



# SHIELD INSURANCE



## General View

Provide insights about the company's financials and performance through key data points like Total customers, Total Revenue, Daily customer Growth, Daily Revenue Growth.



## Sales View

Provide Insights on the performance of the different sales mode in terms of different cities , different age groups and overall trends.



## Age-Group View

Provide Insights on the performance of the different age groups in terms of different policies, different sales mode, overall settlements and revenue trend.



City  
All

Sales Mode  
All

Age Group  
All

Policy ID  
All

Month  
All

Date  
All

**Total Revenue**  
**989M**

LM: No Data **0.00%**

**Total Customers**  
**26.84K**

LM: No Data **0.00%**

**DCG**  
**148.29**

LM: No Data **0.00%**

**DRG**  
**5.47M**

LM: No Data **0.00%**



#### Revenue and Customer Metrics By City

city	Total Revenue	Total customers
Delhi NCR	402M	11007
Mumbai	240M	6432
Hyderabad	161M	4340
Chennai	106M	2966
Indore	81M	2096
<b>Total</b>	<b>989M</b>	<b>26841</b>

Show Customer Trend

#### Total Revenue by Year and Month



#### Revenue and Customer Metrics By Age Group

Age Group	Total Revenue	Total Customer
31-40	344M	11183
41-50	203M	5060
65 above	201M	2179
51-65	144M	2522
25-30	64M	3473
18-24	33M	2424
<b>Total</b>	<b>989M</b>	<b>26841</b>



City	Age Group	Total Revenue	Total Customers
Delhi NCR	31-40	141M	4614
Mumbai	31-40	82M	2654
Delhi NCR	65 above	81M	901
Delhi NCR	41-50	81M	2075
Delhi NCR	51-65	58M	1030
Hyderabad	31-40	56M	1824
Mumbai	41-50	49M	1191
Mumbai	65 above	47M	523
Mumbai	51-65	37M	647
Chennai	31-40	36M	1216
Hyderabad	41-50	35M	839
Hyderabad	65 above	33M	344
Indore	31-40	29M	875
Delhi NCR	25-30	26M	1414
Chennai	41-50	23M	568
Hyderabad	51-65	22M	387
Chennai	65 above	22M	236
Indore	65 above	17M	175
Indore	41-50	16M	387
<b>Total</b>		<b>989M</b>	<b>26841</b>

Abbreviations : DCG-Daily Customer Growth, DRG-Daily Revenue Growth, LM- Last Month



