SHIELD INSURANCE

General View

Sales Mode

Age Group

SHIELD INSURANCE

Total Revenue	Total Customers	Daily Revenue Growth	Daily Customers Growth
989.25M	26841	5.47M	148
No Data Available	No Data Available	No Data Available	No Data Available

City
All

Age Group
All

sales_mode
All

policy_id
All

Customer Segmentation

city	Age Group	Total Customers	Total Revenue
Delhi NCR	31-40	4544	137.85M
Delhi NCR	41-50	2195	84.03M
Mumbai	31-40	2580	79.01M
Delhi NCR	65+	860	78.92M
Delhi NCR	51-65	1128	62.88M
Hyderabad	31-40	1800	55.01M
Mumbai	41-50	1273	51.08M
Mumbai	65+	493	45.35M
Mumbai	51-65	721	40.65M
Hyderabad	41-50	891	36.44M
Chennai	31-40	1194	35.30M
Hyderabad	65+	324	31.70M
Indore	31-40	859	28.56M
Delhi NCR	25-30	1384	25.76M
Hyderabad	51-65	426	24.14M
Chennai	41-50	600	23.41M
Chennai	65+	225	21.20M
Indore	65+	167	16.60M
Chennai	51-65	286	16.27M

Trend By Months

Total Customers

Revenue

8K
6K
4K

3.8K | 4.0K | 3.9K | 3.9K | 7.1K | 4.1K

Nov_22 | Dec_22 | Jan_23 | Feb_23 | Mar_23 | Apr_23
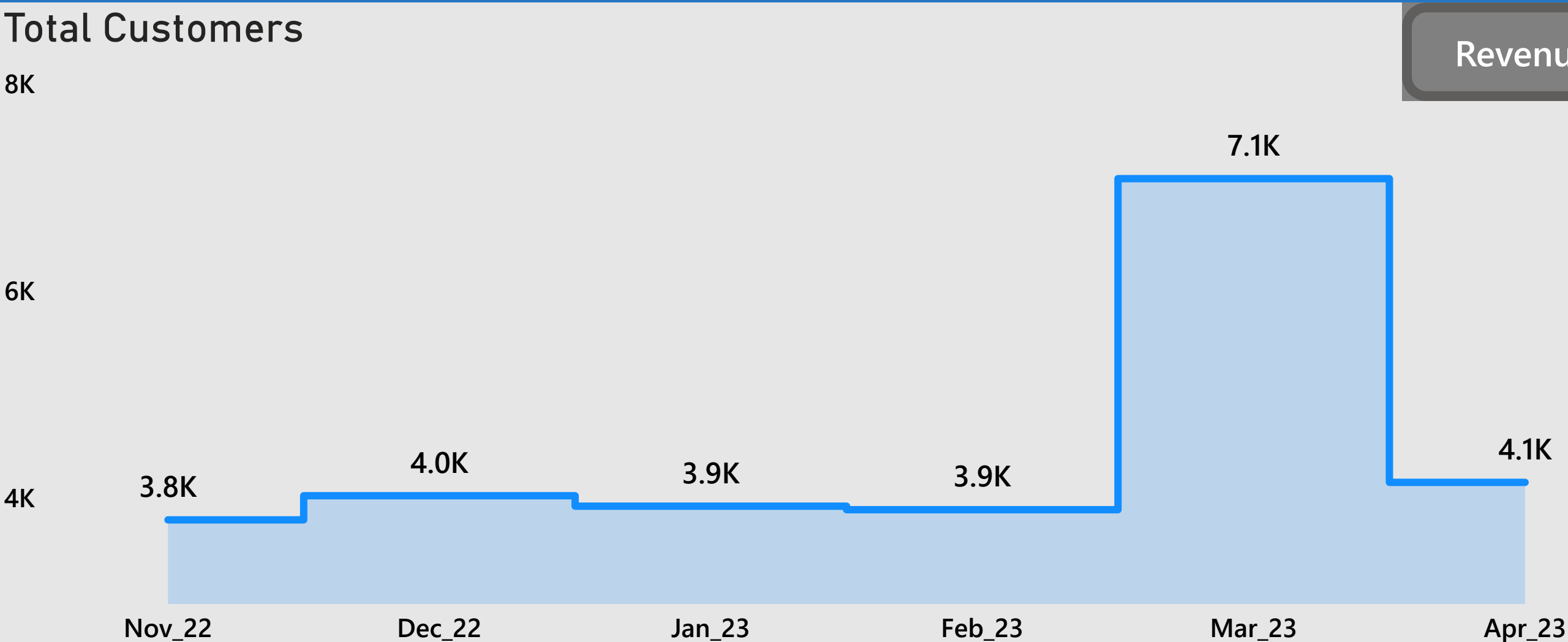
Revenue and Customer Split By City and Age

