**Policy Profile Variables**

Customer: Customer ID number

Customer\_Lifetime\_Value: Customer's total worth to the business over the life of the relationship

Response: True or False response to a renewal offer

Coverage: Type of policy (Basic, Extended, Premium)

Monthly\_Premium\_Auto: Amount of customer’s monthly insurance payments

Months\_Since\_Last\_Claim: Number of months between the customer’s last reported insurance claim

Months\_Since\_Policy\_Inception: Number of months since the customer began an insurance policy

Number\_of\_Open\_Complaints: Number of unresolved customer complaints

Number\_of\_Policies: Number of policies the customer currently owns

Policy\_Type: (Corporate Auto, Personal Auto, Special Auto)

Policy: 3 levels (L1, L2, L3) per Policy Type (Corporate, Personal, Special)

Renew\_Offer\_Type: 4 types of renewal offers (Offer 1, Offer 2, Offer 3, Offer 4)

Sales\_Channel: Channels to purchase a policy (Agent, Branch, Call Center, Web)

Total\_Claim\_Amount: Cumulative amount of claims since policy inception

**Customer Profile Variables:**

Customer Profile Variables

State: State of residence or business

Education: Level of education (High School or less, College, BA, MA, PhD)

Effective\_To\_Date: Date the policy expires

Employment\_Status: (Employed, Unemployed, Retired, Disabled, Medical Leave)

Gender: Male or Female

Income: Customer’s annual income

Location\_Code: (Rural, Suburban, Urban)

Marital\_Status: (Single, Married, Divorced)

Vehicle\_Class: Type of vehicle (4-door, Luxury, Luxury SUV, Sports Car, SUV, 2-door)

Vehicle\_Size: (Large, Midsize, Small)

Question 1: Calculate the Top 5 Most Active Users

Ans : Query

Screenshot of output → query + output

Insights:

Question 2: Analyze Hashtag Popularity

Ans query

Screenshot