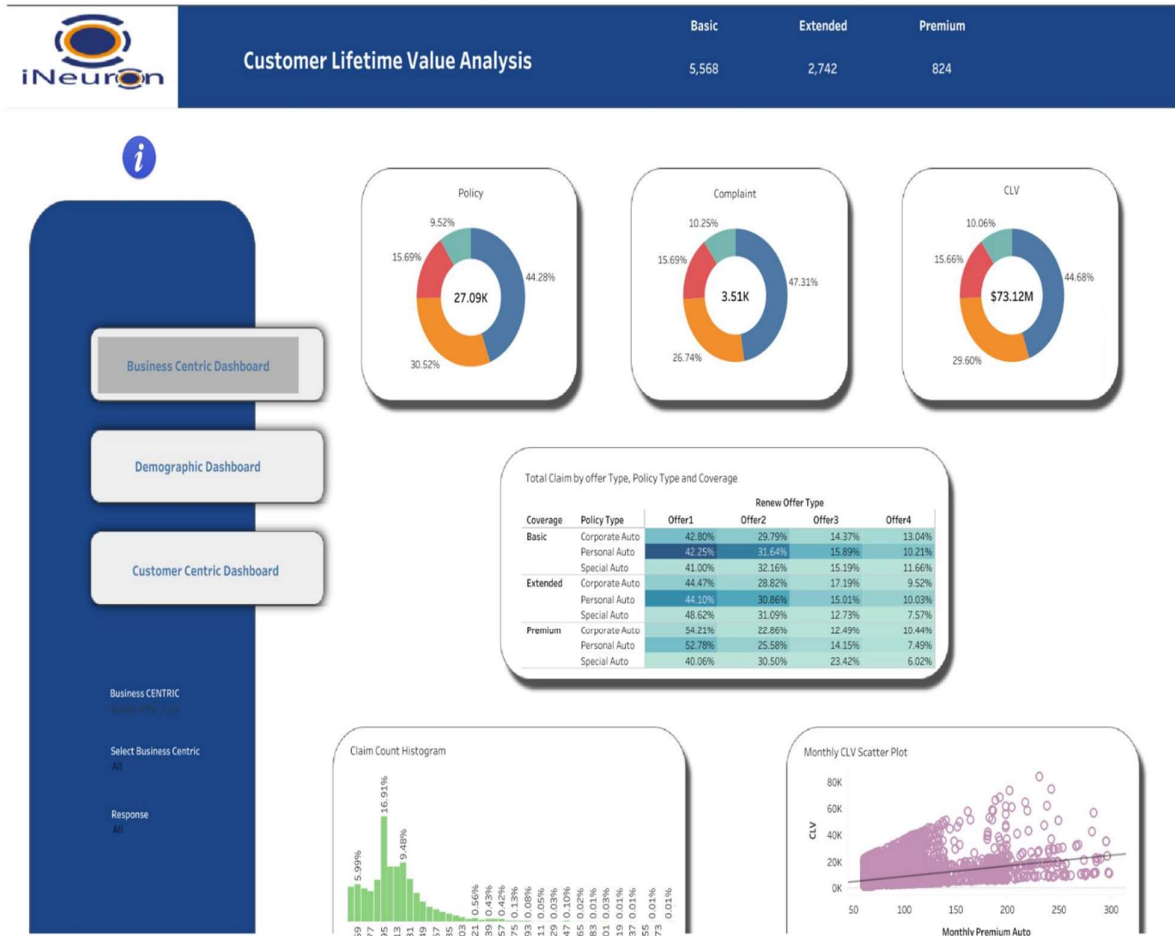# Customer Lifetime Value Prediction

Wire Frame Documentation

As per the problem statement, we have divided analysis into three dashboards: -
1.Business Centric Dashboard

2.Demographic

	Female	Male
	4,658	4,476

iNeuron

Business Centric Dashboard

Demographic Dashboard

Customer Engagement Dashboard

Demographic

Select Demographic

Response

CLV
26.03% 15.43%
$73.12M
58.54%

Income
16.32% 16.20%
$343.96M
67.49%

Total Claim
34.68% 13.94%
3.96M
51.38%

No of policies
26.98% 14.36%
27.09K
58.66%

Measure Names
- Avg. CLV
- Avg. Income

Income and CLV as per Education

Gender	Education
Female	Bachelor
	College
	Doctor
	High School..
	Master
Male	Bachelor
	College
	Doctor
	High School..
	Master

0K 10K 20K 30K 40K 50K 60K
Value

Income and CLV as per Location

Gender	Marital Sta..	Location Co..
Female	Divorced	Rural
		Suburban
		Urban
	Married	Rural
		Suburban
		Urban
	Single	Rural
		Suburban
		Urban
Male	Divorced	Rural
		Suburban
		Urban
	Married	Rural
		Suburban
		Urban
	Single	Rural
		Suburban
		Urban

Customer centric Dashboard

iNeuron

CLV From Responsed Customers	No Of Customers Response	No Of Policies By Response
$10.27M	1.31K	3.72K

Business Centric Dashboard

Demographic Dashboard

Customer Centric Dashboard

Customer Centric

Select Customer centric
All

Response
All

CLV

9.76%

19.51%

73.12M

70.73%

Top & Bottom 5 customers

CLV   Total Claim Am..
Income

FQ61281
YC54142
BP23267
KH55886
SK66747
XI84293
EH70612
XT54610
CI68869
UM17151

Engagement by Month since Policy Inception

Months Since Policy In..

