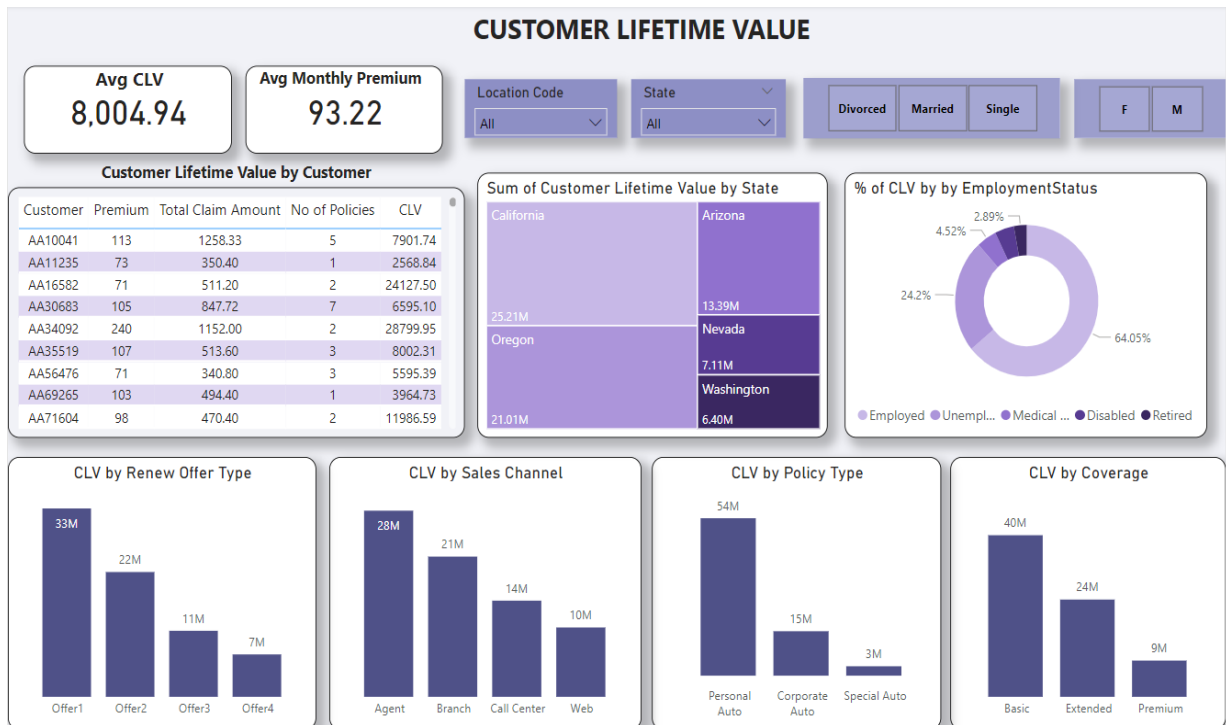


CUSTOMER LIFETIME VALUE ANALYSIS

Wireframe Documentation

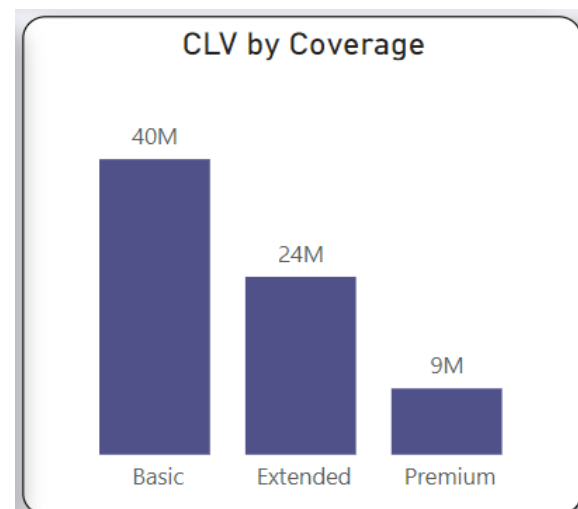
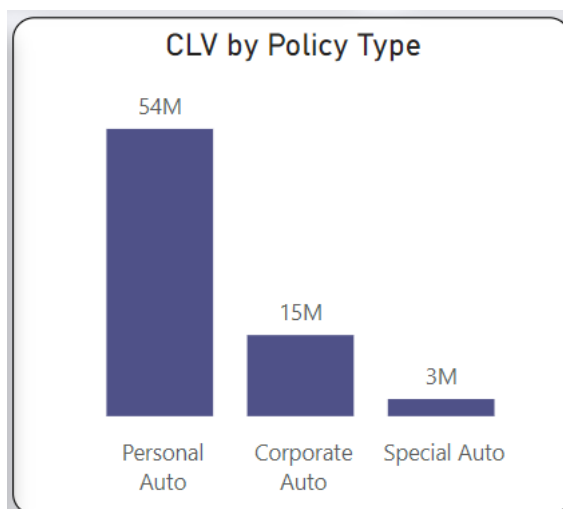
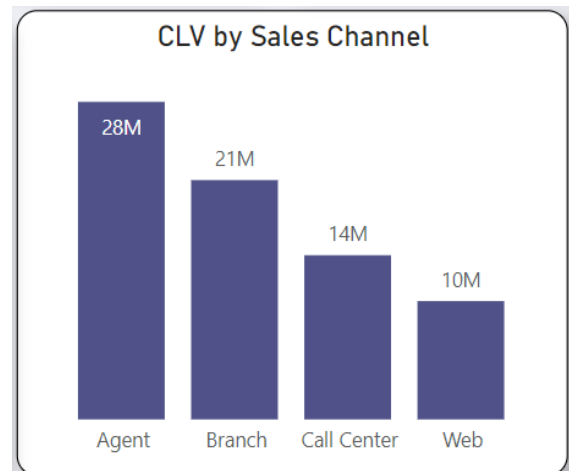
