

Data Dictionary

Var Name	Var Description
DATE_FOR	Date of Record Processing
RTD_ST_CD	Rated State of Policy
CustomerSegment	Segment the Customer falls into
Tenure	Years of Tenure with Company
Age	Age of Policyholder
MART_STATUS	Marital Status of Policyholder
GENDER	Gender Of Primary Insured
CHANNEL1_6M	# payments made through Channel 1 in last 6 months
CHANNEL2_6M	# payments made through Channel 2 in last 6 months
CHANNEL3_6M	# payments made through Channel 3 in last 6 months
CHANNEL4_6M	# payments made through Channel 4 in last 6 months
CHANNEL5_6M	# payments made through Channel 5 in last 6 months
METHOD1_6M	# of payment made with method 1 (irrespective of channel)
RECENT_PAYMENT	Payment made in last 15 days (1/0)
PAYMENTS_6M	# of total payments in last 6 months
CHANNEL1_3M	# payments made through Channel 1 in last 3 months
CHANNEL2_3M	# payments made through Channel 2 in last 3 months
CHANNEL3_3M	# payments made through Channel 3 in last 3 months
CHANNEL4_3M	# payments made through Channel 4 in last 3 months
CHANNEL5_3M	# payments made through Channel 5 in last 3 months
METHOD1_3M	# of payment made with method 1 (irrespective of channel)
PAYMENTS_3M	# of total payments in last 3 months
NOT_DI_3M	Had this customer been enrolled in automated payments in the last 3 months? 1/0
NOT_DI_6M	Had this customer been enrolled in automated payments in the last 6 months? 1/0
EVENT1_30_FLAG	Has this customer been sent a cancellation notice in the last 30 days? 1/0
EVENT2_90_SUM	How many cancellation notices have been sent in the last 90 days?
LOGINS	How many times has this policy logged into self-service online in the last 30 days?
POLICYPURCHASECHANNEL	How was this policy purchased? 1/0
Call_Flag	Was there a service payment 1/0? TARGET VARIABLE