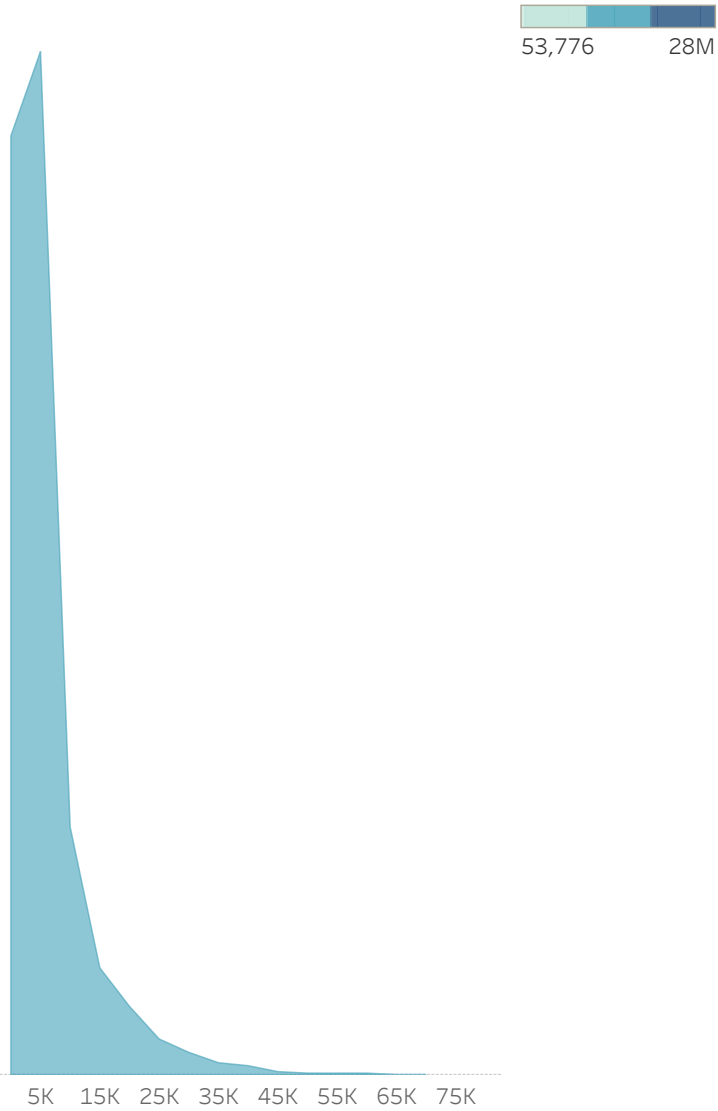
