



Shield Insurance Analysis Report

- Shield Insurance is a forward-thinking insurance provider committed to delivering protection, trust, and financial security to customers across every stage of life.
- This dashboard has been designed as part of a pilot analytics initiative to help Shield gain clarity on its customer base, revenue performance, and business growth trends.



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



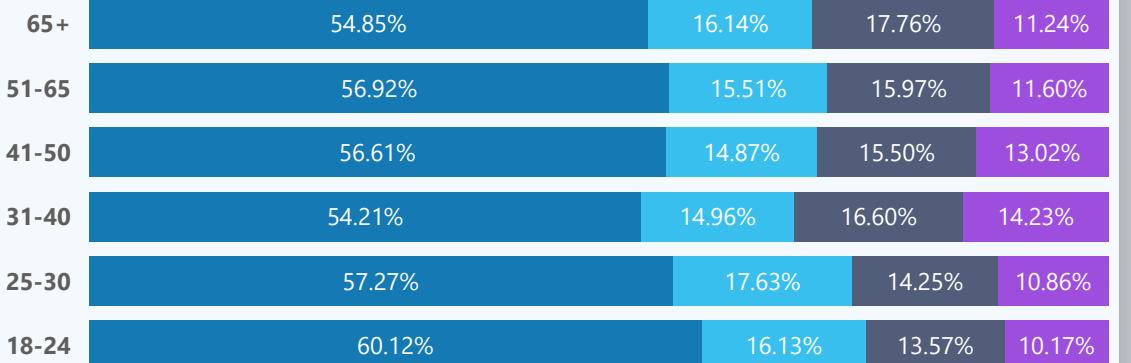
Sales View



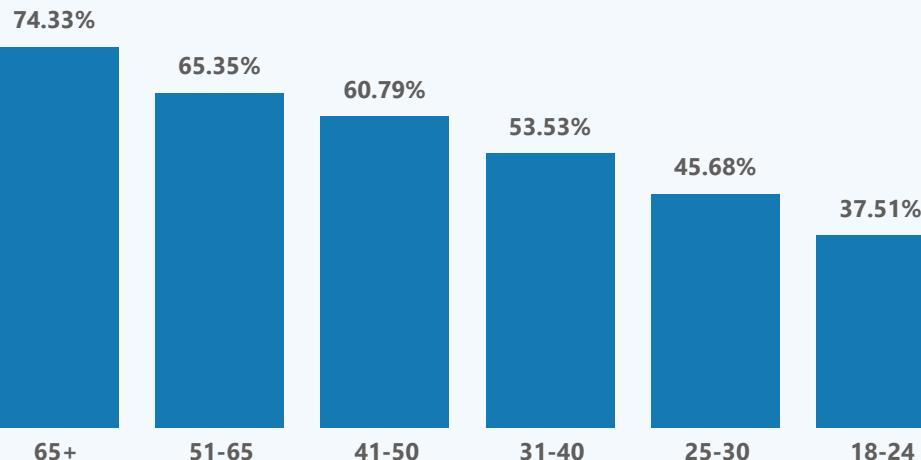
Age Group Analysis

Total Revenue% By Age-Group & 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



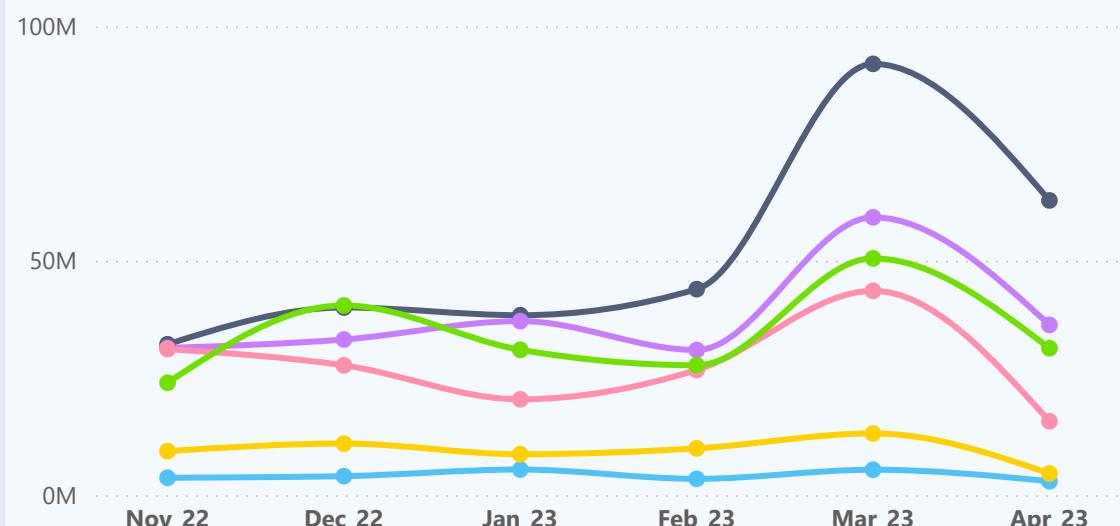
Clear All Filters

Revenue is in INR(₹)

