

# SHIELD INSURANCE ANALYSIS – A PERFORMANCE DASHBOARD

**GENERAL VIEW**

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### KEY MATRICS

989M Total Revenue LM: 268M -11.23% ▼	27K Total Customers LM: 7K -11.00% ▼	5.47M Daily Revenue, Growth LM: 8.53M +1.70% ▼	148 Daily Customer Growth... LM: 228.42 -34.45% ▼
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### REVENUE SPLIT

City	Total_Customers	Total_Revenue
Delhi NCR	11007	402M
Mumbai	6432	240M
Hyderabad	4340	161M
Chennai	2966	109M
Indore	2096	81M
<b>Total</b>	<b>26841</b>	<b>989M</b>

### CUSTOMER SPLIT

Age_Group	Total_Customers	Total_Revenue
31-40	11455	356M
41-50	4699	196M
25-30	3617	68M
18-24	2640	36M
51-64	2511	148M
65+	1919	185M
<b>Total</b>	<b>26841</b>	<b>989M</b>

LM: Last Month    Chg% = % Change With LM

**FILTERS**

Trend By Month

**CUSTOMERS SEGMENTATION**

City	AgeGroup	Revenue	Customers
Chennai	18-24	4M	296
Delhi NCR	18-24	15M	1062
Hyderabad	18-24	5M	429
Indore	18-24	3M	211
Mumbai	18-24	10M	642
Chennai	25-30	7M	432
Delhi NCR	25-30	27M	1474
<b>Total</b>	<b>25-30</b>	<b>34M</b>	<b>26841</b>

**SALES MODE ANALYSIS**

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### REVENUE SPLIT

sales_mode	Total_Revenue	Revenue_Split%
Offline-Agent	551M	55.7%
Online-App	161M	16.3%
Offline-Direct	153M	15.5%
Online-Website	125M	12.6%
<b>Total</b>	<b>989M</b>	<b>100.0%</b>

### CUSTOMER SPLIT

sales_mode	Total_Customers	Customer_Split%
Offline-Agent	14873	55.4%
Online-App	4302	16.0%
Offline-Direct	4256	15.9%
Online-Website	3410	12.7%
<b>Total</b>	<b>26841</b>	<b>100.0%</b>

**FILTERS**

TREND SALES MODE OVER MONTH

**AGE GROUP ANALYSIS**

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### Age\_Group Vs Policy Preference

Age_Group	policy.preference
18-24	POL4321HEL
25-30	POL4321HEL
31-40	POL3309HEL
41-50	POL6303HEL
51-64	POL9221HEL
65+	POL2005HEL
<b>Total</b>	<b>POL4321HEL</b>

### Age\_Group Vs Excepted Settlements

age_group	Excepted_settlement
18-24	7
25-30	6
31-40	10
41-50	8
51-64	14
65+	26
<b>Total</b>	<b>71</b>

### Age\_Group Vs Sales Mode

Age_Group	MostUsed_SalesMode
18-24	Offline-Agent
25-30	Offline-Agent
31-40	Offline-Agent
41-50	Offline-Agent
51-64	Offline-Agent
65+	Offline-Agent
<b>Total</b>	<b>Offline-Agent</b>

**FILTERS**

TREND CHART BY AGE GROUP

Age Group: 18-24, 25-30, 31-40, 41-50, 51-64, 65+

Bar chart showing the total number of customers for each age group.

Age Group	No. of Customers
18-24	4.7K
25-30	3.6K
31-40	2.8K
41-50	2.5K
51-64	1.9K