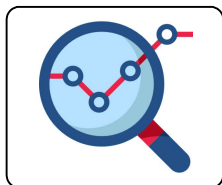




SHIELD INSURANCE ANALYSIS



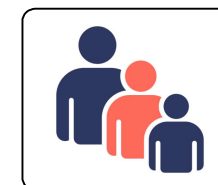
General Analysis

Get a Overview of critical metrics such as total customers, total revenue, daily revenue growth, and customer growth trends. This dashboard provides a comprehensive view of overall business health and evolving customer patterns.



Sales Mode Analysis

Understand customer and revenue distribution across different sales modes. Track revenue split percentages, total customers by sales mode, and monthly sales trends to optimize strategies.



Age Group Analysis

Gain insights into customer behavior across different age groups. Analyze estimated settlement amounts, customer trends over time, sales mode preferences by age, and policy choices to enhance decision-making and engagement strategies.



Month

Nov_22	Feb_23
Dec_22	Mar_23
Jan_23	Apr_23

Policy Id

All

Age Group

All

City

All

Sales Mode

All

LM CHG%: Last Month Change %
BM: BhenchMark

General Analysis

[Home](#)[Sales Mode Analysis](#)[Age Group Analysis](#)

3885

Total Customers

LM CHG% : -0.88%

143M

Total Revenue

LM CHG% : 1%

139

Daily Customer Growth

5M

Daily Revenue Growth

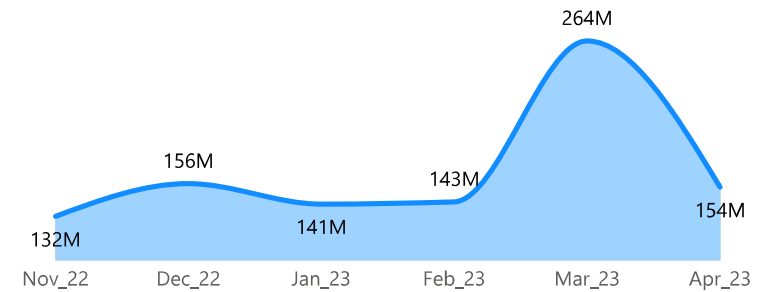
Customer Segmentation

City	Age Group	Total Customers	Total Revenue
Chennai	18-24	16	0M
Delhi NCR	18-24	114	2M
Hyderabad	18-24	48	1M
Indore	18-24	18	0M
Mumbai	18-24	64	1M
Chennai	25-30	59	1M
Delhi NCR	25-30	215	4M
Hyderabad	25-30	87	1M
Indore	25-30	44	1M
Mumbai	25-30	119	2M
Chennai	31-40	157	4M
Delhi NCR	31-40	585	18M
Hyderabad	31-40	243	8M
Indore	31-40	110	4M
Mumbai	31-40	348	10M

