IBM Watson Marketing Customer Value | Data Dictionary

Context

Using Watson Analytics, you can predict behavior to retain your customers. You can analyze all relevant customer data and develop focused customer retention programs.

Inspiration

Understand customer demographics and buying behavior Use predictive analytics to analyze the most profitable customers and how they interact Take targeted actions to increase profitable customer response, retention, and growth.

Source

https://wwwibmcom/communities/analytics/watson-analytics-blog/marketing-customer-value-analysis/

Data Model

The dataset consists of information related to customers and their interactions with the company. It can be organized into a data model, potentially represented by a table named **customer_data.**

Table 1: The data model for the database

customer_data table		
Column Name	**Description**	**Data Type**
customer	Unique identifier for each customer	VARCHAR
state	State where the customer is located	VARCHAR
customer lifetime value	The lifetime value of the customer	FLOAT
response	Indicates whether the customer responded to a marketing campaign (Yes/No)	BOOLEAN
coverage	Level of coverage the customer has	VARCHAR
education	Educational level of the customer	VARCHAR
effective to date	Date when the policy became effective	DATE
employment status	Employment status of the customer	VARCHAR
gender	Gender of the customer (M/F)	BOOLEAN
Income	Annual income of the customer	INT
location code	Code representing the location type	VARCHAR
marital status	Marital status of the customer	VARCHAR
monthly premium auto	Monthly premium for auto insurance	INT
months since last claim	Number of months since the last claim was made	INT

months since policy inception	Number of months since the policy was initiated	INT
number of open complaints	Number of open complaints	INT
number of policies	Number of insurance policies the customer has	INT
policy type	Type of insurance policy	VARCHAR
policy	Specific policy within the policy type	VARCHAR
renew offer type	Type of renewal offer made to the customer	VARCHAR
sales channel	Channel through which the policy was sold	VARCHAR
total claim amount	Total amount claimed by the customer	FLOAT
vehicle class	Class of the vehicle insured	VARCHAR
vehicle size	Size of the vehicle insured	VARCHAR