Show Customers

Monthly Revenue Trend By Age Group

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



Revenue Analysis By Policy & Age-Group

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL2005HEL	3.83M	10.48M	71.24M	58.93M	61.75M	118.03M	324.26M
POL1048HEL	2.36M	8.37M	53.71M	36.66M	28.03M	38.72M	167.86M
POL9221HEL	2.74M	4.94M	39.54M	33.64M	26.73M	20.74M	128.33M
POL6093HEL	2.38M	6.26M	36.24M	29.93M	16.44M	11.29M	102.55M
POL6303HEL	2.01M	5.15M	30.78M	25.06M	12.67M	6.08M	81.76M
POL5319HEL	1.58M	4.76M	28.06M	20.50M	9.99M	4.69M	69.60M
POL3309HEL	2.84M	5.64M	26.14M	13.24M	5.38M	2.69M	55.92M
POL4331HEL	2.89M	5.01M	14.66M	6.62M	2.56M	1.75M	33.50M
POL4321HEL	4.31M	6.10M	8.94M	3.56M	1.68M	0.88M	25.47M
Total	24.94M	56.73M	309.32M	228.15M	165.22M	204.89M	989.25M



Home Page



General View



Sales View



Age Group Analysis

Filters

Age Group

Month

City

Sales Mode

Policy ID

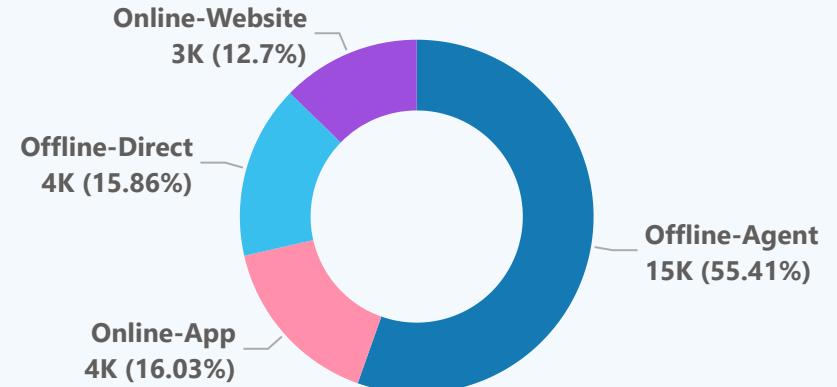


Clear All Filters

Revenue is in INR₹)

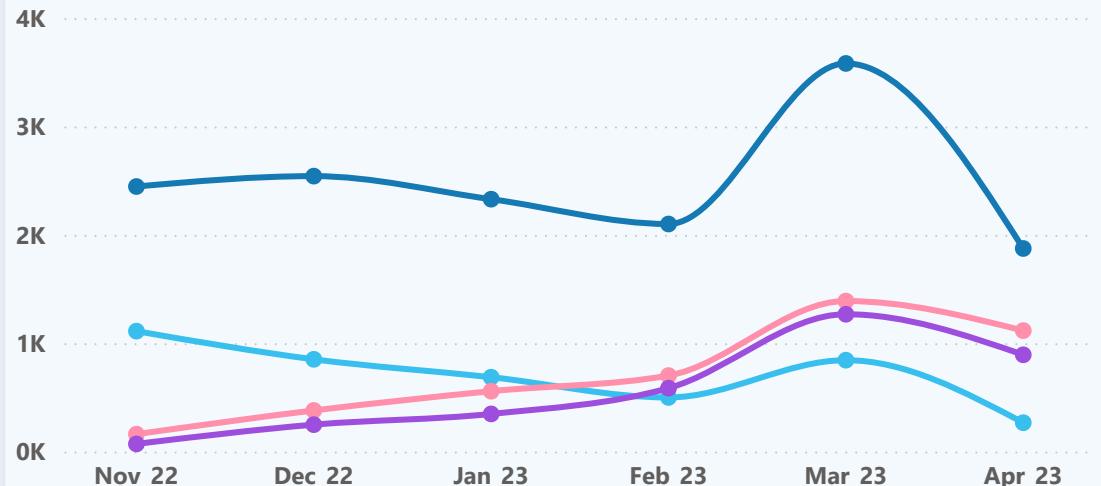
Show Revenue Trend

Customer Distribution By Sales Mode



Monthly Customers Trend By Sales Mode

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



Customers Split By Policy & Sales Mode

Policy ID	Offline-Agent	Offline-Direct	Online-App	Online-Website	Total
POL1048HEL	936	233	289	210	1668
POL2005HEL	1112	307	308	241	1968
POL3309HEL	2053	611	662	503	3829
POL4321HEL	2478	699	698	559	4434
POL4331HEL	2017	622	587	509	3735
POL5319HEL	1905	525	520	379	3329
POL6093HEL	1406	419	387	331	2543
POL6303HEL	1700	464	478	375	3017
POL9221HEL	1266	376	373	303	2318
Total	14873	4256	4302	3410	26841

