



Presented by
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Business Overview

The Business Overview provides a high-level snapshot of overall business performance by tracking total revenue, customer count, and growth trends. It helps quickly assess whether the business is growing, stable, or declining and supports leadership in making data-driven decisions.



Sales Mode View

The Sales Mode view analyzes revenue and customer contribution across different sales channels. It helps identify top-performing and underperforming sales modes, understand customer purchasing behavior, and optimize sales strategies and resource allocation.



Age Group View

The Age Group view evaluates business performance across different customer age segments. It highlights high-value age groups based on revenue and customer contribution, enabling targeted marketing, personalized offerings, and improved customer engagement.



Filters

Months

All

Age Group

All

city

All

policy_id

All

sales_mode

All



Business Overview



Sales Mode View



Age Group view

**989M**

Total Revenue

LM: -- -100.00%

**27K**

Total Customers

LM: -- -100.00%

**5.47M**

Daily Revenue

LM: -- -100.00%

**148.29**

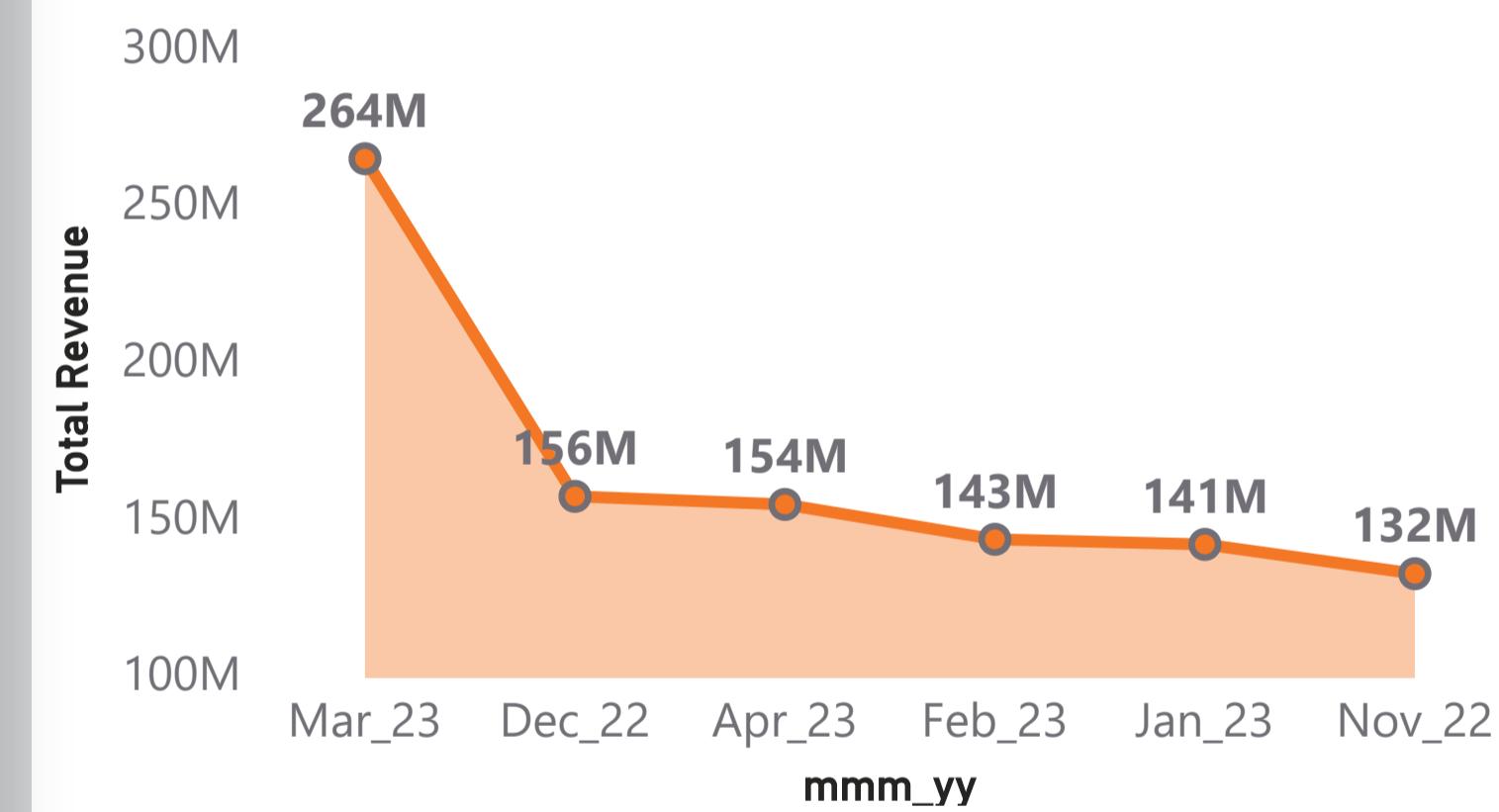
Daily Customers

LM: -- -100.00%

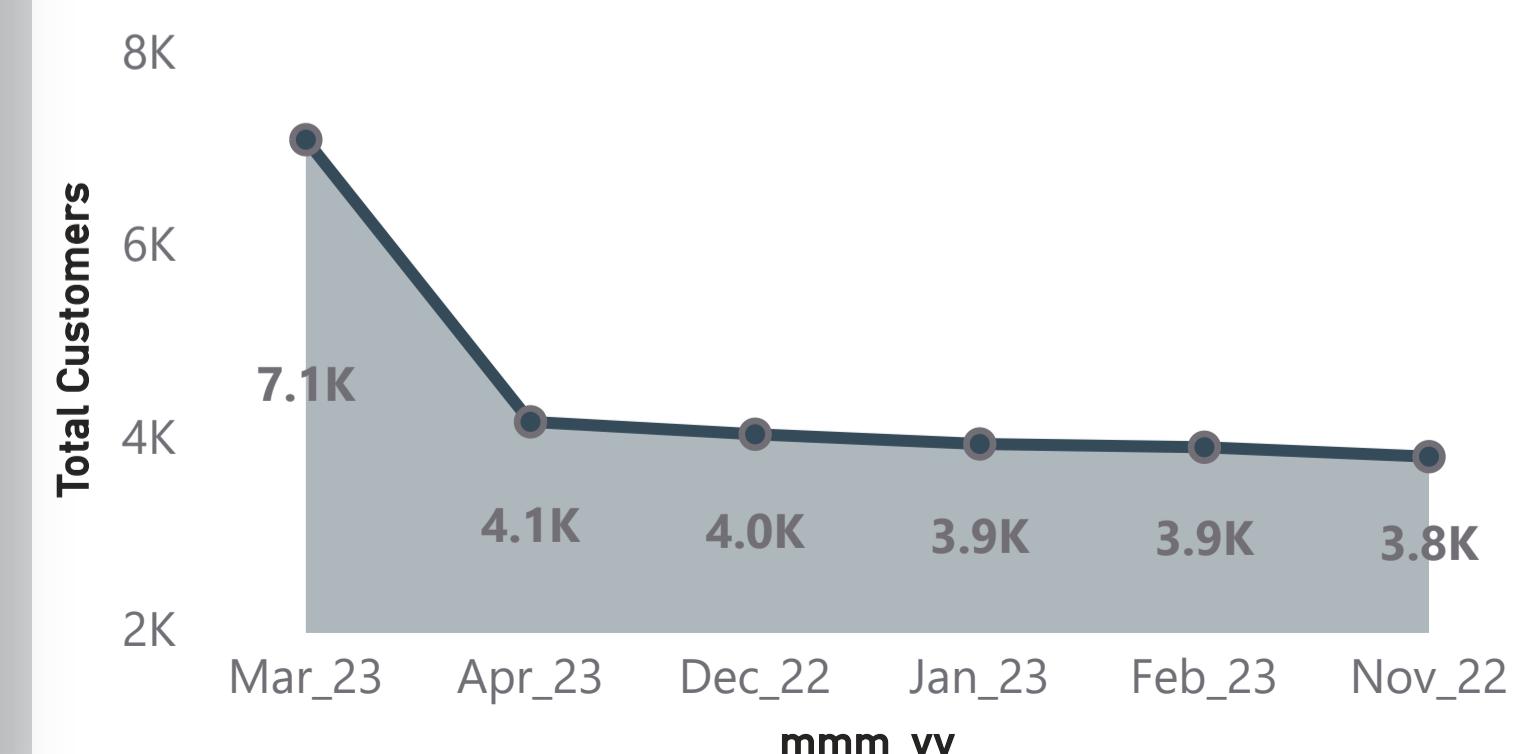
Customer Segmentation

city	Age Group	Total Customers	Total Revenue
Delhi NCR	36–45	4K	137M
Delhi NCR	55+	2K	127M
Mumbai	36–45	2K	78M
Mumbai	55+	1K	76M
Delhi NCR	46–55	2K	68M
Delhi NCR	26–35	3K	59M
Hyderabad	36–45	2K	54M
Hyderabad	55+	1K	51M
Mumbai	46–55	1K	44M
Mumbai	26–35	2K	35M
Chennai	55+	0K	34M
Chennai	36–45	1K	34M
Hyderabad	46–55	1K	30M
Indore	36–45	1K	27M
Indore	55+	0K	26M
Total		27K	989M

Revenue Trend by Month



Customer Trend by Month



Customer & Revenue Split by City

city	Total Customers	Total Revenue
Chennai	3K	106M
Delhi NCR	11K	402M
Hyderabad	4K	161M
Indore	2K	81M
Mumbai	6K	240M
Total	27K	989M

Customer & Revenue Split by Age Group

Age Group	Total Customers	Total Revenue
18–25	2K	25M
26–35	7K	146M
36–45	10K	330M
46–55	4K	174M
Total	27K	989M



