**Project Name: Customer Life Time Value Prediction of Auto Insurance Company**

**Department: Finance and Insurance**

**Purpose: To create an analytical and modelling framework to predict the lifetime value of each customer based on the quantitative and qualitative features.**

**Business Owner/HOD: -------------**

**Points of contact: -----------**

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| --- | --- | --- |
| **Name** | **Department** | **Designation** |
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**Data:**

|  |  |
| --- | --- |
| Whether Data Files will be provided (Y/N) | Y |
| Direct access to Source Database (Y/N) | Y |
| Approval required for accessing database? | CLV Data base |
| Database Tables required for the project: | CLV Table |
| Data Refresh Frequency: | 1 week |

**Business Users**

|  |  |
| --- | --- |
| Who requires access | ------------ |
| Data level Security (if any) | No |
| How will the dashboard be accessed (Desktop, Mobile, Tablet etc) | Desktop |