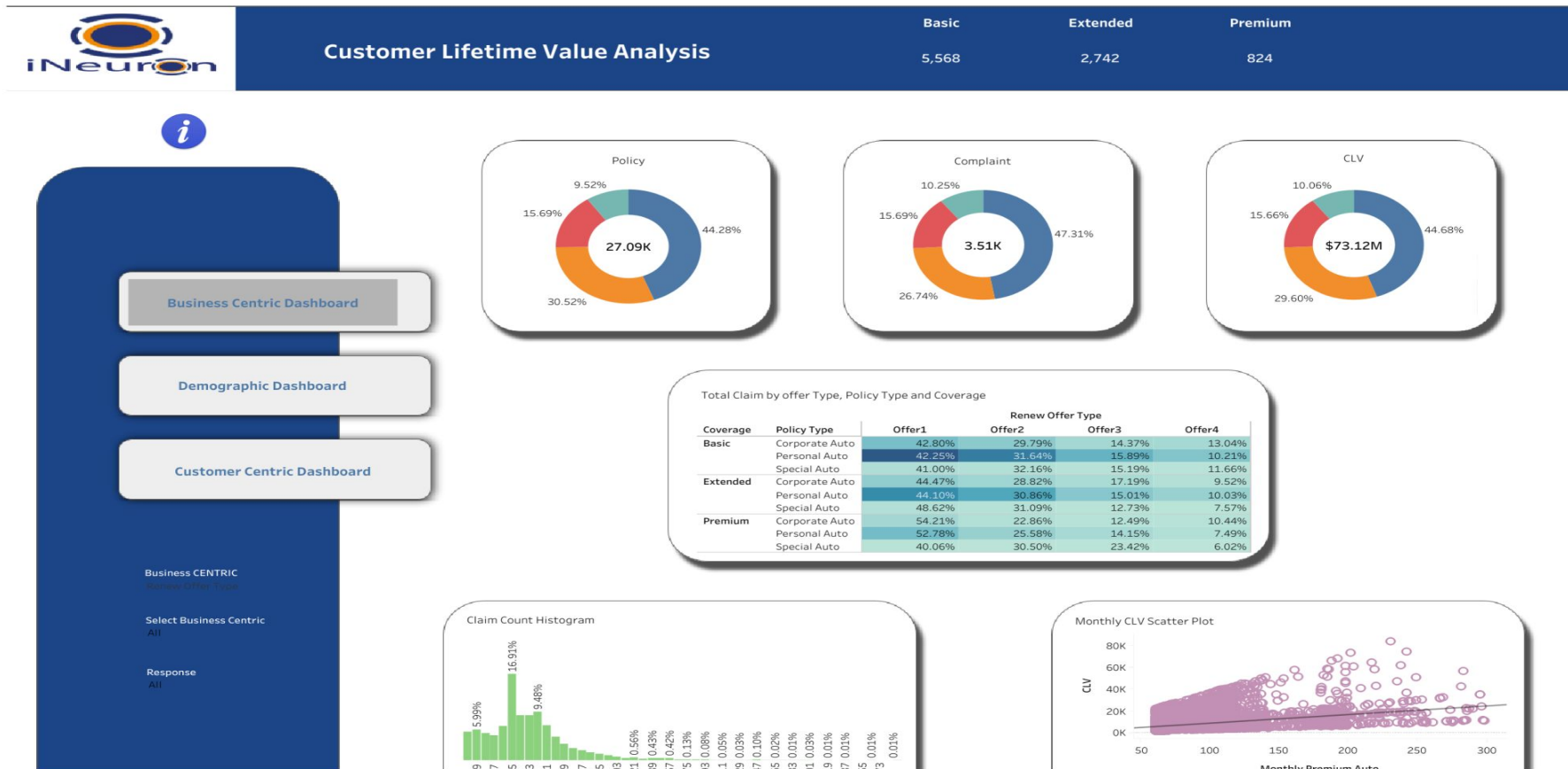# Customer Lifetime Value Prediction

WireFrame Documentation

As per the problem statement, we have divided analysis into three dashboards: -
1. Business Centric Dashboard

2. Demographic
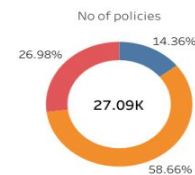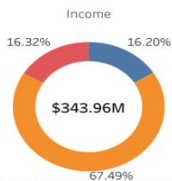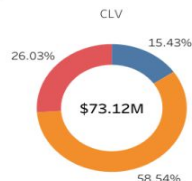
Customer centric Dashboard
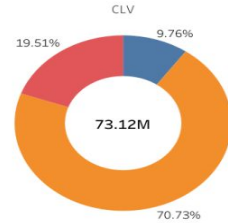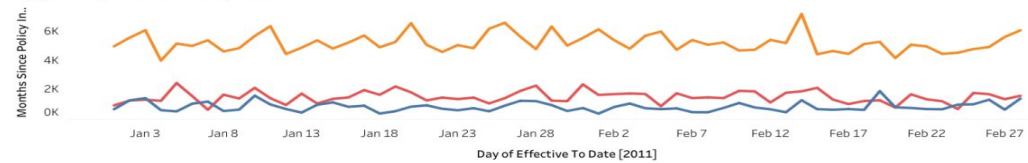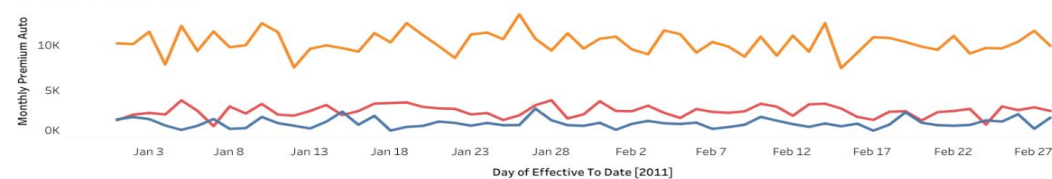
There is a high correlation between CLV and Monthly premium auto

