# Data Dictionary:

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| **Var Name** | **Description** |
| DATE\_FOR | Date of Record Processing |
| RTD\_ST\_CD | Rated State of Policy |
| CustomerSegment | Segment the Customer falls into |
| Tenure | Years of Tenure with Company |
| Age | Age of Policyholder |
| MART\_STATUS | Marital Status of Policyholder |
| GENDER | Gender Of Primary Insured |
| CHANNEL1\_6M | # payments made through Channel 1 in last 6 months |
| CHANNEL2\_6M | # payments made through Channel 2 in last 6 months |
| CHANNEL3\_6M | # payments made through Channel 3 in last 6 months |
| CHANNEL4\_6M | # payments made through Channel 4 in last 6 months |
| CHANNEL5\_6M | # payments made through Channel 5 in last 6 months |
| METHOD1\_6M | # of payment made with method 1 (irrespective of channel) |
| RECENT\_PAYMENT | Payment made in last 15 days (1/0) |
| PAYMENTS\_6M | # of total payments in last 6 months |
| CHANNEL1\_3M | # payments made through Channel 1 in last 3 months |
| CHANNEL2\_3M | # payments made through Channel 2 in last 3 months |
| CHANNEL3\_3M | # payments made through Channel 3 in last 3 months |
| CHANNEL4\_3M | # payments made through Channel 4 in last 3 months |
| CHANNEL5\_3M | # payments made through Channel 5 in last 3 months |
| METHOD1\_3M | # of payment made with method 1 (irrespective of channel) |
| PAYMENTS\_3M | # of total payments in last 3 months |
| NOT\_DI\_3M | Had this customer been enrolled in automated payments in the last 3 months? 1/0 |
| NOT\_DI\_6M | Had this customer been enrolled in automated payments in the last 6 months? 1/0 |
| EVENT1\_30\_FLAG | Has this customer been sent a cancellation notice in the last 30 days? 1/0 |
| EVENT2\_90\_SUM | How many cancellation notices have been sent in the last 90 days? |
| LOGINS | How many times has this policy logged into self-service online in the last 30 days? |
| POLICYPURCHASECHANNEL | How was this policy purchased? 1/0 |
| Call\_Flag | Was there a service payment 1/0? |