Customer Life Time Value prediction

Wireframe Documentation

As per problem statement, we have divide into three dashboard

iNeuron

Business Centric Dashboard	
Demographic Dashboard	
Customer Centric Dashboard	

Marital Status
- ✔ Divorced
- ✔ Married
- ✔ Single

Response
- ✔ No
- ✔ Yes

CLV
48.420% $73.12M 51.580%

Total Claim
51.498% $3.96M 48.502%

Income
48.393% $343.96M 51.607%
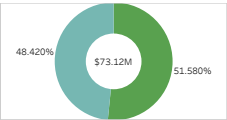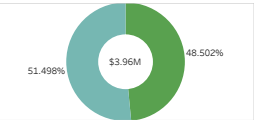
No of policies
49.6586% $27.09K 50.3414%
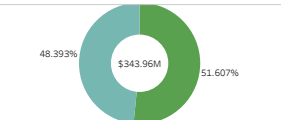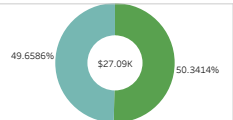
Income and CLV as per Education

Gender / Education

F: Bachelor, College, Doctor, High Scho.., Master
M: Bachelor, College, Doctor, High Scho.., Master
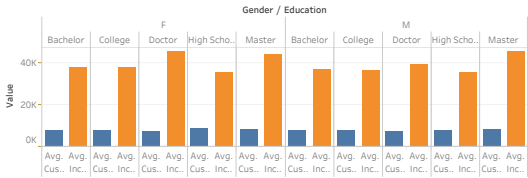
Avg. Cus.. / Avg. Inc..

Income and CLV as per Location

Gender / Location Code / Marital Status

F: Rural (Divo.., Marr.., Single), Suburban (Divo.., Marr.., Single), Urban (Divo.., Marr.., Single)
M: Rural (Divo.., Marr.., Single), Suburban (Divo.., Marr.., Single), Urban (Divo.., Marr.., Single)
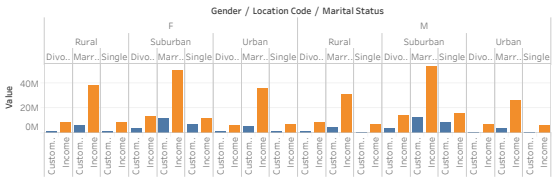
Custom.. / Income

Measure Names
- Avg. Customer Lifetime Value
- Avg. Income

Business Centric Dashborad

Demographic Dashboard

Customer Centric Dashboard
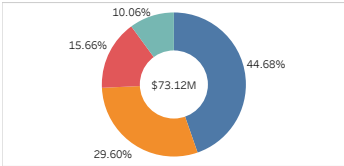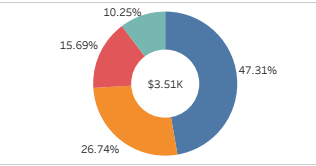
Renew Offer Type
- ☑ Offer1
- ☑ Offer2
- ☑ Offer3
- ☑ Offer4

Response
- ☑ No
- ☑ Yes

CLV

10.06%
15.66%
44.68%
$73.12M
29.60%

Complaint

10.25%
15.69%
47.31%
$3.51K
26.74%

Policy

9.52%
15.69%
44.28%
$27.09K
30.52%
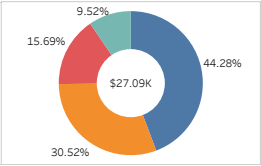
Total Claim by offer Type, Policy Type and Coverage

Coverage	Policy Type	Offer1	Offer2	Offer3	Offer4
Basic	Corporate Auto	42.80%	29.79%	14.37%	13.04%
	Personal Auto	42.25%	31.64%	15.89%	10.21%
	Special Auto	41.00%	32.16%	15.19%	11.66%
Extended	Corporate Auto	44.47%	28.82%	17.19%	9.52%
	Personal Auto	44.10%	30.86%	15.01%	10.03%
	Special Auto	48.62%	31.09%	12.73%	7.57%
Premium	Corporate Auto	54.21%	22.86%	12.49%	10.44%
	Personal Auto	52.78%	25.58%	14.15%	7.49%
	Special Auto	40.06%	30.50%	23.42%	6.02%

The header above the Offer columns reads: Renew Offer Type

Monthly CLV Scatter Plot
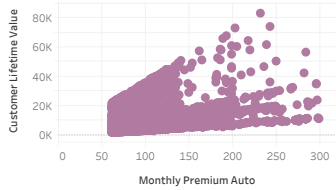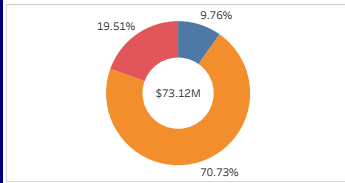
Business Centric Dashboard

Demographic Dashboard

Customer Centric Dashboard

Vehicle Size
- ✔ Large
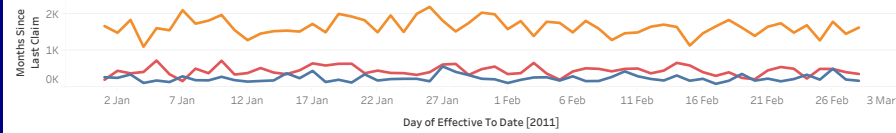- ✔ Medsize
- ✔ Small

Response
- ✔ No
- ✔ Yes

CLV

9.76%

19.51%

$73.12M

70.73%

Top & Bottom 5 customers

Customer

KH55886 FQ61281 BP23267 SK66747 YC54142 CI68869 XI84293 EH70612 UM17151 XT54610

Value: 80K, 60K, 40K, 20K, 0K
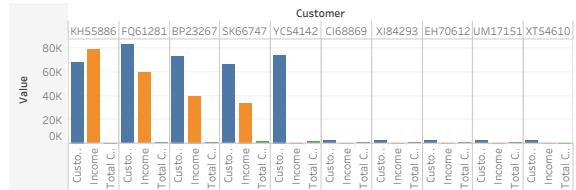
Engagement by Month since Policy Inception

Months Since Last Claim: 2K, 1K, 0K

Day of Effective To Date [2011]: 2 Jan, 7 Jan, 12 Jan, 17 Jan, 22 Jan, 27 Jan, 1 Feb, 6 Feb, 11 Feb, 16 Feb, 21 Feb, 26 Feb, 3 Mar

Engagement by Monthly Premium

Monthly Premi..: 10K, 5K, 0K

Day of Effective To Date [2011]: 2 Jan, 7 Jan, 12 Jan, 17 Jan, 22 Jan, 27 Jan, 1 Feb, 6 Feb, 11 Feb, 16 Feb, 21 Feb, 26 Feb, 3 Mar