Customer Distribution By City & Sales Mode

City	Offline-Agent	Offline-Direct	Online-App	Online-Website	Total
Chennai	1704	457	440	365	2966
Delhi NCR	6086	1738	1764	1419	11007
Hyderabad	2385	716	694	545	4340
Indore	1176	333	314	273	2096
Mumbai	3522	1012	1090	808	6432
Total	14873	4256	4302	3410	26841



**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 :

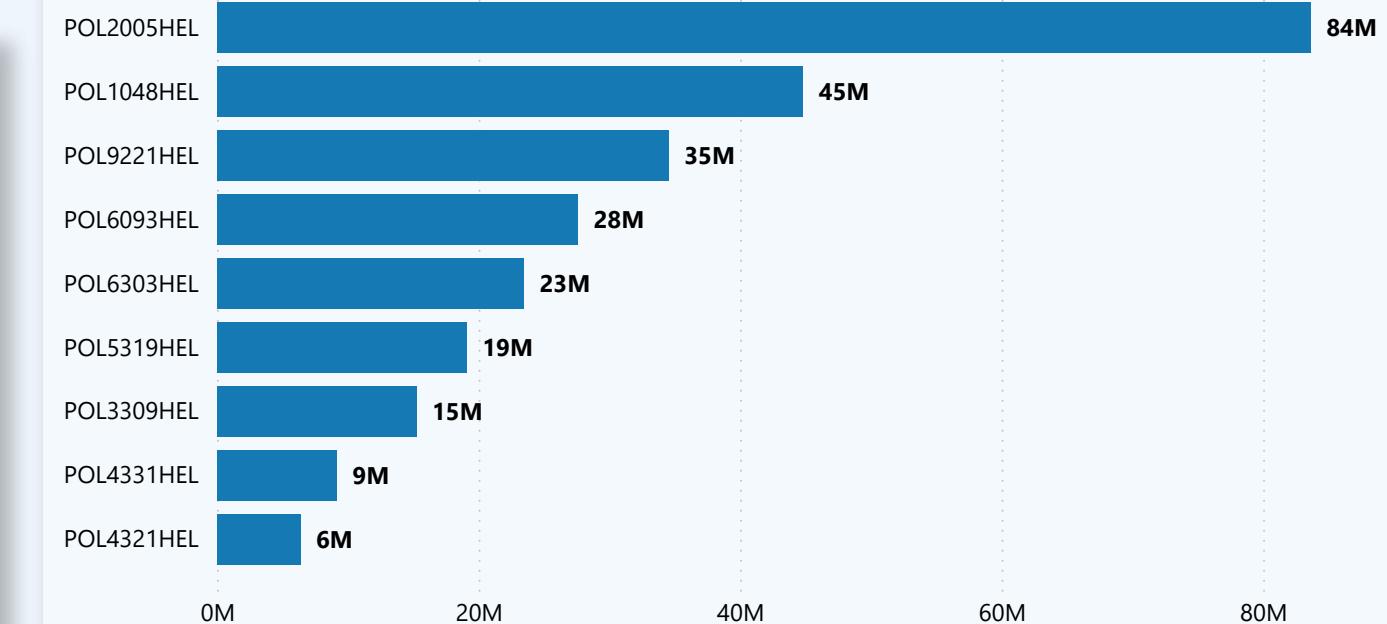
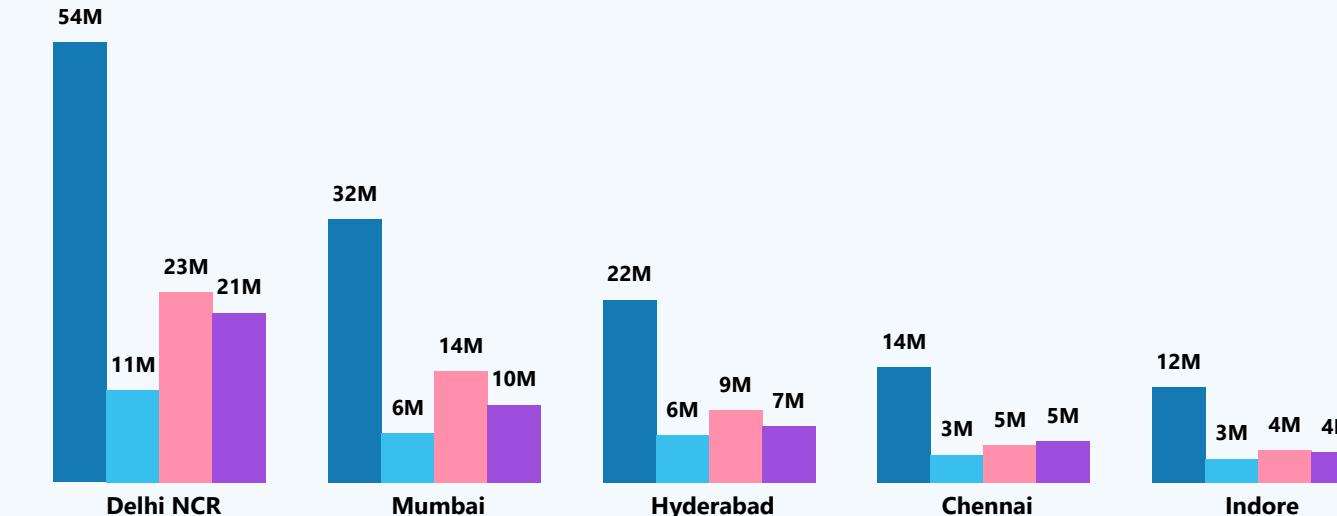
138.75 **+64.6%**