City

All

Sales Mode

All

Age Group

All

Policy ID

All

Month

All

Date

All

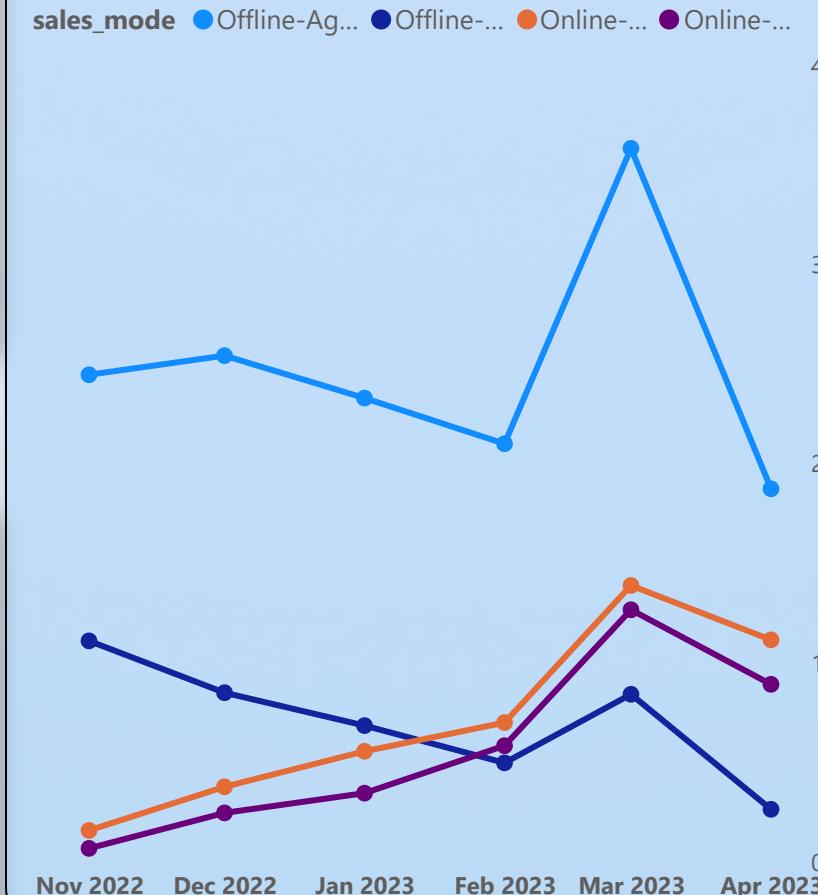
### Customer By Sales Mode



sales_mode	Total customers	customer %
Offline-Agent	14873	55.41%
Online-App	4302	16.03%
Offline-Direct	4256	15.86%
Online-Website	3410	12.70%
<b>Total</b>	<b>26841</b>	<b>100.00%</b>

Show Revenue Trend

### Total Customers by Month and Year



### Revenue By Sales Mode



sales_mode	Total Revenue	Revenue %
Offline-Agent	551M	55.67%
Offline-Direct	153M	15.46%
Online-App	161M	16.27%
Online-Website	125M	12.60%
<b>Total</b>	<b>989M</b>	<b>100.00%</b>

### Sales Mode Segmentation



City	sales_mode	Total Revenue	Total customers
Delhi NCR	Offline-Agent	219M	6086
Mumbai	Offline-Agent	133M	3522
Hyderabad	Offline-Agent	90M	2385
Delhi NCR	Online-App	66M	1764
Delhi NCR	Offline-Direct	64M	1738
Chennai	Offline-Agent	62M	1704
Delhi NCR	Online-Website	52M	1419
Indore	Offline-Agent	46M	1176
Mumbai	Online-App	42M	1090
Mumbai	Offline-Direct	34M	1012
Mumbai	Online-Website	30M	808
Hyderabad	Offline-Direct	26M	716
Hyderabad	Online-App	25M	694
Hyderabad	Online-Website	20M	545
Chennai	Offline-Direct	15M	457
Chennai	Online-App	16M	440
Chennai	Online-Website	13M	365
Indore	Offline-Direct	13M	333
Indore	Online-App	13M	314
Indore	Online-Website	10M	273
<b>Total</b>		<b>989M</b>	<b>26841</b>

Abbreviations : DCG-Daily Customer Growth, DRG-Daily Revenue Growth, LM- Last Month



