

Column_Name	Type
Customer Lifetime Value	String
State	String
Customer	Float
Response	String
Coverage	String
Education	String
Effective To Date	Date-time
EmploymentStatus	String
Gender	String
Income	Integer
Location Code	String
Marital Status	String
Monthly Premium Auto	Integer
Months Since Last Claim	Integer
Months Since Policy Inception	Integer
Number of Open Complaints	Integer
Number of Policies	Integer
Policy Type	String
Policy	String
Renew Offer Type	String
Sales Channel	String
Total Claim Amount	Float
Vehicle Class	String
Vehicle Size	String

Description
Customer's total worth to business over lifetime of the relationship
State of residence or business of the customer
Customer ID No.
Yes or No response to a renewal offer
Type of Policy (Basic, Extended, Premium)
Level of education of customer (High School or less, College, BA, MA, PhD)
Date on which the policy expires
Employment Status of Customer (Employed, Unemployed, Retired, Disabled, Medical Leave)
Gender of customer (Male or Female)
Customer's annual income
Location type of customer (Urban, Rural, Suburban)
Marital Status of the customer (Married, Single, Divorced)
Amount of customer's monthly insurance payments
Number of months between customer's last reported insurance claim
Number of months since customer began an insurance policy
Number of unresolved customer complaints
Number of policies customer currently owns
Type of policy (Corporate auto, Personal auto, Special auto)
3 levels (L1, L2, L3) as per policy type (Corporate, Personal, Special)
4 types of renewal offers (Offer 1, Offer 2, Offer 3, Offer 4)
Channels to purchase a policy (Agent, Branch, Call center, Web)
Cummulative amount of claims since policy inception
Type of vehicle (4-Door, Luxury, Luxury SUV, Sports car, SUV, 2-Door)
Size of vehicle (Large, Midsize, Small)