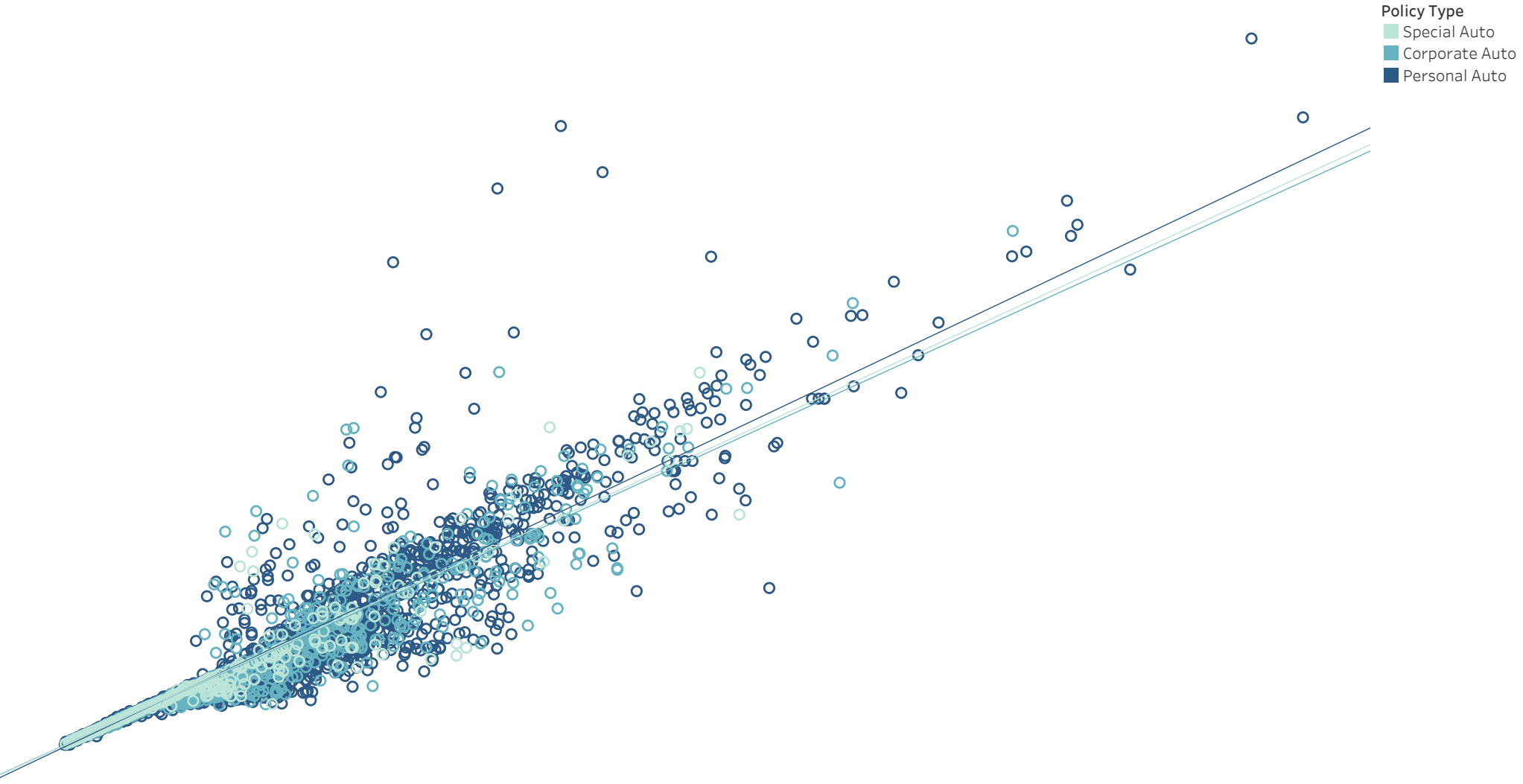


