1. **Customer Segmentation**: Understanding how to group customers based on shared characteristics can help you analyze the data more effectively. For example, you might segment customers by state, policy type, or vehicle class.

<https://youtu.be/Fij1aBcl_Ts>  
<https://youtu.be/rW-erbDPHBs>

1. **Customer Lifetime Value (CLV)**: This is a prediction of the net profit attributed to the entire future relationship with a customer. Understanding how CLV is calculated and what factors can influence it is crucial, as it’s one of the fields in your dataset.

<https://youtu.be/eHi875QuVcA>  
<https://youtu.be/vA1YX8963ts>

1. **Insurance Coverage Types**: The dataset includes information about the type of coverage each customer has. Understanding the differences between basic, extended, and premium coverage could provide valuable context.

<https://youtu.be/Gx0kHOibwHA>  
<https://youtu.be/hcqvONNyImQ>

1. **Policy Types and Details**: The dataset includes several fields related to the customers’ policies, such as policy type, policy, and renew offer type. Understanding these terms will help you make sense of these fields.

<https://youtu.be/5E_A67s8i2E>

1. **Sales Channels**: The dataset includes a field for the sales channel through which the policy was sold. Understanding the different sales channels can provide insights into how customers prefer to purchase policies.

<https://youtu.be/Hc0x5yEHI1Q>  
<https://youtu.be/CWcZx69eWzc>  
[100 Best Sales Youtube Channels in 2023 (feedspot.com)](https://videos.feedspot.com/sales_youtube_channels/)

1. **Customer Demographics**: The dataset includes demographic information such as education level, employment status, and income. Understanding how these factors might influence a customer’s behavior could be beneficial.

<https://youtu.be/mx4CsXVGFIs>  
<https://youtu.be/81xJLDKqemU>