City

All

Sales Mode

All

Age Group

All

Policy ID

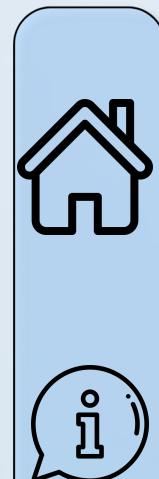
All

Month

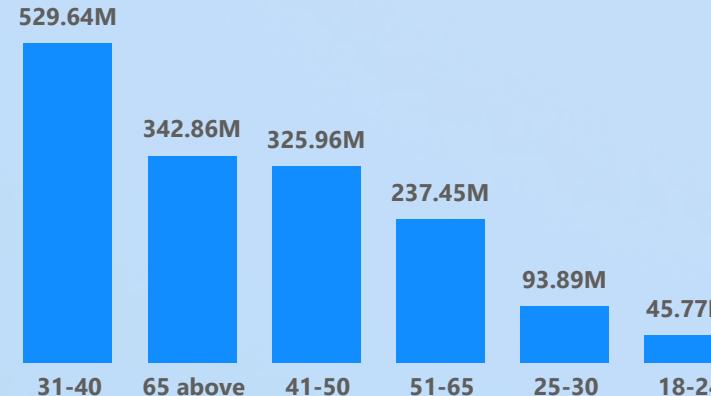
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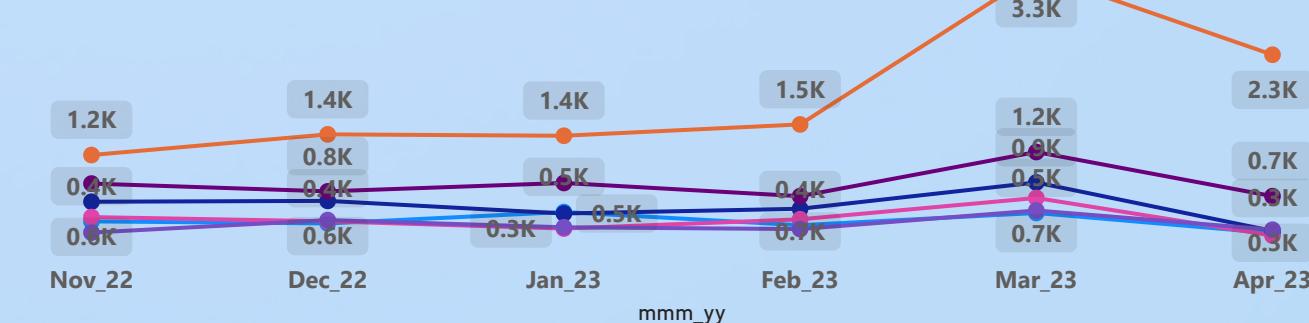


### Expected Settlement Amount By Age Group



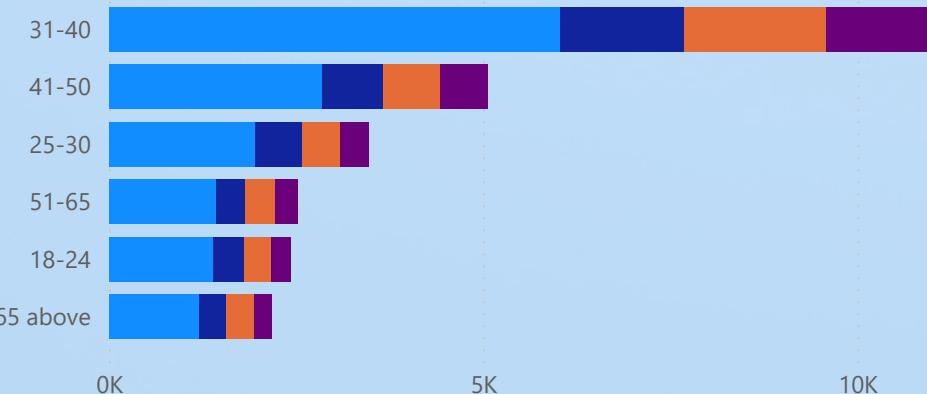
### Total customers by Month and Age Group

Age Group ● 18-24 ● 25-30 ● 31-40 ● 41-50 ● 51-65 ● 65 above



### Sales Mode by Age Group

sales\_mode ● Offline-Agent ● Offline-Direct ● Online-App ● Online-Website



### Age Group vs Policy Preference

policy_id	18-24	25-30	31-40	41-50	51-65	65 above	Total
POL2005HEL	5.19M	11.07M	81.07M	53.92M	56.89M	116.13M	324.26M
POL1048HEL	3.31M	9.90M	58.79M	32.95M	24.73M	38.17M	167.86M
POL9221HEL	3.34M	6.07M	45.53M	29.95M	23.50M	19.93M	128.33M
POL6093HEL	3.42M	7.16M	40.92M	27.00M	13.11M	10.92M	102.55M
POL6303HEL	2.66M	5.97M	34.42M	22.75M	10.15M	5.80M	81.76M
POL5319HEL	2.00M	5.84M	31.25M	18.13M	7.82M	4.55M	69.60M
POL3309HEL	3.59M	6.80M	28.36M	10.35M	4.27M	2.57M	55.92M
POL4331HEL	3.82M	5.32M	15.47M	5.20M	2.00M	1.69M	33.50M
POL4321HEL	5.83M	6.20M	8.59M	2.61M	1.36M	0.87M	25.47M
Total	33.16M	64.35M	344.40M	202.88M	143.83M	200.63M	989.25M

Abbreviations : DCG-Daily Customer Growth, DRG-Daily Revenue Growth, LM- Last Month