CLV Distribution



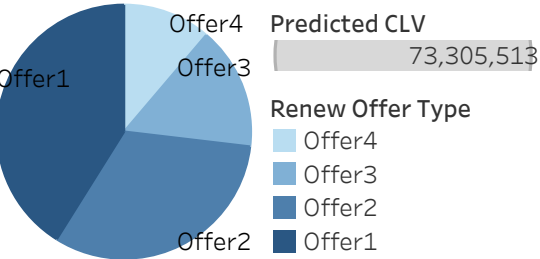
Count of Customer Lifetime Value for each Customer Lifetime Value (bin). Color shows sum of Predicted CLV. The data is filtered on Action (Renew Offer Type) and Action (State). The Action (Renew Offer Type) filter keeps 4 members. The Action (State) filter keeps 5 members.

Existing vs Predicted CLV



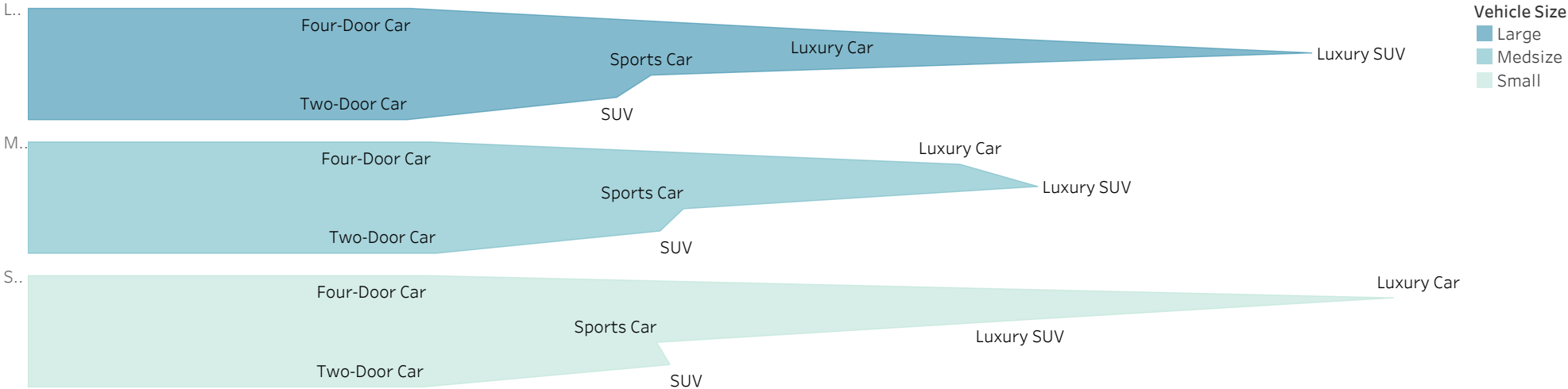
Predicted CLV vs. Customer Lifetime Value. Color shows details about Policy Type. The data is filtered on Action (Renew Offer Type) and Action (State). The Action (Renew Offer Type) filter keeps 4 members. The Action (State) filter keeps 5 members. The view is filtered on Policy Type, which keeps Corporate Auto, Personal Auto and Special Auto.

Popular Offer Type



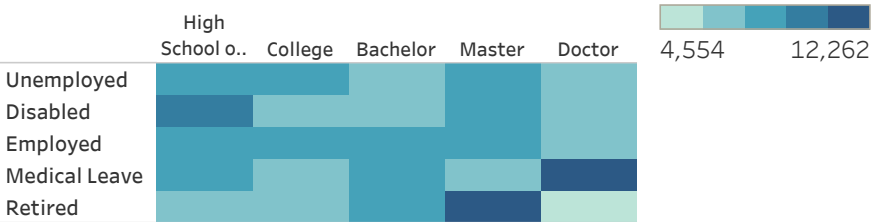
Renew Offer Type.
Color shows details
about Renew Offer
Type. Size shows sum
of Predicted CLV. The
marks are labeled by
Renew Offer Type. The
data is filtered on
Action (State), which
keeps 5 members.