Show Customers

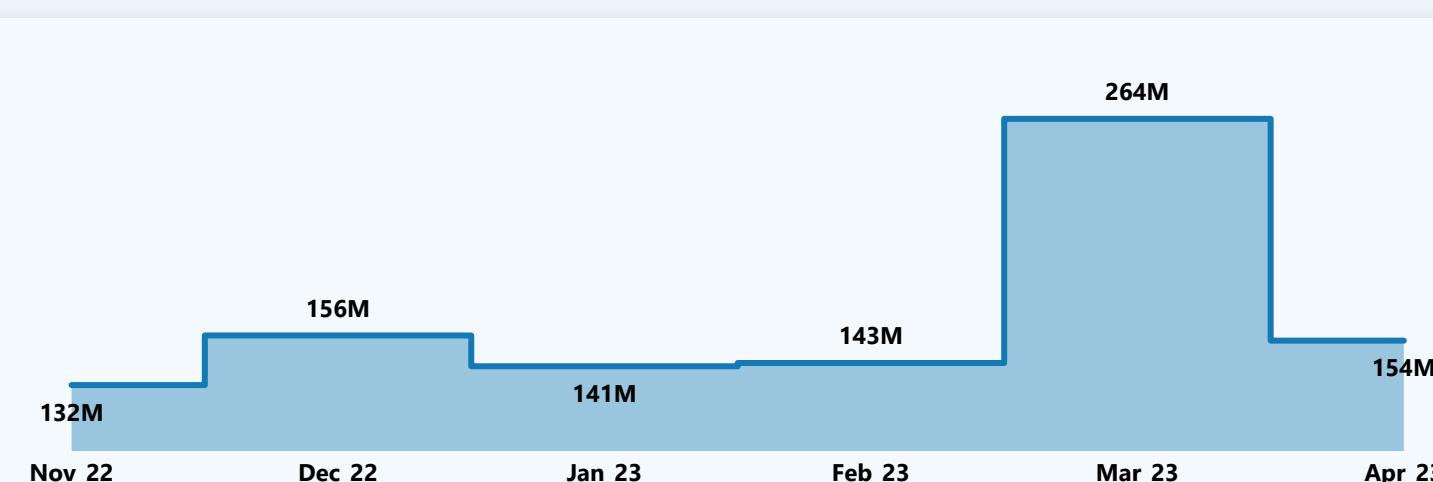
Revenue Split By Policy

Revenue By City & Sales Mode

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



Monthly Revenue Trend



Revenue By City & Age Group

city	18-24	25-30	31-40	41-50	51-65	65+	Total
Chennai	0.47M	1.59M	10.75M	6.30M	4.63M	3.38M	27.12M
Delhi NCR	2.13M	5.18M	38.13M	23.97M	16.88M	22.96M	109.25M
Hyderabad	0.68M	1.62M	14.44M	10.47M	7.07M	9.67M	43.94M
Indore	0.49M	1.17M	7.78M	4.83M	3.92M	4.01M	22.21M
Mumbai	1.63M	3.58M	20.89M	13.69M	11.06M	10.47M	61.32M
Total	5.40M	13.14M	92.00M	59.25M	43.57M	50.49M	263.84M