city	Total Revenue	Total Customers
Delhi NCR	401.57M	11007
Mumbai	239.51M	6432
Hyderabad	160.52M	4340
Chennai	106.31M	2966
Indore	81.35M	2096
Total	989.25M	26841

Age Group	Total Revenue	Total Customers
31-40	335.72M	10977
41-50	210.60M	5357
65+	193.77M	2069
51-65	156.92M	2792
25-30	61.50M	3407
18-24	30.74M	2239

SHIELD INSURANCE

Total Revenue
989.25M
No Data Available

Total Customers
26841
No Data Available

City
All

Age Group
All

sales_mode
All

policy_id
All

Customer Split By Sales Mode

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

12.7%
15.86%
55.41%
16.03%
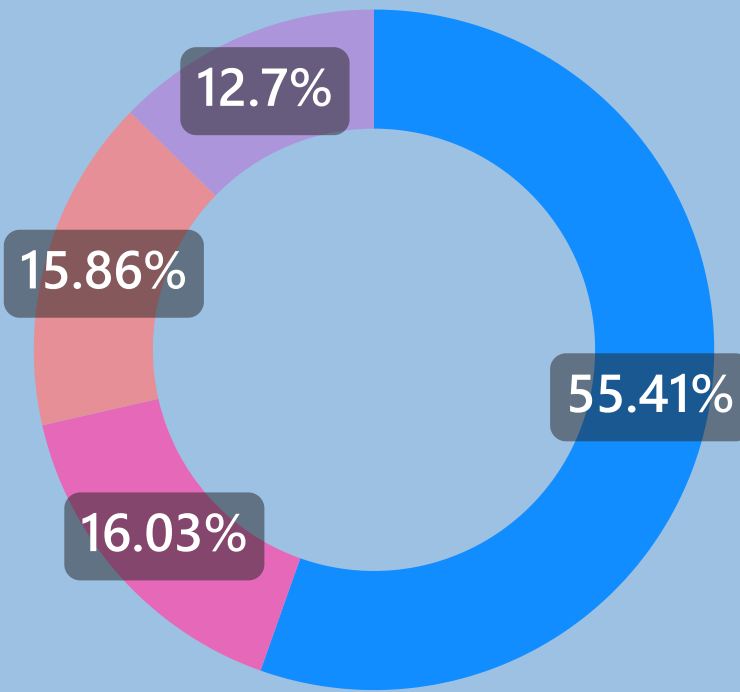
Revenue Split By Sales Mode