Avg CLV by Car Class & Size



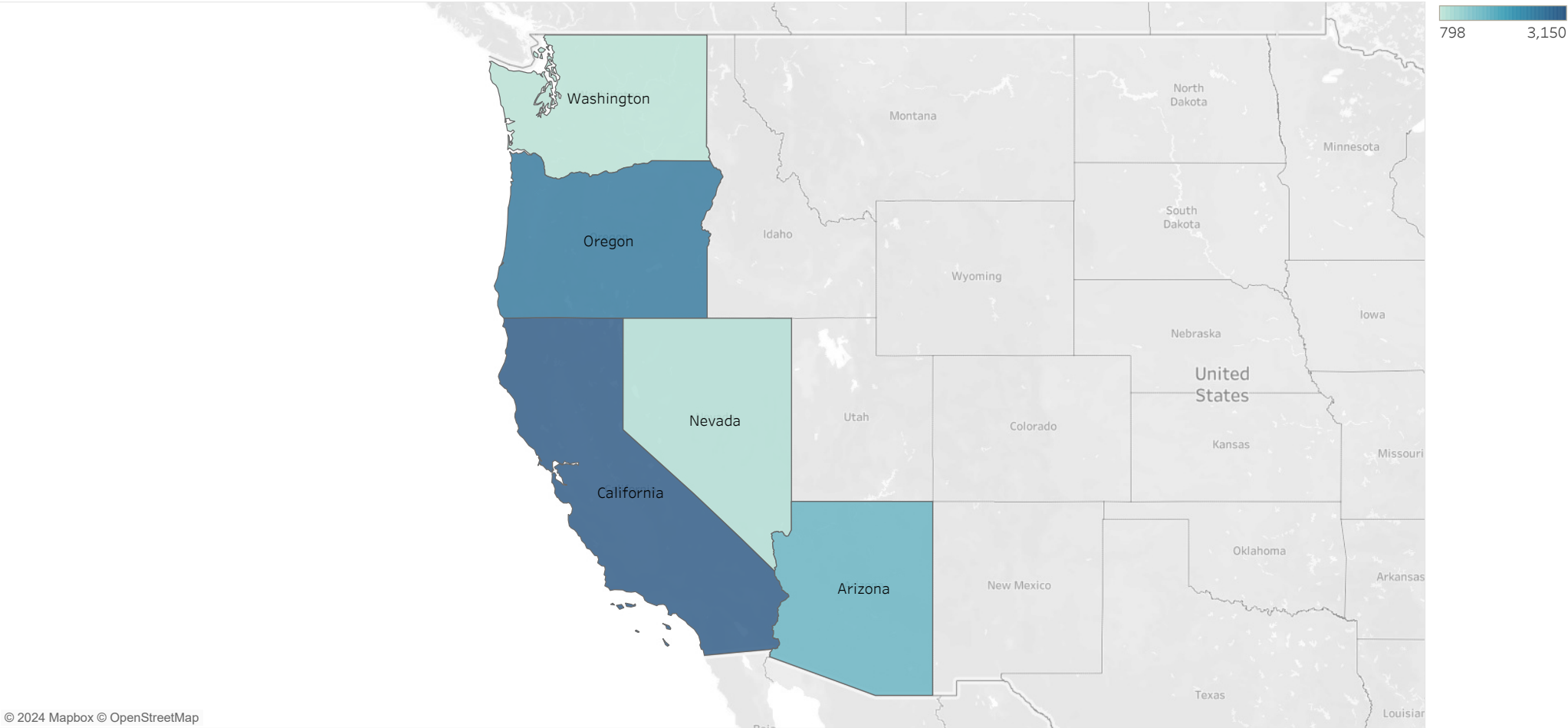
Average of Customer Lifetime Value for each Vehicle Class broken down by Vehicle Size. Color shows details about Vehicle Size. The marks are labeled by Vehicle Class. The data is filtered on Action (Renew Offer Type) and Action (State). The Action (Renew Offer Type) filter keeps 4 members. The Action (State) filter keeps 5 members.

Avg CLV by Education and Employment status

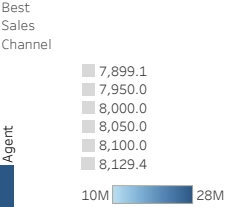


Average of Predicted CLV (color) broken down by Education vs. Employment Status. The view is filtered on Education, which keeps Bachelor, College, Doctor, High School or Below and Master.

Popularity vs profitability by State

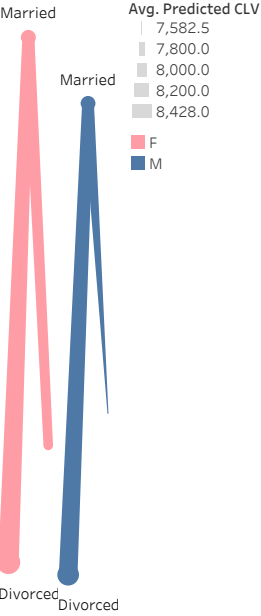


Map based on Longitude (generated) and Latitude (generated). Color shows count of Predicted CLV. The marks are labeled by State. The data is filtered on Action (Renew Offer Type), which keeps 4 members.



Count of Predicted CLV for each Sales Channel. Color shows sum of Predicted CLV. Size shows average of Predicted CLV. The marks are labeled by Sales Channel. The data is filtered on Action (Renew Offer Type) and Action (State). The Action (Renew Offer Type) filter keeps 4 members. The Action (State) filter keeps 5 members.

