Shield Insurance Analysis

General View

Sales Mode Analysis

Age Mode Analysis

Report Refresh Date

26-07-2025 12:25:42

Filters

Clear Selection

Total revenue
989M
Revenue LM :	0
Revenue Chg% :	0.00

Total Customers
26841
Customers LM :	0
Customer Chg% :	0.00%

Daily Revenue Growth
5.47M
DRG LM :	0.00
DRG Chg% :	0.00%

Daily Customer Growth
148
DCG LM :	0.00
DCG Chg%:	0.00%

Customer Trend ⚫ Revenue Trend

Customer Trend by month

2022 11	2022 12	2023 01	2023 02	2023 03	2023 04
3787	4020	3919	3885	7081	4149
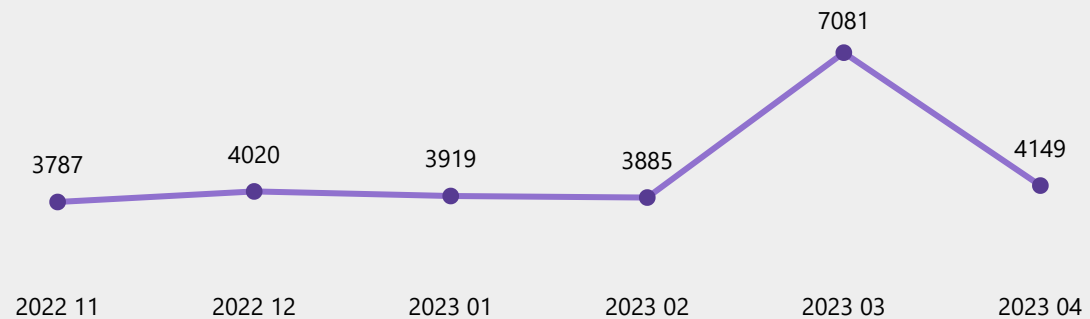
Revenue & Customer Wise Split By City

city	Total Customers	Total Revenue
Delhi NCR	11007	402M
Mumbai	6432	240M
Hyderabad	4340	161M
Chennai	2966	106M
Indore	2096	81M
Total	**26841**	**989M**

Revenue &Customer Wise Split By Age Group

Age Group	Total Customers	Total Revenue
31-40	10460	311M
41-50	6031	227M
65+	2235	204M
51-65	3077	166M
25-30	3194	57M
18-24	1844	25M
Total	**26841**	**989M**

Customer Segmentation

city	Age Group	Total Customers	Total Revenue
Chennai	18-24	205	3M
Delhi NCR	18-24	749	10M
Hyderabad	18-24	303	4M
Indore	18-24	132	2M
Mumbai	18-24	455	7M
Chennai	25-30	386	6M
Delhi NCR	25-30	1267	24M
Hyderabad	25-30	506	8M
Indore	25-30	264	5M
Mumbai	25-30	771	14M
Total		**26841**	**989M**