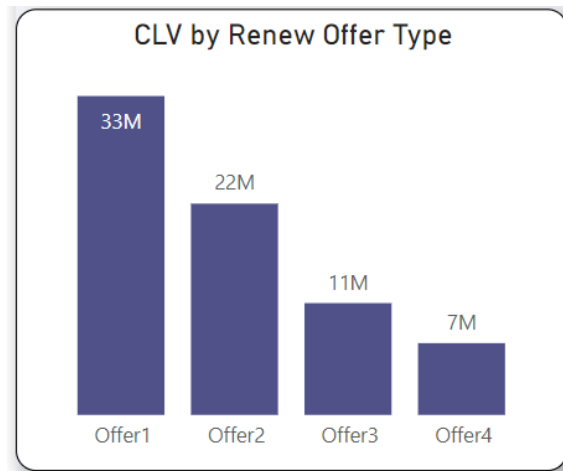


In this section we designed our first dashboard and tried to interpret the followings

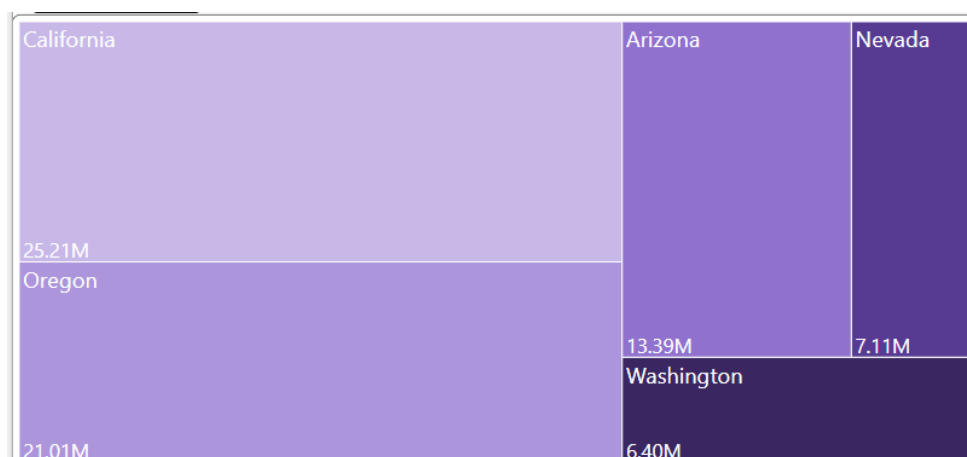
1. Customers and their Premium, Claim Amount, No of policies, CLV