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

12.6%
15.46%
55.67%
16.27%
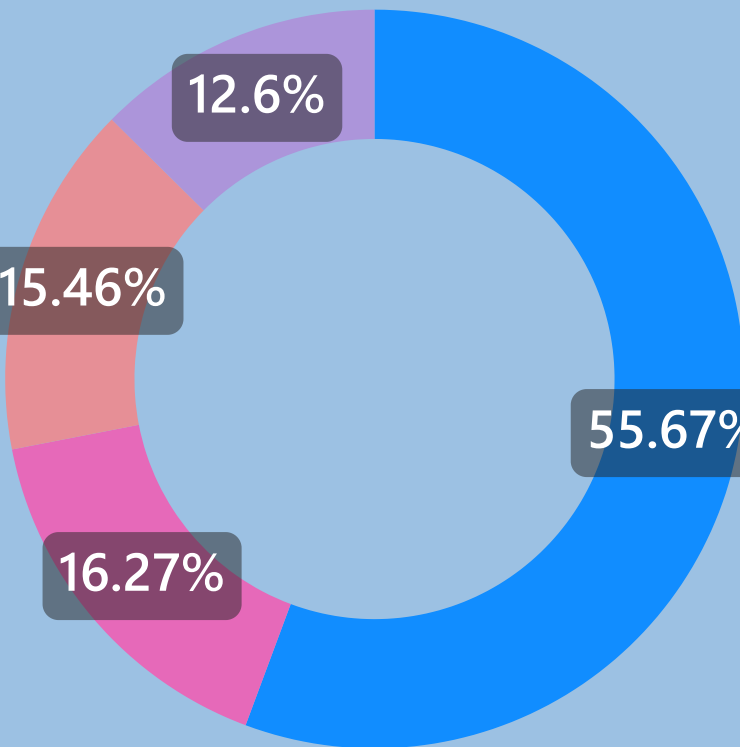
Customers Trend By Sales Mode

Sales Mode
- Offline-Agent
- Offline-Direct
- Online-App
- Online-Website
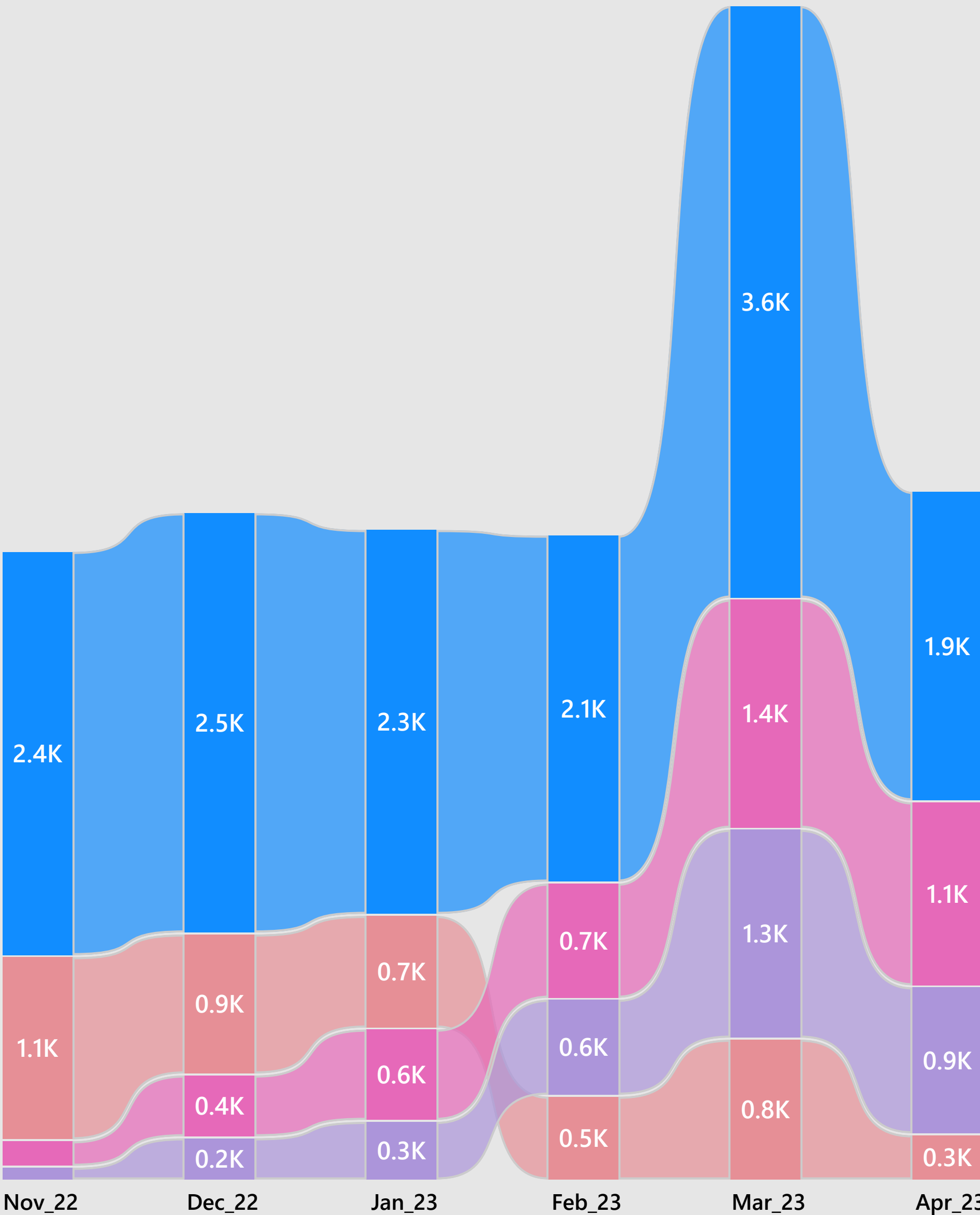
3.6K
1.9K
1.4K
1.1K
2.4K
2.5K
2.3K
2.1K
0.7K
1.3K
0.9K
1.1K
0.9K
0.7K
0.6K
0.8K
0.3K
0.4K
0.6K
0.5K
0.2K
0.3K