Avg CLV & Demand by Clientel Type



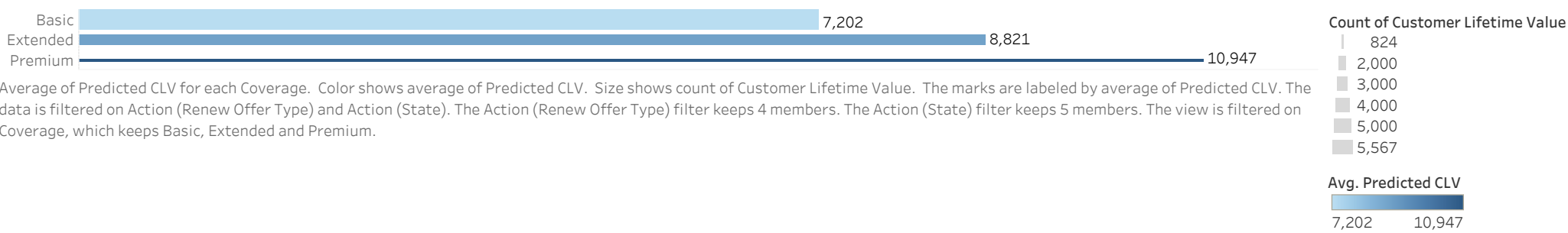
The trend of count of Predicted CLV for Marital Status broken down by Gender. Color shows details about Gender. Size shows average of Predicted CLV. The marks are labeled by Marital Status. The data is filtered on Action (Renew Offer Type) and Action (State). The Action (Renew Offer Type) filter keeps 4 members. The Action (State) filter keeps 5 members.

