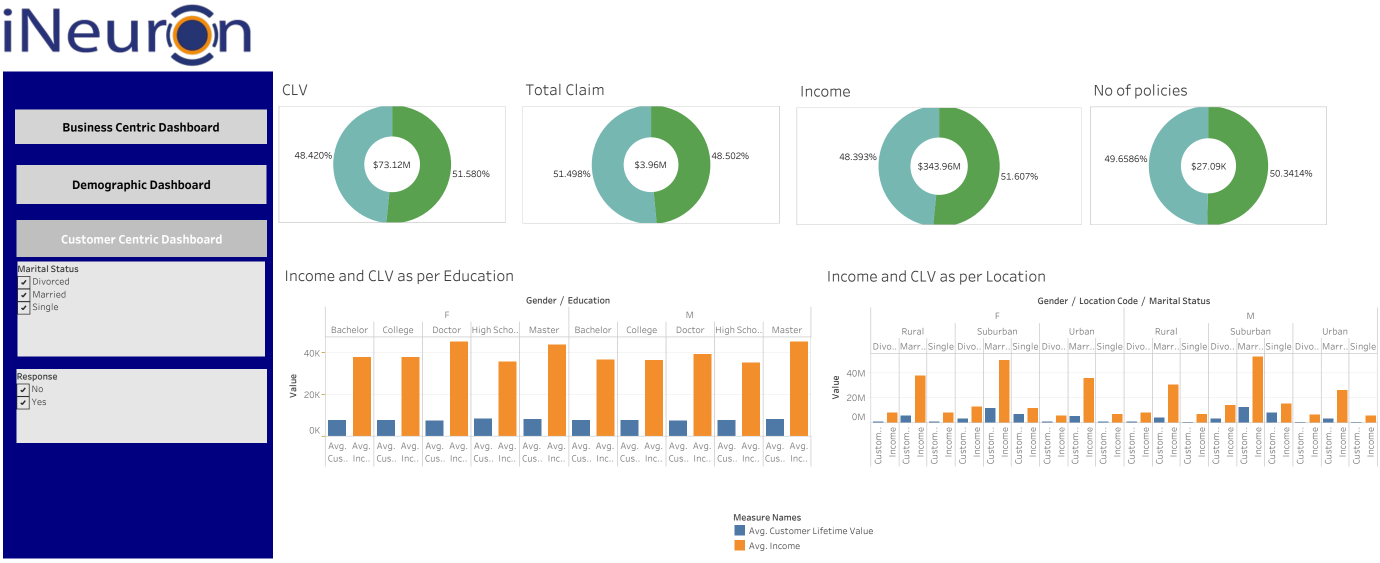
Customer Life Time Value prediction

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
M
Bachelor
College
Doctor
High Scho..
Master
Value
40K
20K
0K
Avg. Cus..
Avg. Inc..
Income and CLV as per Location
Gender / Location Code / Marital Status
Rural
Suburban
Urban
Divo..
Marr..
Single
40M
20M
0M
Custom..
Income
Measure Names
Avg. Customer Lifetime Value
Avg. Income

Business Centric Dashborad

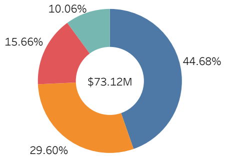
Demographic Dashboard

Customer Centric Dashboard

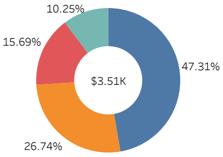
Renew Offer Type
- ☑ Offer1
- ☑ Offer2
- ☑ Offer3
- ☑ Offer4

Response
- ☑ No
- ☑ Yes

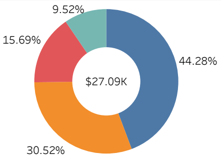
CLV



Complaint



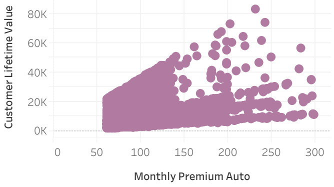
Policy



Total Claim by offer Type, Policy Type and Coverage

		Renew Offer Type			
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%

Monthly CLV Scatter Plot



Business Centric Dashboard

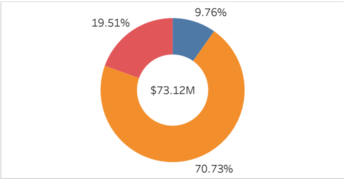
Demographic Dashboard

Customer Centric Dashboard

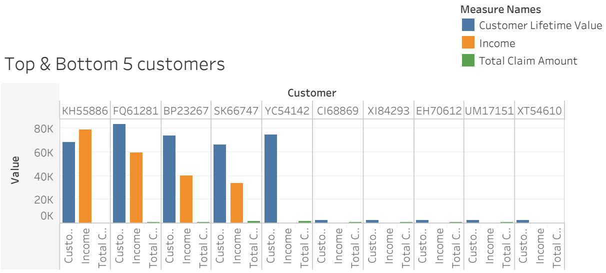
Vehicle Size
☑ Large
☑ Medsize
☑ Small

Response
☑ No
☑ Yes

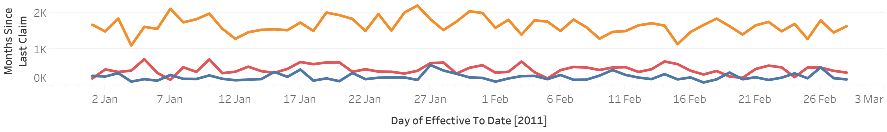
CLV

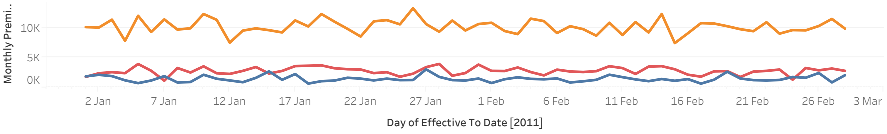


Top & Bottom 5 customers



Engagement by Month since Policy Inception



Engagement by Monthly Premium