Filters

Months

All

Age Group

All

city

All

policy_id

All

sales_mode

All

989M

Total Revenue

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27K

Total Customers

LM: -- -100.00%

5.47M

Daily Revenue

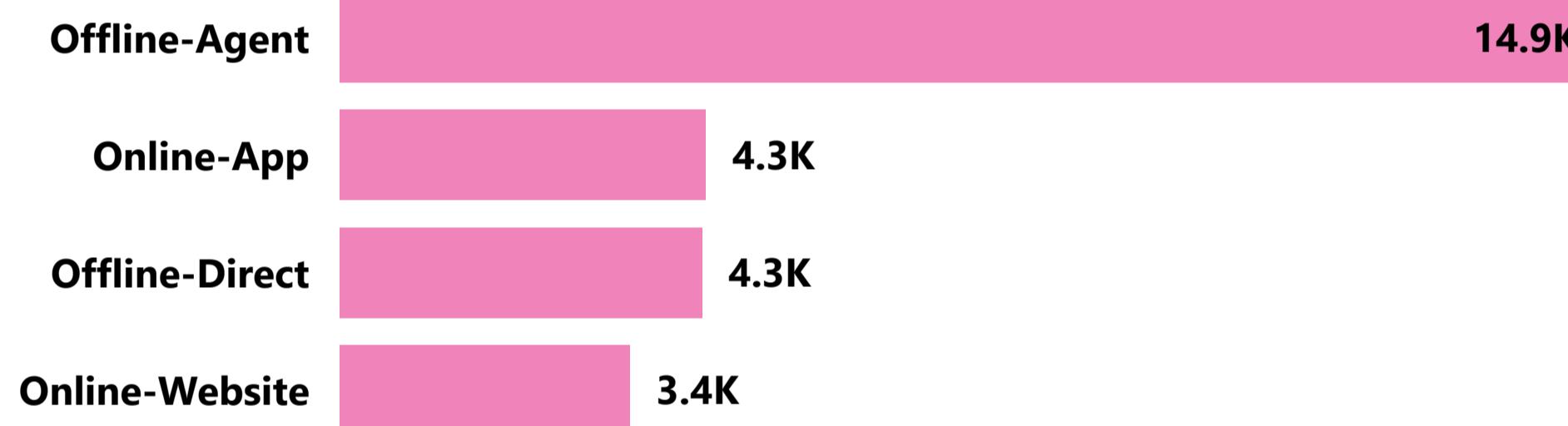
LM: -- -100.00%

148.29

Daily Customers

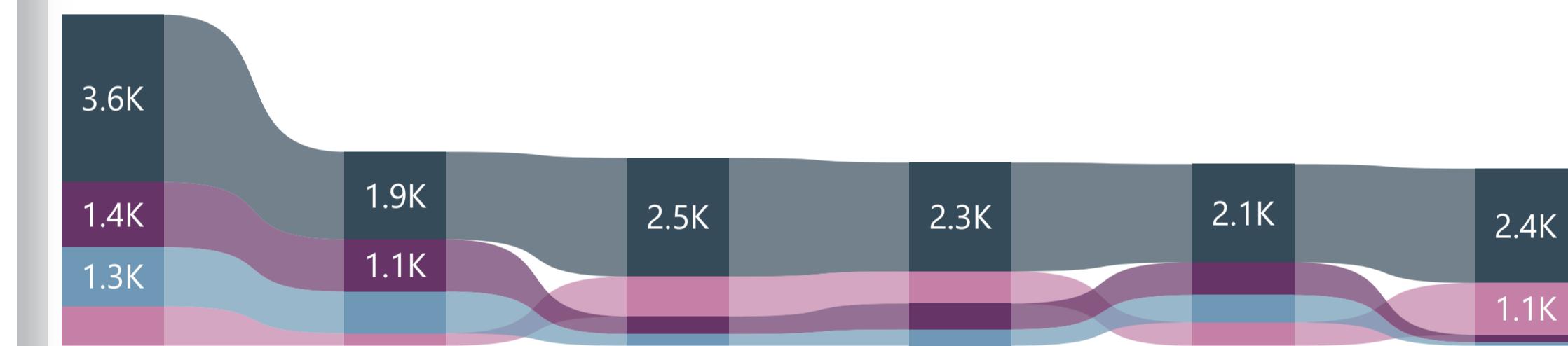
LM: -- -100.00%

Total Customers by sales_mode



