



# CarEase

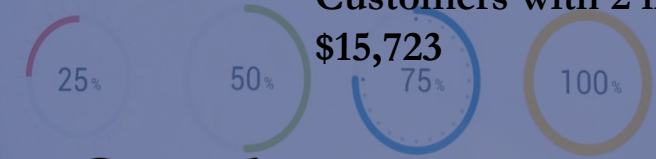
## EXECUTIVE SUMMARY

The CLV prediction model equips CarEase with a powerful tool to drive strategic initiatives, enhance customer relationships, and achieve sustainable growth.

### 01 CUSTOMER



The average CLV is \$8004.  
Most of CarEase customers live in California  
35% of customers have just 1 insurance policy  
Customers with 2 insurance policy have an average CLV of \$15,723



### 02 PREDICTION MODEL

Predictive model is able to predict CLV.  
The 3 major drivers of CLV are Number of Policies, Monthly Premium Auto and Employment Status

### 03 CAMPAIGN ACTIVITIES



The campaign done has proven to be largely ineffective  
Customers with 2 insurance policy should be well targeted in marketing activities.