Nov_22 | Dec_22 | Jan_23 | Feb_23 | Mar_23 | Apr_23

SHIELD INSURANCE

City
All

Age Group
All

sales_mode
All

policy_id
All

Total Customers By Age Groups

Revenue

Age Group	Customers
18-24	2.2K
25-30	3.4K
31-40	11.0K
41-50	5.4K
51-65	2.8K
65+	2.1K
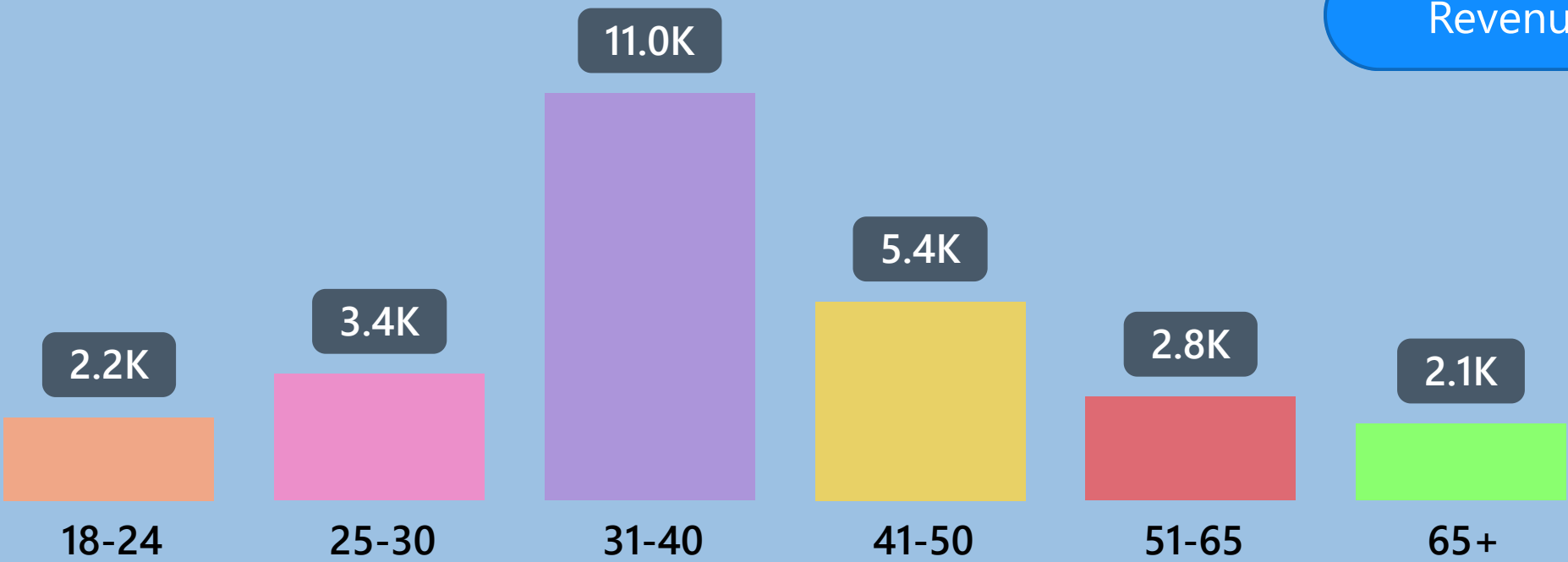
Customer Age Group vs Policy Preference