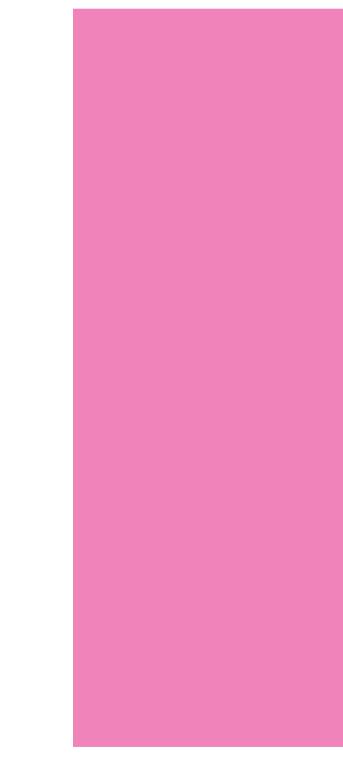
Total Customers

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



Total Revenue by sales_mode

551M



161M

Offline-Agent

153M

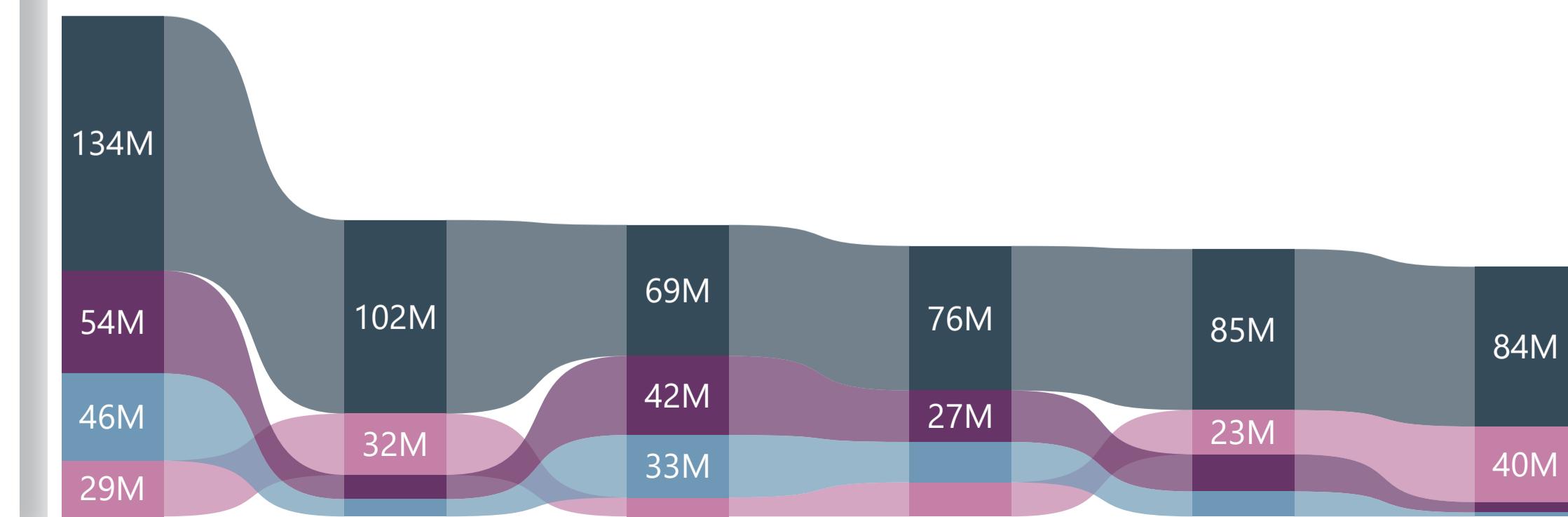
Offline-Direct

125M

Online-Website

Total Revenue

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





Business Overview



Sales Mode View



