

# Customer Lifetime Value

## Context

Customer lifetime value, or CLV, is a measure of how valuable a customer is to a company. From this value, the company can determine how much profit is obtained from one passenger and the costs incurred to acquire or retain new customers. This number is quite important for a company to know if the company wants to target marketing to valuable customers effectively and how the company's customers will change in the future.

## Features

- Vehicle Class
- Coverage
- Renew Offer Type
- Employment Status
- Marital Status
- Education
- Number of Policies
- Monthly Premium Auto
- Total Claim Amount
- Income
- Customer Lifetime Value