

## Model Fuel

**Be Certain that your models are fit to signal and not to noise with AWI's Model Fuel.** Statistical models are only as good as the data that “fuels” them in both quality and quantity. Lucky for you, AWI can help. AWI's Model Fuel delivers the most up to date demographic data attributes to improve your first-party data analytics.

We know that you don't want to overtrain your models. We know that advanced analytical platforms aren't cheap. We know how difficult it is to find cost effective, quality data for your models and to drive more informed customer segmentation. That's why AWI's Model Fuel delivers over 225 unique data attributes from transaction to trigger to lifestyle all for a low annual plus usage fees structure.

- Exact Age (Based On DOB)
- Inferred Age
- Income (Estimated Household)
- Net Worth
- Multiple Lines of Credit Indicator
- New Credit Line Indicator
- Credit Rating
- Education
- Occupation
- Business Owner
- Ethnic Group
- Language
- Number Of Children
- Homeowner or Renter
- Length Of Residence
- Household Size (Numeric 1 - 9; 9 = 9+)
- Number of Adults (Numeric 1 - 6; 6 = 6+)
- Presence Of Children
- Marital Status in Household
- Home Market Value
- Generations in Household
- Dwelling Type
- Assessed Home Value
- Purchase Date
- Purchase Price
- Year Built
- Purchase Mortgage Date
- Purchase First Mortgage Amount
- Purchase Second Mortgage Amount
- Most Recent Mortgage Date
- Second Most Recent Mortgage Date
- Most Recent Mortgage Amount
- Second Most Recent Mortgage Amount
- Most Recent Mortgage Loan Type Code
- Air Conditioning Type
- Pool (Yes/No)
- Fuel Type
- Sewer Type
- Water Type
- Loan to Value (NNN)

Lifestyle Data Attributes include purchase behavior, product types, donor interest, hobbies, credit card types, reading interest, and more.

### **AWI Model Fuel. Be Insightful. Be Certain.**

To quote Gordon Gekko, “The most valuable commodity I know of is information.”

**Contact AWI** today and let us show you how to refuel your analytical needs.

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