Estimated
lifetime
Revenue with
existing clintel
is **73,117,
126 \$**

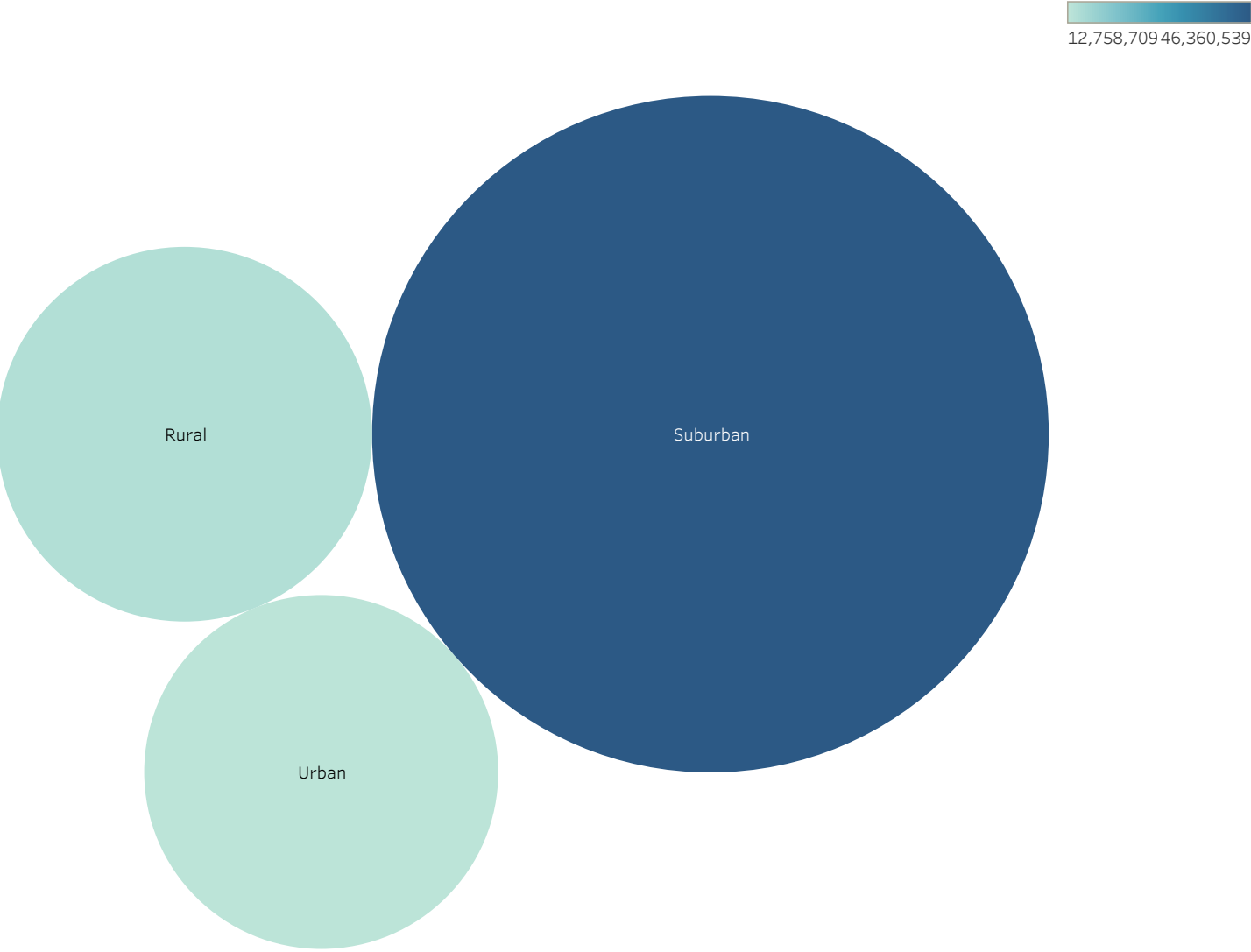
73,117,126

Sum of
Customer
Lifetime
Value. The
data is
filtered on
Action
(Renew Offer
Type) and
Action
(State). The
Action
(Renew Offer
Type) filter
keeps 4
members. The
Action (State)
filter keeps 5
members.

Popular vs profitable coverage type

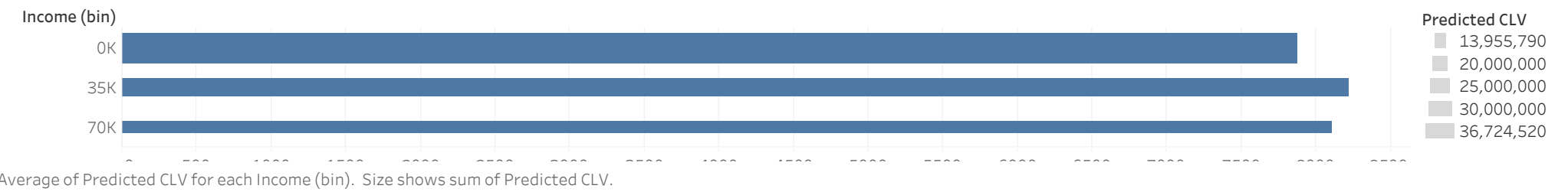


Demand by Location



Location Code. Color shows sum of Predicted CLV. Size shows count of Predicted CLV. The marks are labeled by Location Code. Details are shown for Location Code. The data is filtered on Action (Renew Offer Type) and Action (State). The Action (Renew Offer Type) filter keeps 4 members. The Action (State) filter keeps 5 members.