- POL9221HEL
- POL6303HEL
- POL6093HEL
- POL5319HEL
- POL4331HEL
- POL4321HEL
- POL3309HEL
- POL2005HEL
- POL1048HEL

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

Age Group Vs Sales Mode

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

31-40 | 41-50 | 65+ | 51-65 | 25-30 | 18-24
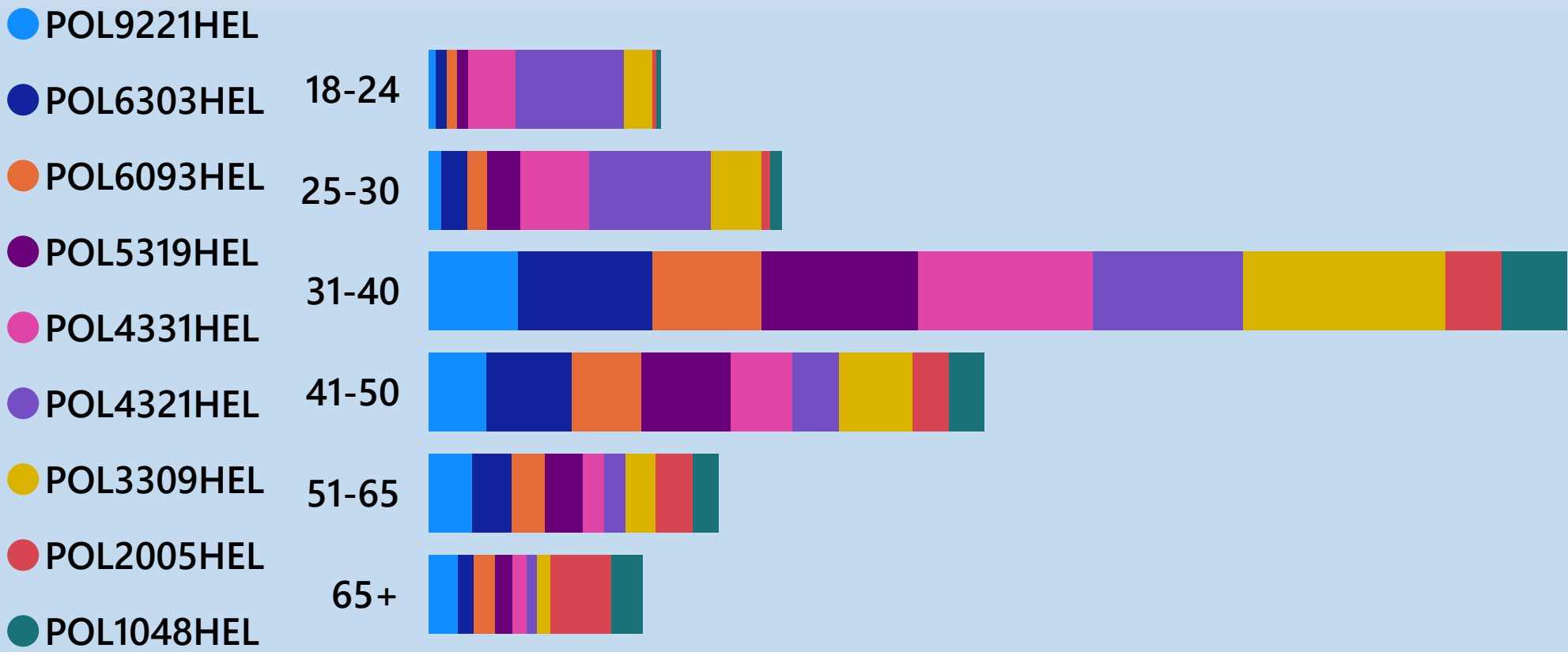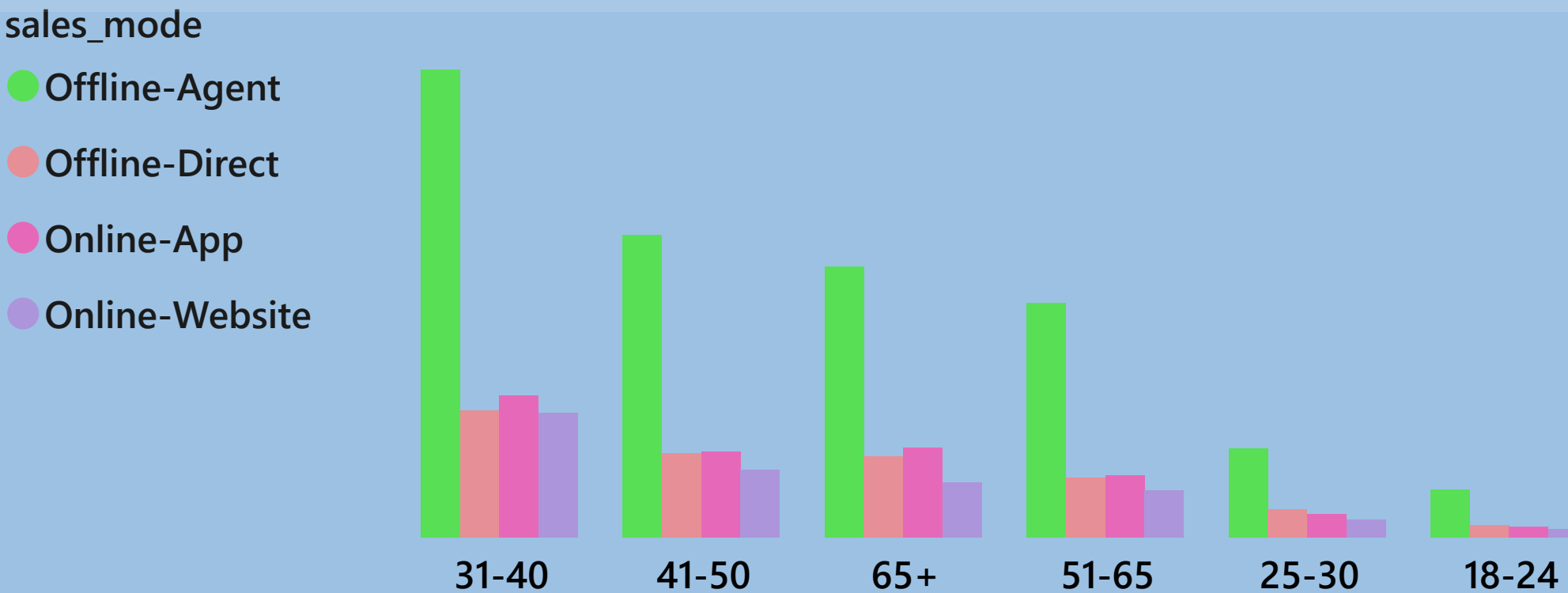
Customers Trend By Age Groups

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

0.5K
0.7K
1.3K
0.5K 0.5K 0.5K 0.5K 3.2K 0.8K
0.9K 0.8K 0.9K 0.7K
1.2K 1.4K 1.4K 1.5K 2.3K
0.6K 0.6K 0.5K 0.6K 0.8K
0.5K 0.5K