DRG : Daily Revenue Growth, DCG : Daily Customer Growth

City	
All	⌄

MMM_YY	
All	⌄

Age Group	
All	⌄

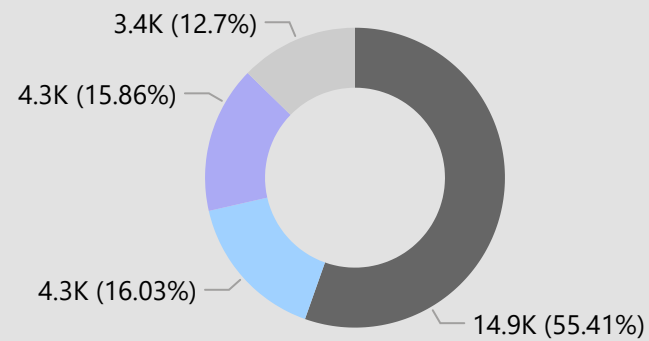| Sales_M...	
All	⌄

Policy_Id	
All	⌄

LM
Last Month

Filters

Clear Selection

Total customers by sales mode

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

3.4K (12.7%)
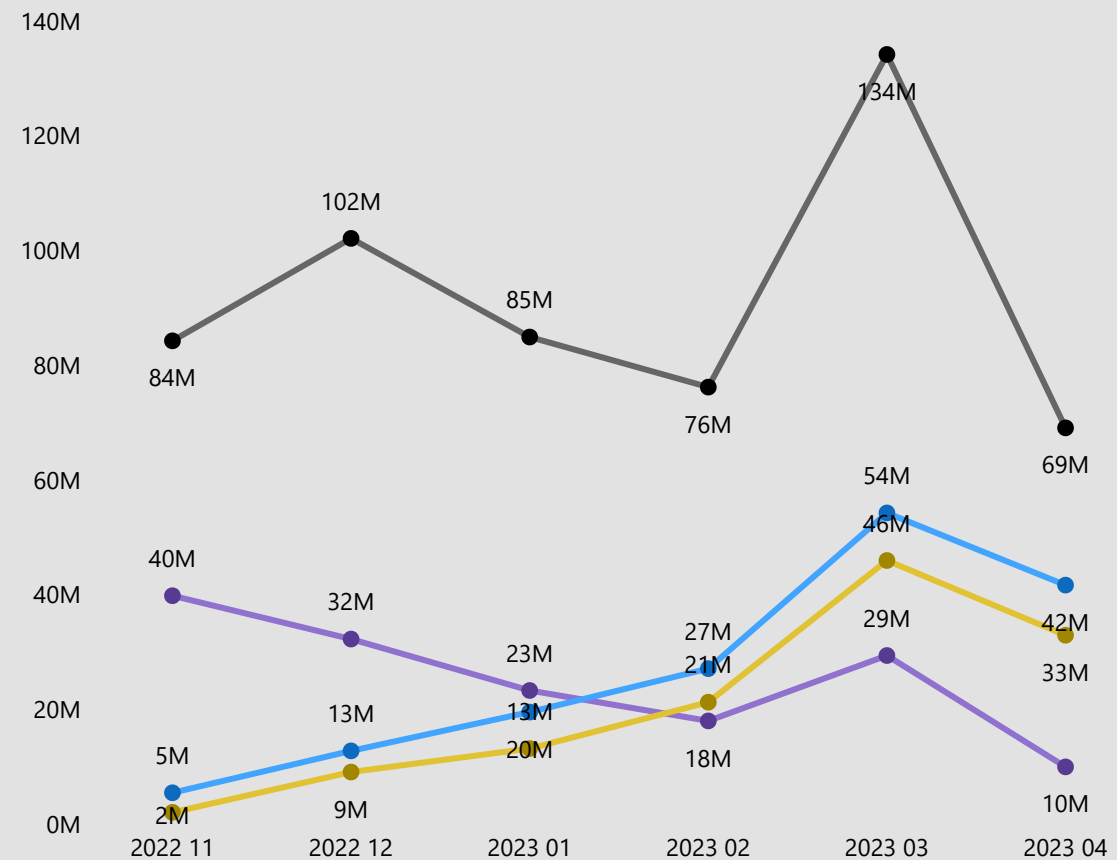4.3K (15.86%)
4.3K (16.03%)
14.9K (55.41%)

Total Revenue by sales mode

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

124.6M (12.6%)
152.9M (15.46%)
161.0M (16.27%)
550.8M (55.67%)
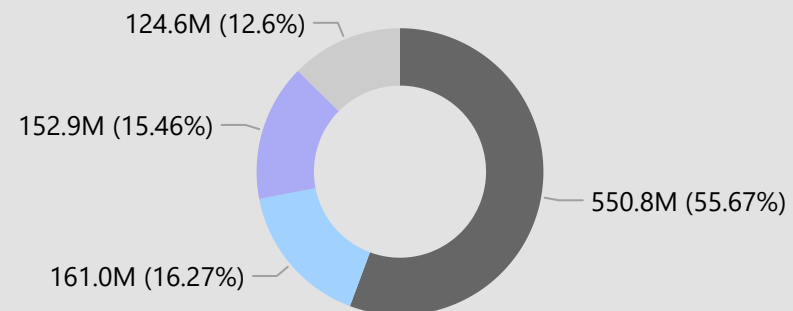
Trend sales mode over month

