

Features	Description
Customer	Unique ID assigned to customers
State	State to which customers belong
Customer Lifetime Value	Net profit generated by customers for the firm
Response	Positive or negative response with regards to purchase of policy plans
Coverage	Policy coverage chosen by the customers
Education	Education received by the customers
Effective To Date	Maturity date of insurance policy plan
EmploymentStatus	Customers' current employment status
Gender	Gender of customers
Income	Income level of customers
Location Code	Type of residential area of customers
Marital Status	Relationship status
Monthly Premium Auto	Monthly premium paid for the policy
Months Since Last Claim	Number of months that passed since the last claim made by the customer
Months Since Policy Inception	Number of months since the activation of policy plan
Number of Open Complaints	Number of unsolved complaints made by the customer
Number of Policies	Total number of policies purchased
Policy Type	Type of policy under the main categories
Policy	Category of policy plan adopted by the customer - personal, corporate or special
Renew Offer Type	Class of renewal offer accepted by the customer
Sales Channel	Channel via sales with a particular customer occurred
Total Claim Amount	Total amount that can be claimed by the customer on/before policy maturity
Vehicle Class	Class to which the insured vehicle belongs
Vehicle Size	Size of the customers' insured vehicle