Age Group view

Filters

Months

All ▼

Age Group

All ▼

city

All ▼

policy_id

All ▼

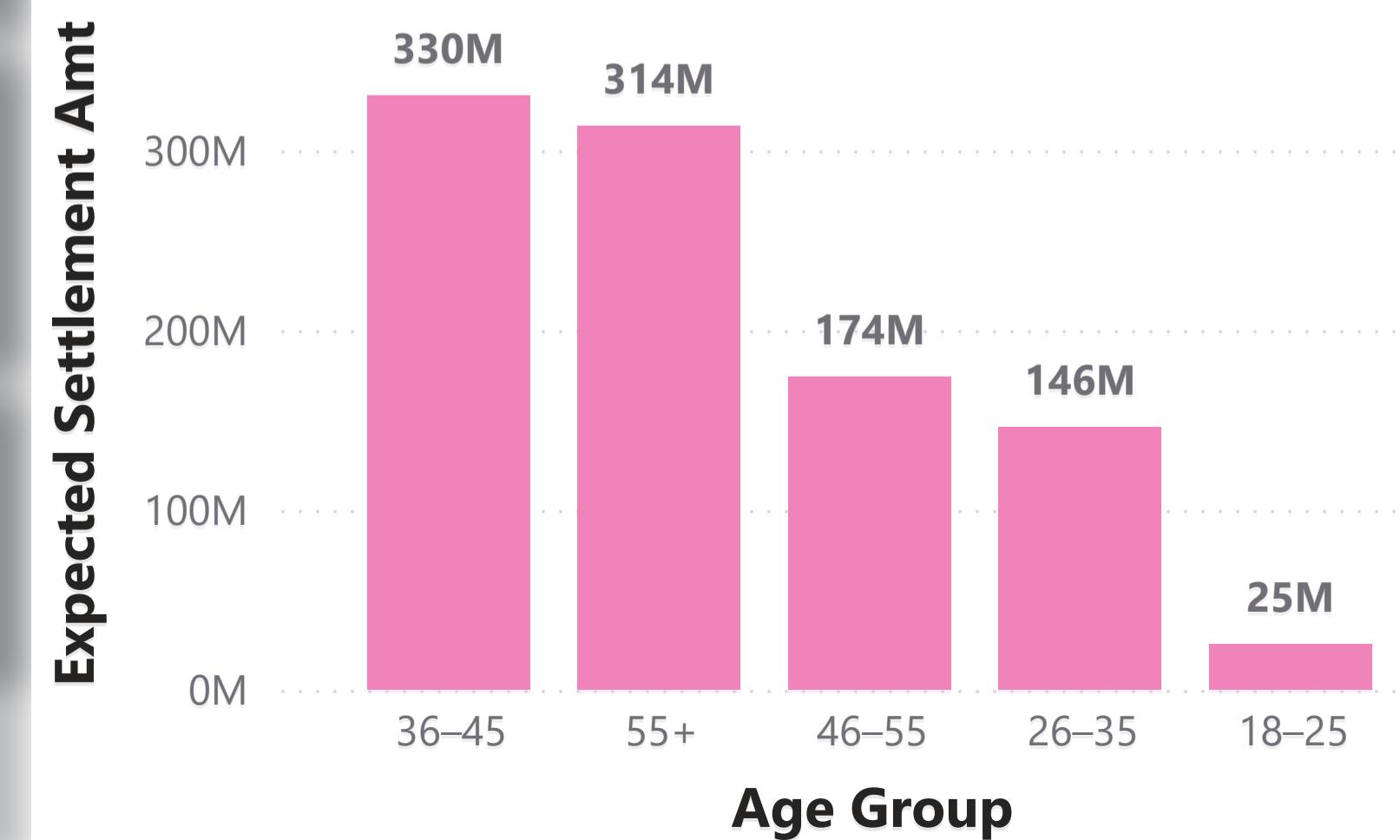
sales_mode

All ▼

Policy Preference vs Age Group

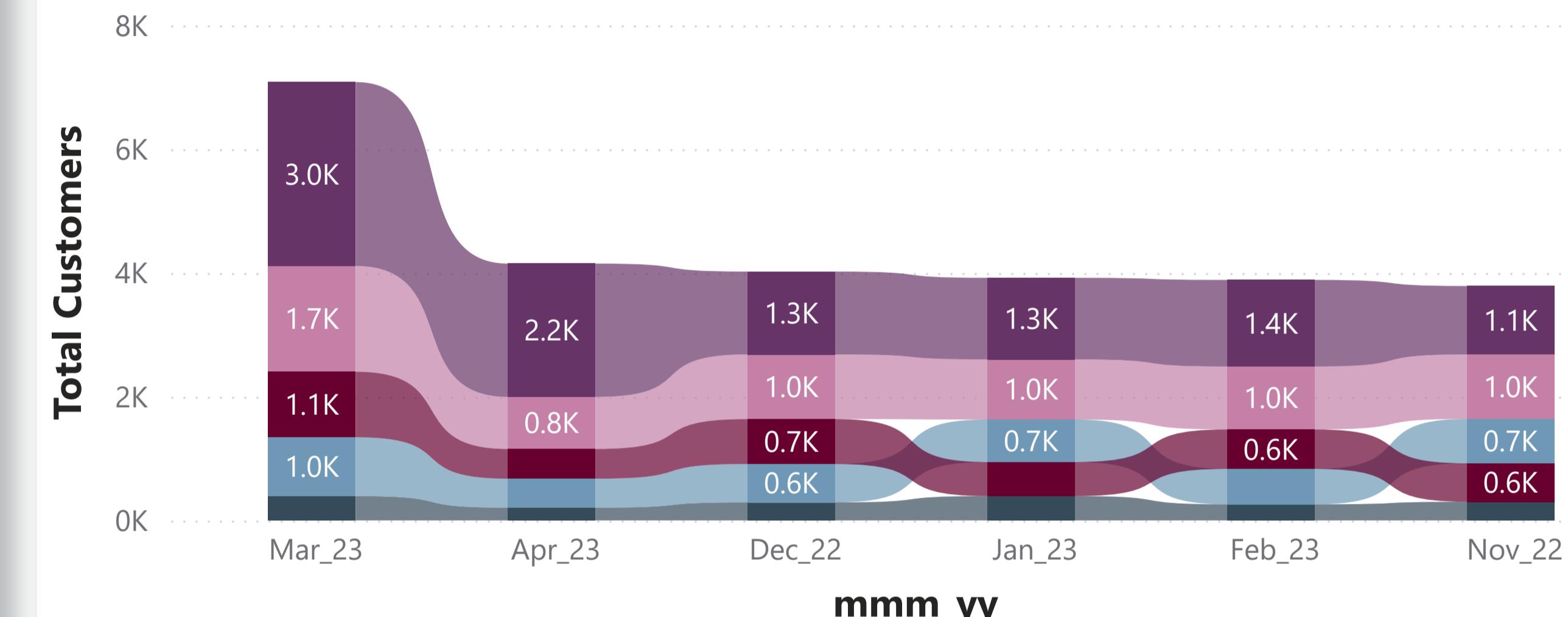
policy_id	18–25	26–35	36–45	46–55	55+	Total
POL1048HEL	0K	0K	1K	0K	0K	2K
POL2005HEL	0K	0K	1K	0K	1K	2K
POL3309HEL	0K	1K	2K	0K	0K	4K
POL4321HEL	1K	2K	1K	0K	0K	4K
POL4331HEL	0K	1K	1K	0K	0K	4K
POL5319HEL	0K	1K	1K	1K	0K	3K
POL6093HEL	0K	0K	1K	1K	0K	3K
POL6303HEL	0K	1K	1K	1K	0K	3K
POL9221HEL	0K	0K	1K	0K	1K	2K
Total	2K	7K	10K	4K	4K	27K

Total Revenue by Age Group



Customer Trend by Age Group

Age Group ● 18–25 ● 26–35 ● 36–45 ● 46–55 ● 55+



Total Customers by Age Group and sales_mode

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

