Problem Statement

VahanBima is one of the leading insurance companies in India. It provides motor vehicle insurances at best prices with 24/7 claim settlement. It offers different types of policies for both personal and commercial vehicles. It has established its brand across different regions in India.

Around 90% of the businesses today use personalized services. The company wants to launch different personalized experience programs for customers of VahanBima. The personalized experience can be dedicated resources for claim settlement, different kinds of services at doorstep, etc. Inorder to do so, they would like to segment the customers into different tiers based on their customer lifetime value (CLTV).

Inorder to do it, they would like to predict the customer lifetime value based on the activity and interaction of the customer with the platform. So, as a part of this challenge, your task at hand is to build a high performance and interpretable machine learning model to predict the CLTV based on the user and policy data.

Data:

Variable	**Description**
id	Unique identifier of a customer
gender	Gender of the customer
area	Area of the customer
qualification	Highest Qualification of the customer
income	Income earned in a year (in rupees)
marital_status	Marital Status of the customer {0:Single, 1: Married}
vintage	No. of years since the first policy date
claim_amount	Total Amount Claimed by the customer (in rupees)
num_policies	Total no. of policies issued by the customer
policy	Active policy of the customer
type_of_policy	Type of active policy
cltv	*Customer life time value (Target Variable)*