

## PacificWest-Customer-Campaign-data



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**TITLE:** Analyzing Insurance Company-Customer-Campaign-data**DATA AVAILABLE:**

- Insurance\_Company\_Customer\_Demographics.csv
- Insurance\_Company\_Customer\_Insurance\_Details.xlsx

**BUSINESS CONTEXT:**

One of the biggest challenges of any business is to grow their business through effective marketing. As a Marketing manager, you want to understand your customers, what they want and what really drives them, so that you can sell to them more effectively. Analyze Pacific West Campaign dataset to look at the spread of my customers by their response to my email campaign and their Renew Offer Types.

We need to understand more about email campaign, how they were received, our policies & offers and more importantly, what really drove our Customer Lifetime Values. With these insights, we will be better placed to focus on our strengths and maximize our marketing and campaign ROI!

**KEY INFORMATION:****Gender:**

M	0
F	1

**Coverage:**

Basic	1
Extended	2
Premium	3

**Special Character:**

NILL	Stands for 0
\$\$\$	Missing Value