Customer	Premium	Total Claim Amount	No of Policies	CLV
AA10041	113	1258.33	5	7901.74
AA11235	73	350.40	1	2568.84
AA16582	71	511.20	2	24127.50
AA30683	105	847.72	7	6595.10
AA34092	240	1152.00	2	28799.95
AA35519	107	513.60	3	8002.31
AA56476	71	340.80	3	5595.39
AA69265	103	494.40	1	3964.73
AA71604	98	470.40	2	11986.59
AA93585	177	686.82	1	7083.64
AB13432	110	792.00	1	3735.84
AB21519	95	281.11	1	3861.49
AB23825	81	413.49	2	8888.88
AB26022	112	602.43	3	7998.35
AB31813	131	842.39	2	44771.30
AB45325	64	345.18	1	2577.32
AB60627	129	98.92	2	15467.79
AB62982	73	350.40	3	5918.07
AB69140	70	336.00	2	25093.57
AB72731	117	84.02	1	4639.98
AB73565	96	460.80	9	7725.54
AB78984	96	42.29	2	11124.21
AB96670	70	425.27	1	2393.92
AB98823	86	412.80	8	6032.74

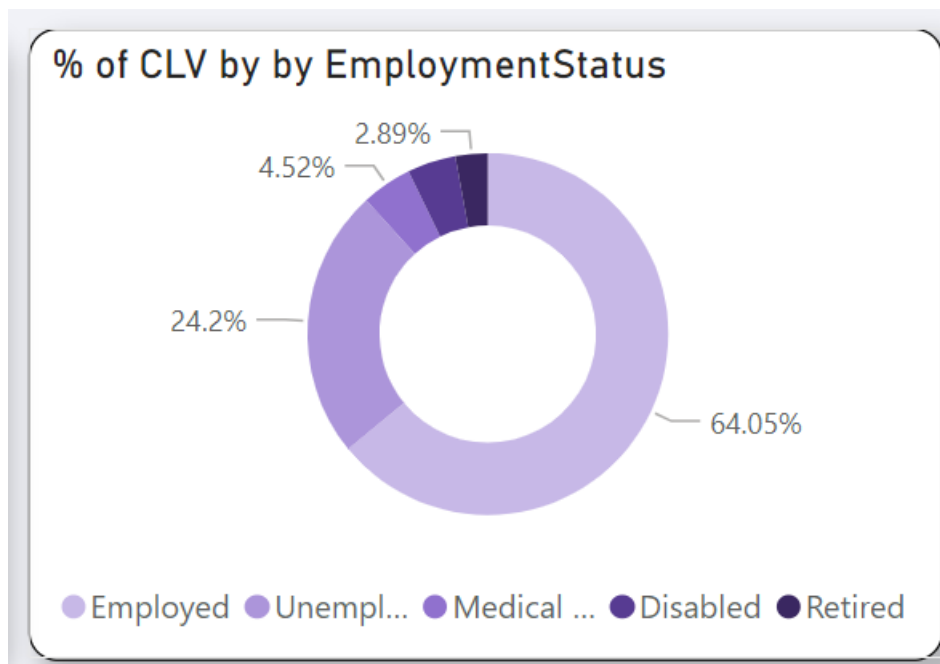
2. Relationship between CLV and Sales Channel, Renew Offer type, Policy Type, Coverage