Monthly CLV Scatter Plot
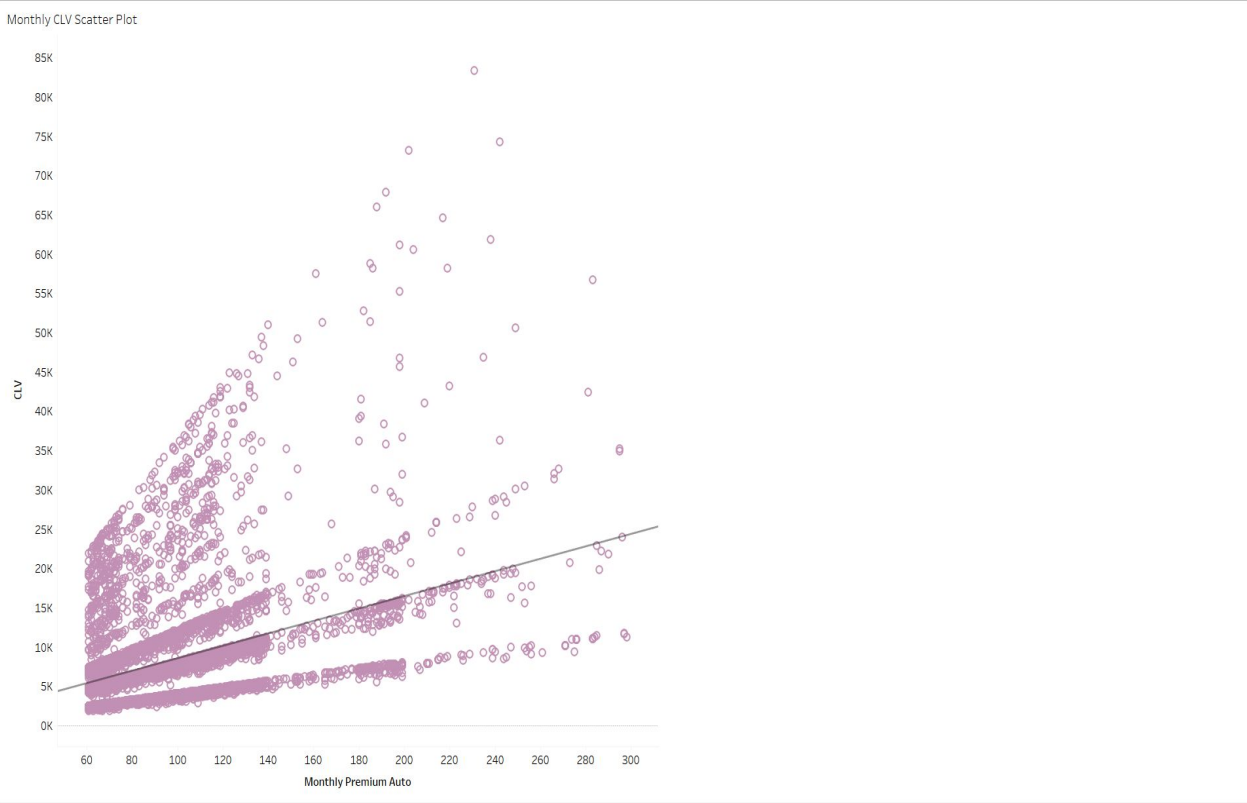
Top and Bottom 5 customers according to CLV

Top & Bottom 5 customers

Measure Names
- CLV
- Income
- Total Claim Amount

Customers (top to bottom): FQ61281, YC54142, BP23267, KH55886, SK66747, XI84293, EH70612, XT54610, CI68869, UM17151

Total Claim per Business Centric Factors

Total Claim by offer Type, Policy Type and Coverage

Coverage	Policy Type	Renew Offer 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%

Response
- ☑ (All)
- ☑ No
- ☑ Yes

SUM(Total Claim Amount)
1,253   665,196

CLV_C | Sheet 24 | ⊞ Customer Centric | Policy | Complaint | CLV_B | Scatter | Histogram | Histogram Policy | Histogram Complaint | Histogram CLV | **Tree map** | Info | ⊞ BUSINESS | Responce CLV | Responce policy (2) | Sheet 25 | Gender | Cover