

Business Overview



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Glossary

Jan 1, 2012 - Nov 19, 202



2,240

Total Customers



50.00%

Avg. Renewal Rate



5.96%

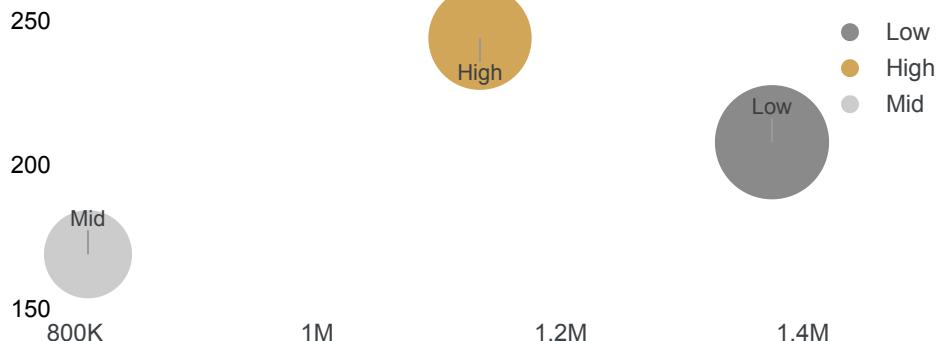
Campaign Acceptance Rate



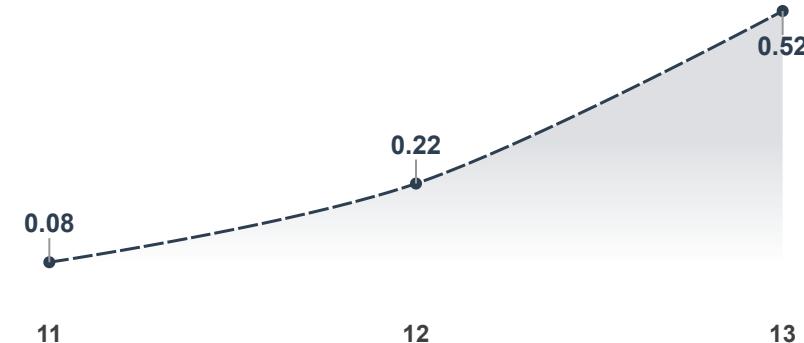
14.91%

Campaign Response Rate

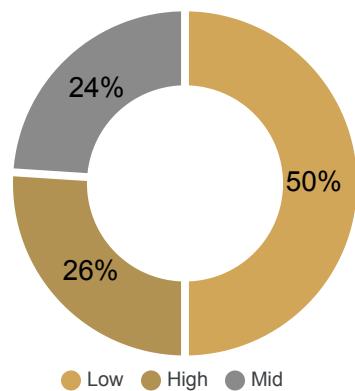
Propensity Performance



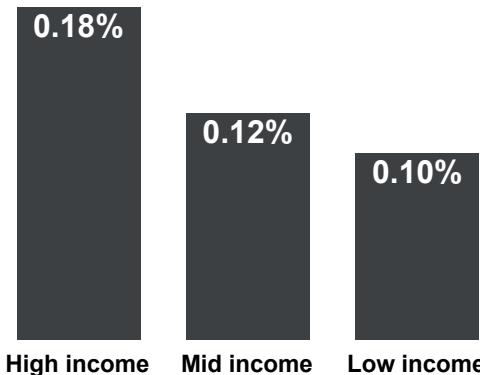
Tenure vs. Renewal Rate



Renewal Rate Distribution



Renewal Rate by Income Band

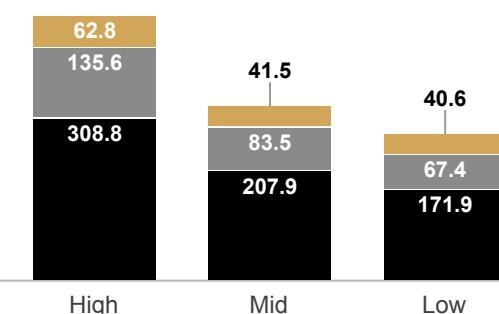


Renewal Rate by Education



Family size by renewal

No kids Small family Large family



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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