



Age bin

House Type

Education

Marital_St...

Response...

Business Overview



Share



Export



Glossary

Jan 1, 2012 - Nov 19, 202



2,240

Total Customers



50.00%

Avg. Renewal Rate



5.96%

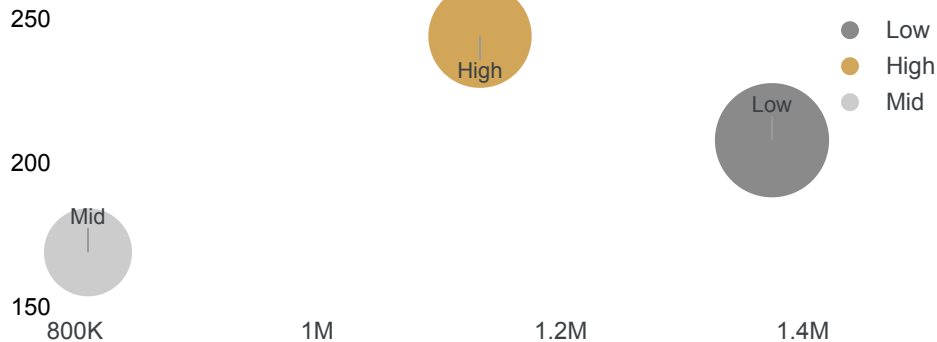
Campaign
Acceptance Rate



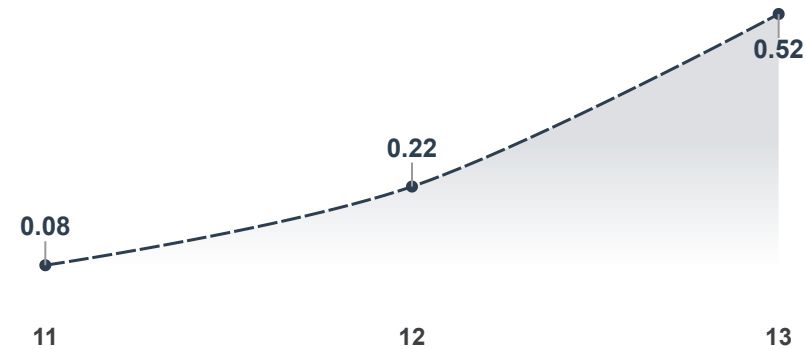
14.91%

Campaign
Response Rate

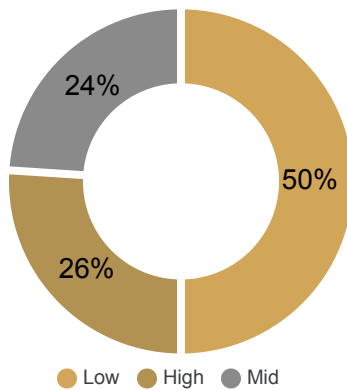
Propensity Performance



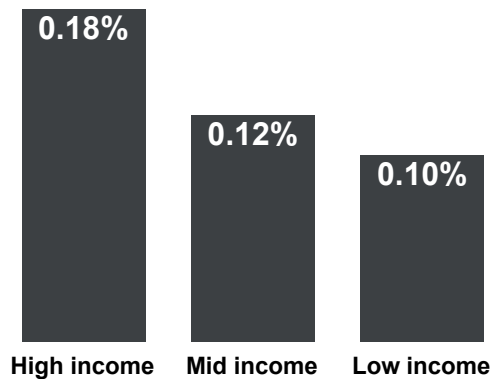
Tenure vs. Renewal Rate



Renewal Rate Distribution



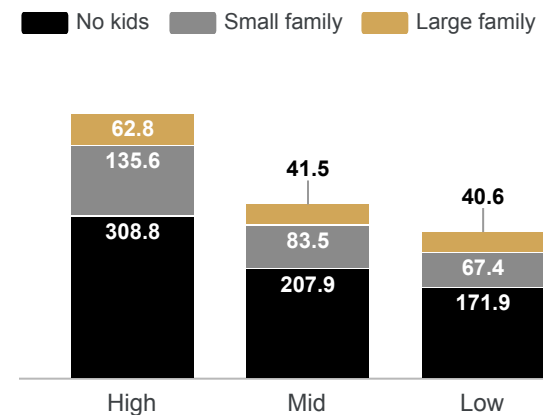
Renewal Rate by Income Band



Renewal Rate by Education



Family size by renewal



ID	Income	Recency	Renewal_Bucket_2	Response_Score
9432	666666	23	High	0.6
10089	102692	5	High	0.59
4619	113734	9	High	0.57
6815	96547	4	High	0.56
3725	84865	1	High	0.55

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