**IBM Watson Marketing Customer Value Data**

1️⃣ **Total Customers**

How many unique customers are in the dataset?

2️⃣ **Average Income**

What is the average income of all customers?

3️⃣ **Customer Count by State**

How many customers are there in each state?

4️⃣ **Total Claims by Coverage**

What is the total claim amount for each type of coverage (Basic, Extended, Premium)?

5️⃣ **Top States by Average Lifetime Value**

Which 5 states have the highest average Customer Lifetime Value?

6️⃣ **Response Rate by Sales Channel**

What is the response rate (Yes/No) for each sales channel?

7️⃣ **Policies by Employment Status**

How many policies do customers hold on average, grouped by employment status?

8️⃣ **Average Monthly Premium by Vehicle Class**

What is the average monthly premium for each vehicle class?

9️⃣ **Retention — Customers with High Lifetime Value**

What percentage of customers have a Customer Lifetime Value greater than $10,000?

🔟 **Claim Behavior — Long-Time Customers**

What is the average total claim amount for customers who have been with the company for more than 48 months since policy inception?

1️⃣1️⃣ **High Income Non-Responders**

How many high-income customers (Income > $50,000) did not respond to the latest offer?

1️⃣2️⃣ **Most Valuable Customer Segment**

What is the average Customer Lifetime Value grouped by Policy Type and Renew Offer Type? Which combination is the highest?