6K
4K
2K
0K

Jan 3   Jan 8   Jan 13   Jan 18   Jan 23   Jan 28   Feb 2   Feb 7   Feb 12   Feb 17   Feb 22   Feb 27

Day of Effective To Date [2011]

Engagement by Monthly Premium

Monthly Premium Auto

10K
5K
0K

Jan 3   Jan 8   Jan 13   Jan 18   Jan 23   Jan 28   Feb 2   Feb 7   Feb 12   Feb 17   Feb 22   Feb 27

Day of Effective To Date [2011]

There is a high correlation between CLV and Monthly premium auto

Monthly CLV Scatter Plot
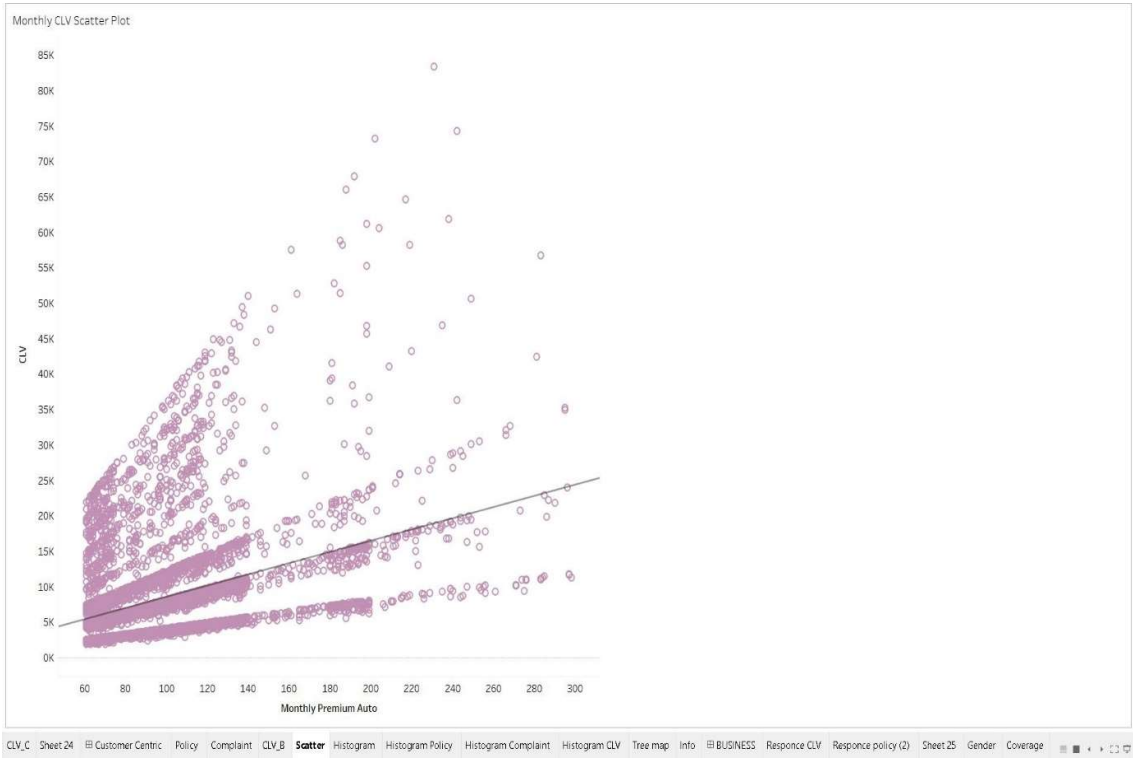
Top and Bottom 5 customers according to CLV

Top & Bottom 5 customers

Measure Names
- CLV
- Income
- Total Claim Amount

FQ61281
YC54142
BP23267
KH55886
SK66747
XI84293
EH70612
XT54610
CI68869
UM17151

CLV_C | Sheet 24 | Customer Centric | Policy | Complaint | CLV_B | Scatter | Histogram | Histogram Policy | Histogram Complaint | Histogram CLV | Tree map | Info | BUSINESS | Responce CLV | Responce policy (2) | Sheet 25 | Gender | Coverage

Total Claim per Business Centric Factors

Total Claim by offer Type, Policy Type and Coverage

Coverage	Policy Type	Renew Offer Type			
		Offer1	Offer2	Offer3	Offer4
Basic	Corporate Auto	42.80%	29.79%	14.37%	13.04%
	Personal Auto	42.25%	31.64%	15.89%	10.21%
	Special Auto	41.00%	32.16%	15.19%	11.66%
Extended	Corporate Auto	44.47%	28.82%	17.19%	9.52%
	Personal Auto	44.10%	30.86%	15.01%	10.03%
	Special Auto	48.62%	31.09%	12.73%	7.57%
Premium	Corporate Auto	54.21%	22.86%	12.49%	10.44%
	Personal Auto	52.78%	25.58%	14.15%	7.49%
	Special Auto	40.06%	30.50%	23.42%	6.02%