Nov_22 | Dec_22 | Jan_23 | Feb_23 | Mar_23 | Apr_23
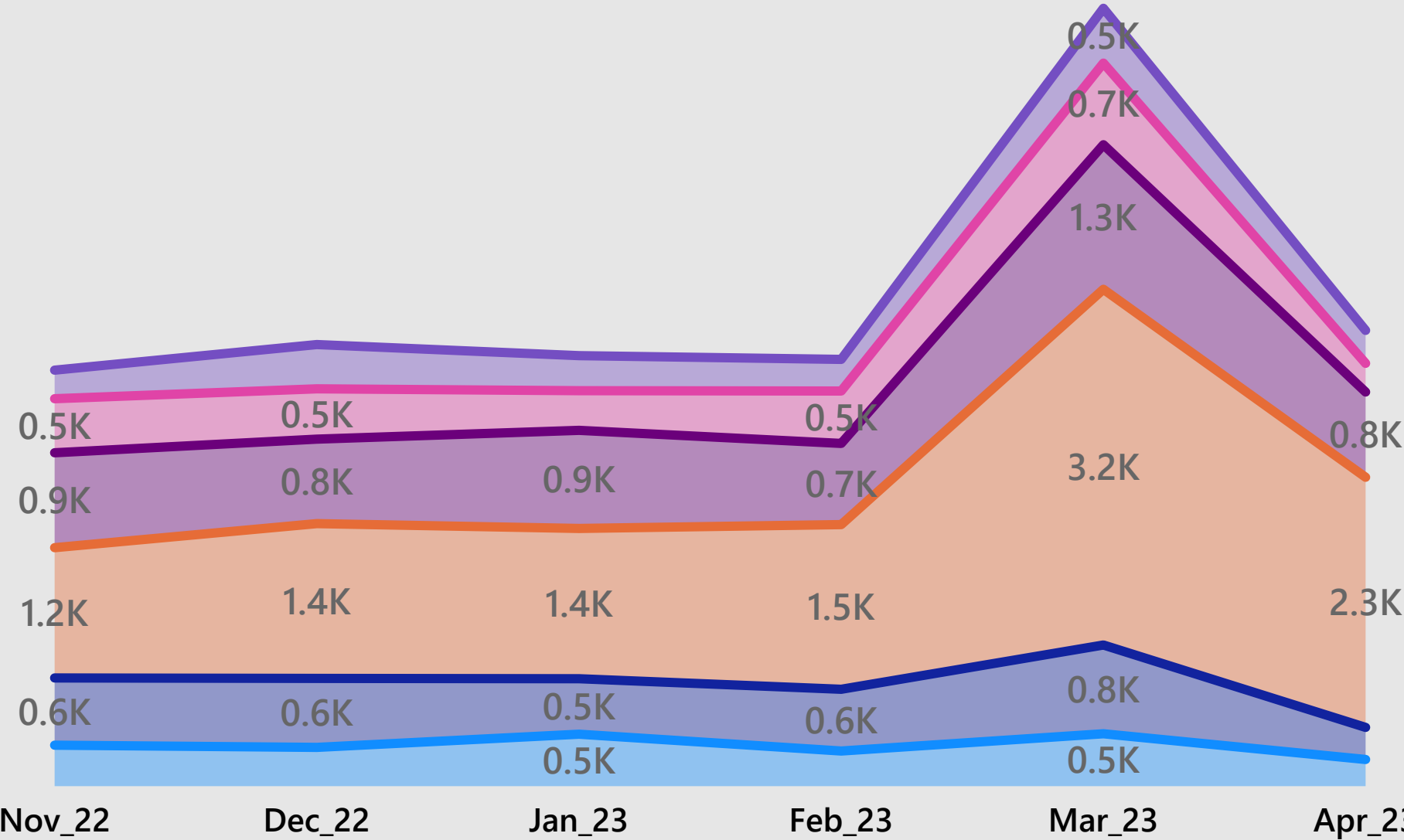
Age Expected Settlement Amount By Age Group

Age Group	Amount
18-24	41.66M
25-30	85.61M
31-40	460.95M
41-50	288.12M
51-65	212.38M
65+	259.96M