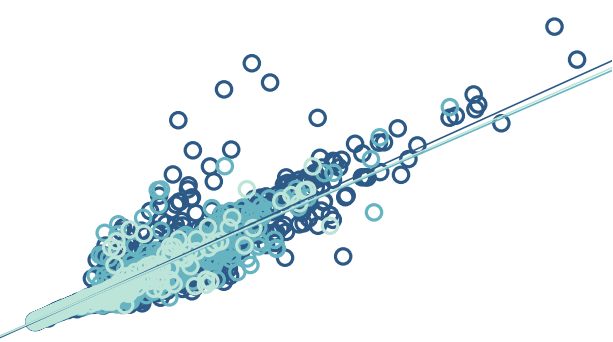
Sheet 12



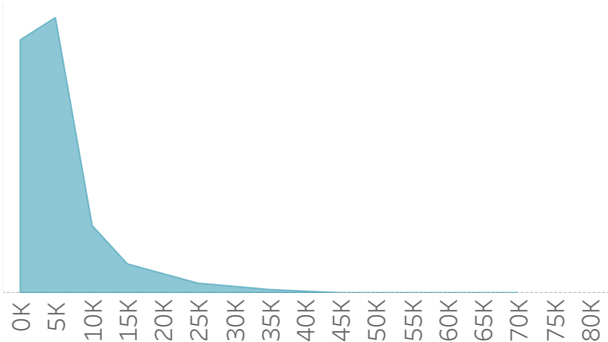
Predicting Customer Lifetime Value (CLV) to Enhance Customer Retention and Revenue

Group 1

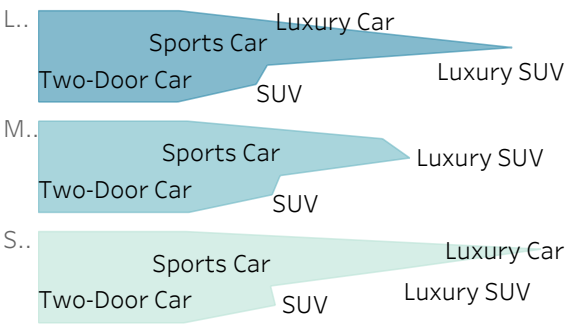
Existing vs Predicted CLV



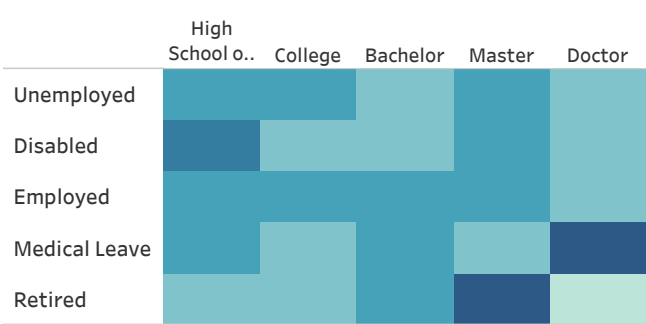
CLV Distribution



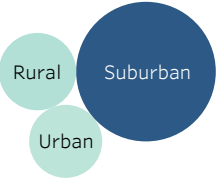
Avg CLV by Car Class & Size



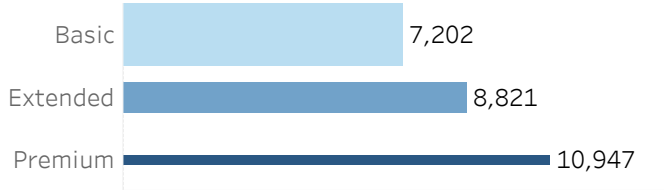
Avg CLV by Education and Employment status



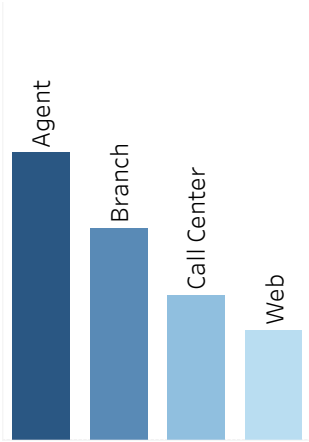
Demand by Location



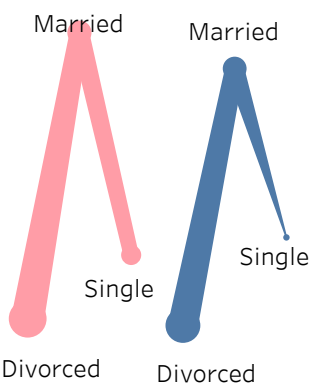
Popular vs profitable coverage type



Best Sales Channel



Avg CLV & Demand by Clientel Type



Estimated lifetime Revenue with existing clintel is **73,117,126 \$**

Popularity vs profitability by State



Popular Offer Type