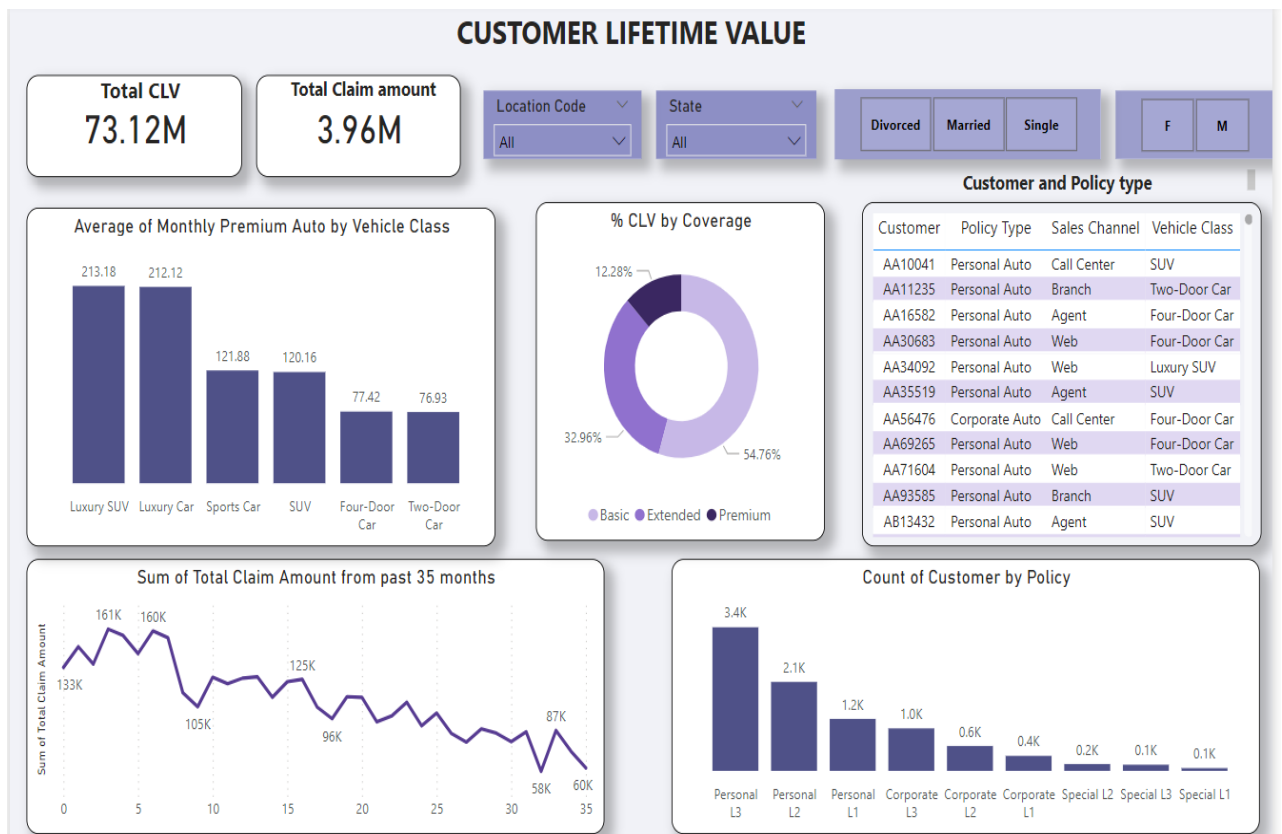


3. Tree Map - Sum of Customer Lifetime Value by state

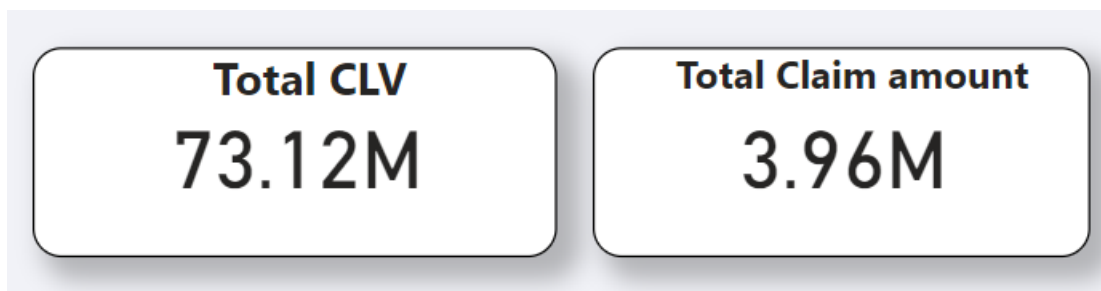


4. Percentage of Customer lifetime Value by EmploymentStatus

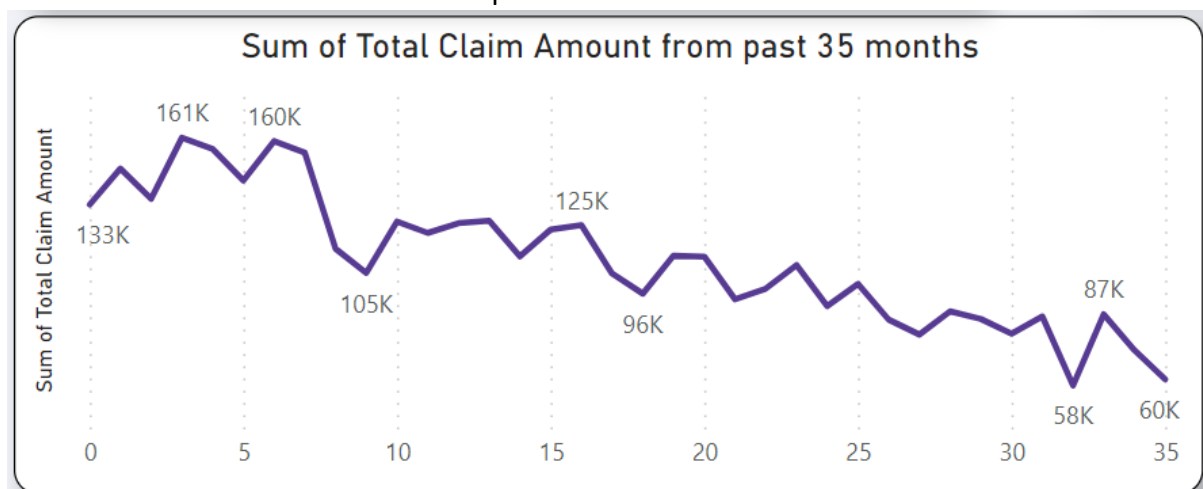




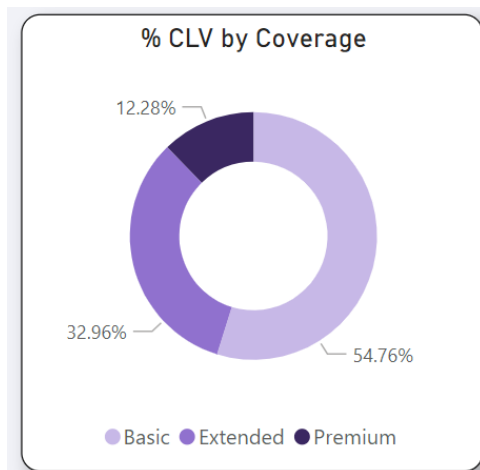
5. KPIs of CLV and Claim Amount



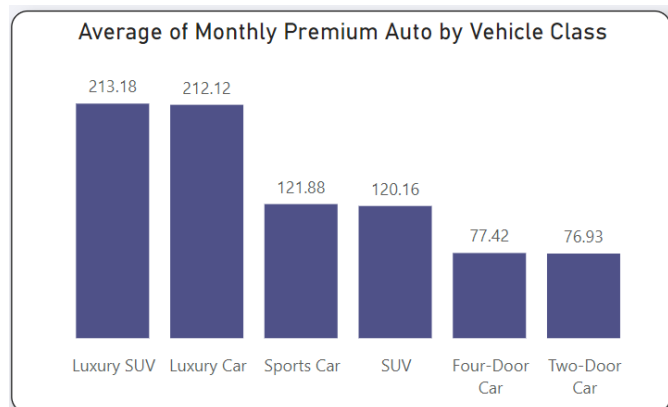
6. Sum of Total Claim Amount from past 35 months



7. % CLV by Coverage



8. Average of Monthly premium by Vehicle class



9. Customer and their policy type, sales channel, vehicle class

Customer	Policy Type	Sales Channel	Vehicle Class
AA10041	Personal Auto	Call Center	SUV
AA11235	Personal Auto	Branch	Two-Door Car
AA16582	Personal Auto	Agent	Four-Door Car
AA30683	Personal Auto	Web	Four-Door Car
AA34092	Personal Auto	Web	Luxury SUV
AA35519	Personal Auto	Agent	SUV
AA56476	Corporate Auto	Call Center	Four-Door Car
AA69265	Personal Auto	Web	Four-Door Car
AA71604	Personal Auto	Web	Two-Door Car
AA93585	Personal Auto	Branch	SUV
AB13432	Personal Auto	Agent	SUV

10. Count of No of Customers by Policy