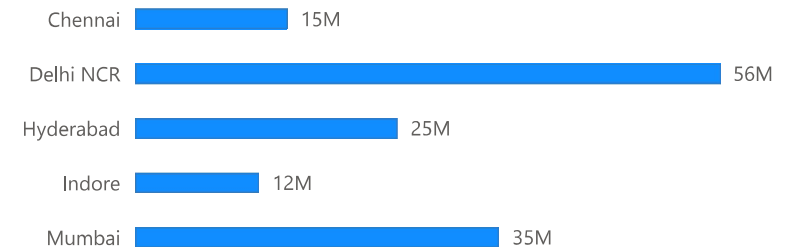
Sum Of Premium by Month

Revenue

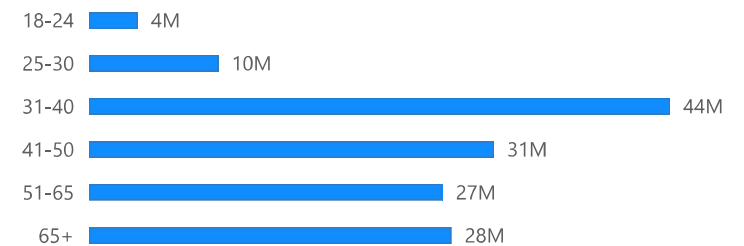
Customer



Revenue By City



Revenue By Age Group





Month

Nov_22	Feb_23
Dec_22	Mar_23
Jan_23	Apr_23

policy Id

All

Sales Mode

- ☒ Offline-Agent
☐ Offline-Direct
☐ Online-App
☐ Online-Website

LM CHG%: Last Month Change %

Sales Mode Analysis

Home

General Analysis

Age Group Analysis

14873

Total Customers

LM CHG% : NO Data

551M

Total Revenue

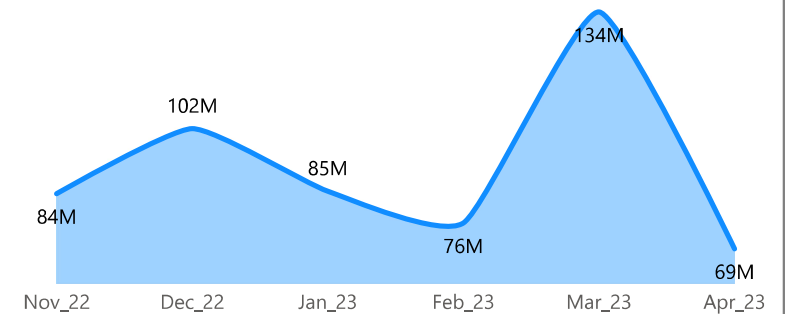
LM CHG% : NO Data

Policy Sales Summary

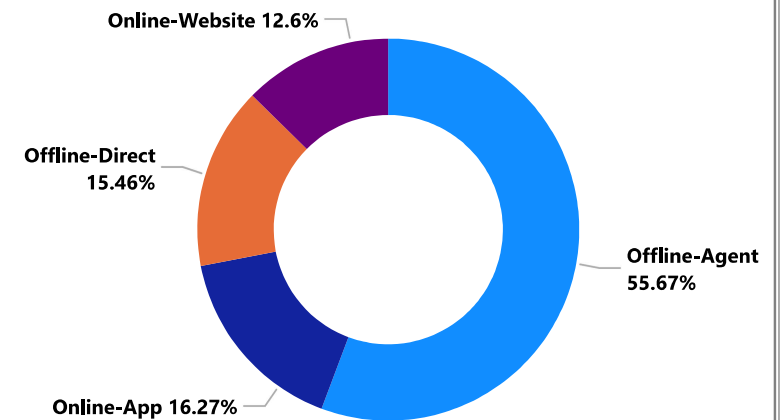
Policy Id	Sales Mode	Total Customers	Total Revenue
POL1048HEL	Offline-Agent	936	94M
POL2005HEL	Offline-Agent	1112	182M
POL3309HEL	Offline-Agent	2053	30M
POL4321HEL	Offline-Agent	2478	14M
POL4331HEL	Offline-Agent	2017	18M
POL5319HEL	Offline-Agent	1905	40M
POL6093HEL	Offline-Agent	1406	57M
POL6303HEL	Offline-Agent	1700	46M
POL9221HEL	Offline-Agent	1266	70M
Total		14873	551M

Revenue Customer

Total Revenue By Sales Mode



Sales Mode By Revenue





Month

Nov_22	Feb_23
Dec_22	Mar_23
Jan_23	Apr_23

Policy Id

All

Sales Mode

All

LM CHG%: Last Month Change %

Age Group Analysis

Home

General Anlysis

Sales Mode Analysis

3919

Total Customers

141M

Total Revenue

Age Group VS Policy Preference

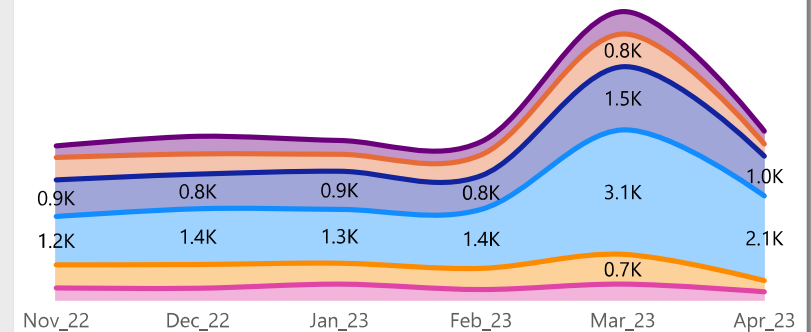
Policy Id	18-24	25-30	31-40	41-50	51-65	65+	Total
POL1048HEL	6	13	74	54	32	32	211
POL2005HEL	9	12	57	73	43	98	292
POL3309HEL	58	63	204	133	47	21	526
POL4321HEL	181	187	195	81	36	16	696
POL4331HEL	77	114	217	111	33	21	573
POL5319HEL	20	41	177	142	57	23	460
POL6093HEL	15	38	139	118	45	27	382
POL6303HEL	15	32	152	124	62	32	417
POL9221HEL	12	16	107	99	57	71	362
Total	393	516	1322	935	412	341	3919

Sales Mode By Age Group

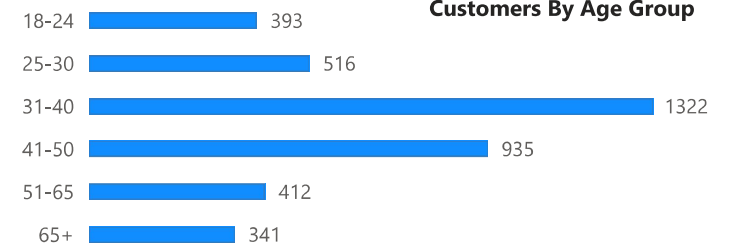
Sales Mode	18-24	25-30	31-40	41-50	51-65	65+	Total
Offline-Agent	246	317	761	571	227	207	2329
Offline-Direct	68	85	259	145	71	58	686
Online-App	53	74	187	130	65	48	557
Online-Website	26	40	115	89	49	28	347
Total	393	516	1322	935	412	341	3919

Total Customers By Month and Age Group

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



Customers By Age Group



Est Settlement By Age Group

