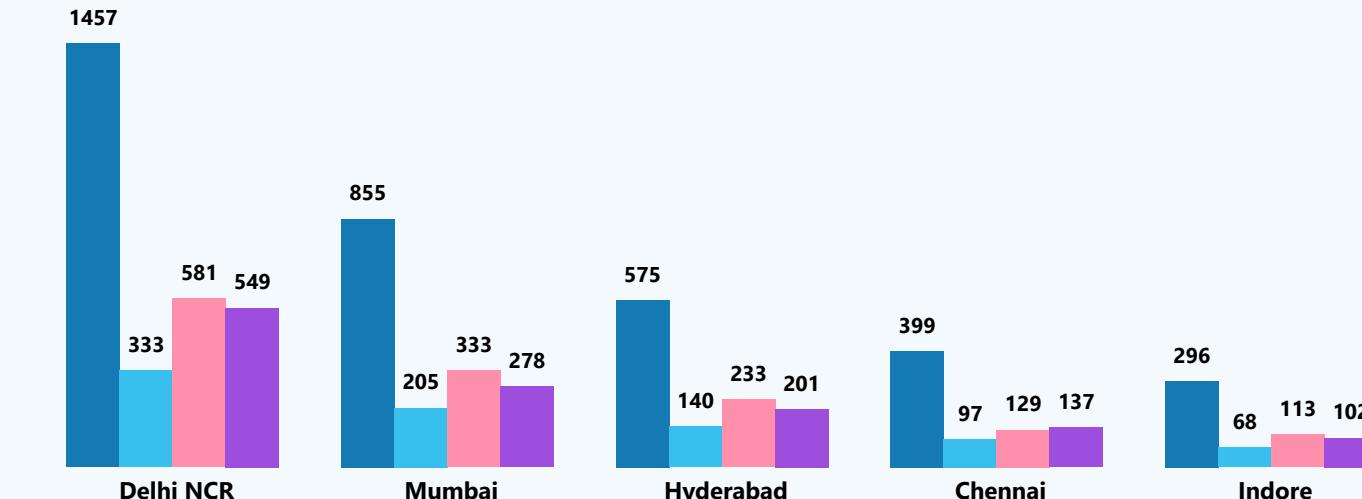
**138.75** **+64.6%**

**Show Revenue**

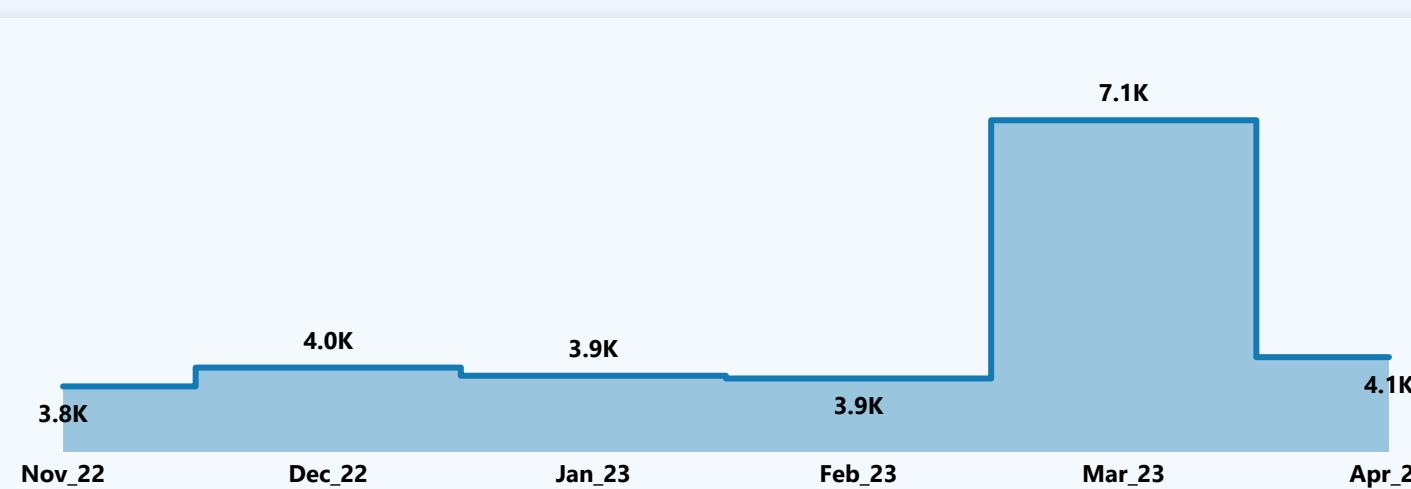
**Customers Split By Policy**

**Customers By City & Sales Mode**

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



**Monthly Customers Trend**



**Customers By City & Age Group**

city	18-24	25-30	31-40	41-50	51-65	65+	Total
Chennai	47	88	335	165	77	50	762
Delhi NCR	156	273	1267	653	331	240	2920
Hyderabad	56	111	501	267	126	88	1149
Indore	38	64	240	122	70	45	579
Mumbai	95	190	698	357	204	127	1671
Total	392	726	3041	1564	808	550	7081