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

140M
120M
100M
80M
60M
40M
20M
0M

84M 102M 85M 76M 134M 69M
40M 32M 23M 27M 54M 33M
5M 13M 13M 21M 46M 42M
2M 9M 20M 18M 29M 10M

2022 11   2022 12   2023 01   2023 02   2023 03   2023 04

City
All

MMM_YY
All

Age Group
All

Sales_M...
All

Policy_Id
All

Age Group Vs Policy Preference

policy_id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	30	102	594	366	259	317	1668
POL2005HEL	32	81	499	373	365	618	1968
POL3309HEL	231	441	1836	858	318	145	3829
POL4321HEL	847	1152	1526	561	235	113	4434
POL4331HEL	379	630	1644	692	242	148	3735
POL5319HEL	93	269	1414	949	425	179	3329
POL6093HEL	74	185	966	724	369	225	2543
POL6303HEL	94	224	1202	897	421	179	3017
POL9221HEL	64	110	779	611	443	311	2318
Total	**1844**	**3194**	**10460**	**6031**	**3077**	**2235**	**26841**

Monthly Customer trend by Age group

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

Age Group Vs Sales Mode

sales_mode	18-24	25-30	31-40	41-50	51-65	65+	Total
Offline-Agent	1063	1790	5647	3405	1729	1239	14873
Offline-Direct	321	580	1583	927	485	360	4256
Online-App	265	466	1761	922	493	395	4302
Online-Website	195	358	1469	777	370	241	3410
Total	**1844**	**3194**	**10460**	**6031**	**3077**	**2235**	**26841**
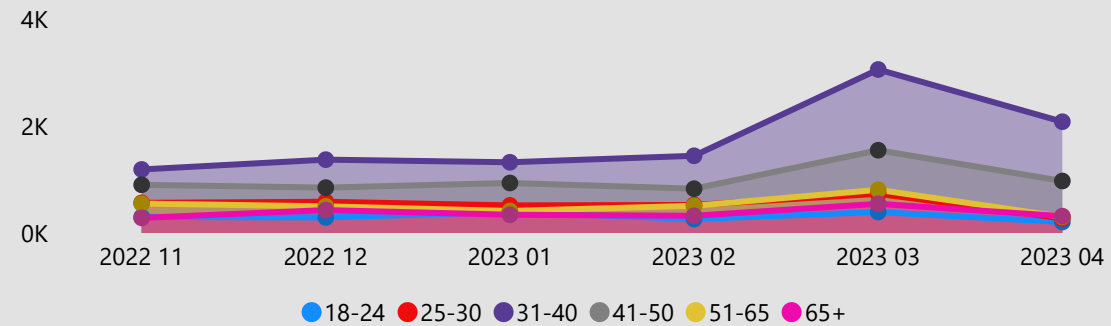
Age Group Vs Expected Settlement
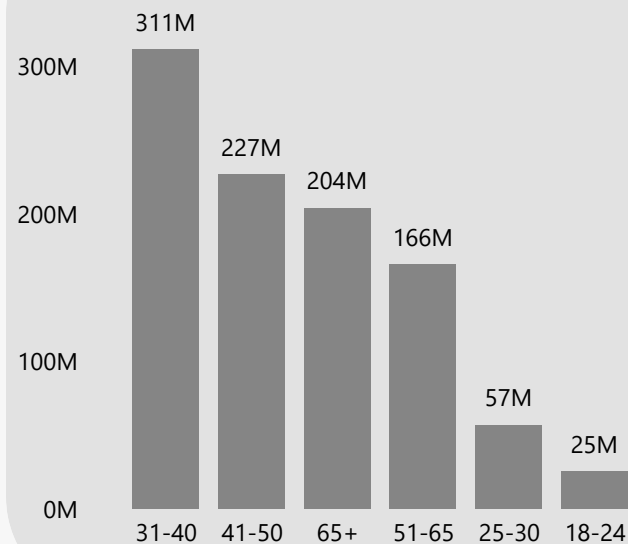
Total Customers by Age Group