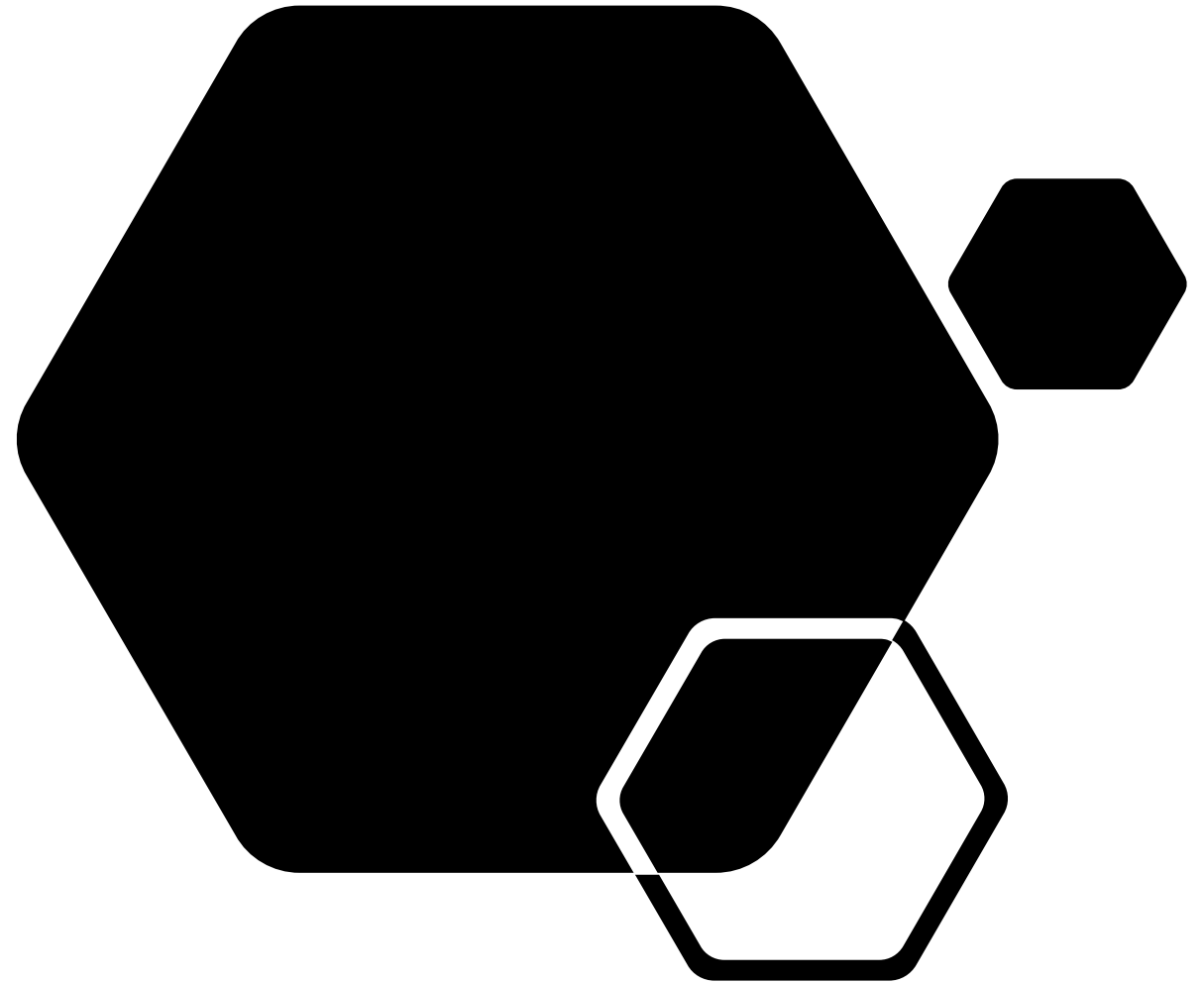


Detailed Project Report

Travel Insurance Data Analysis

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iNeuron Intelligence Pvt. Ltd






Project Details

Project Title	Analyzing Travel Insurance Data
Technology	Business Intelligence
Domain Name	Banking, Insurance, Finance
Project Difficulties Level	Advanced
Tools	Power BI, MS Excel, MS PowerPoint



Objective

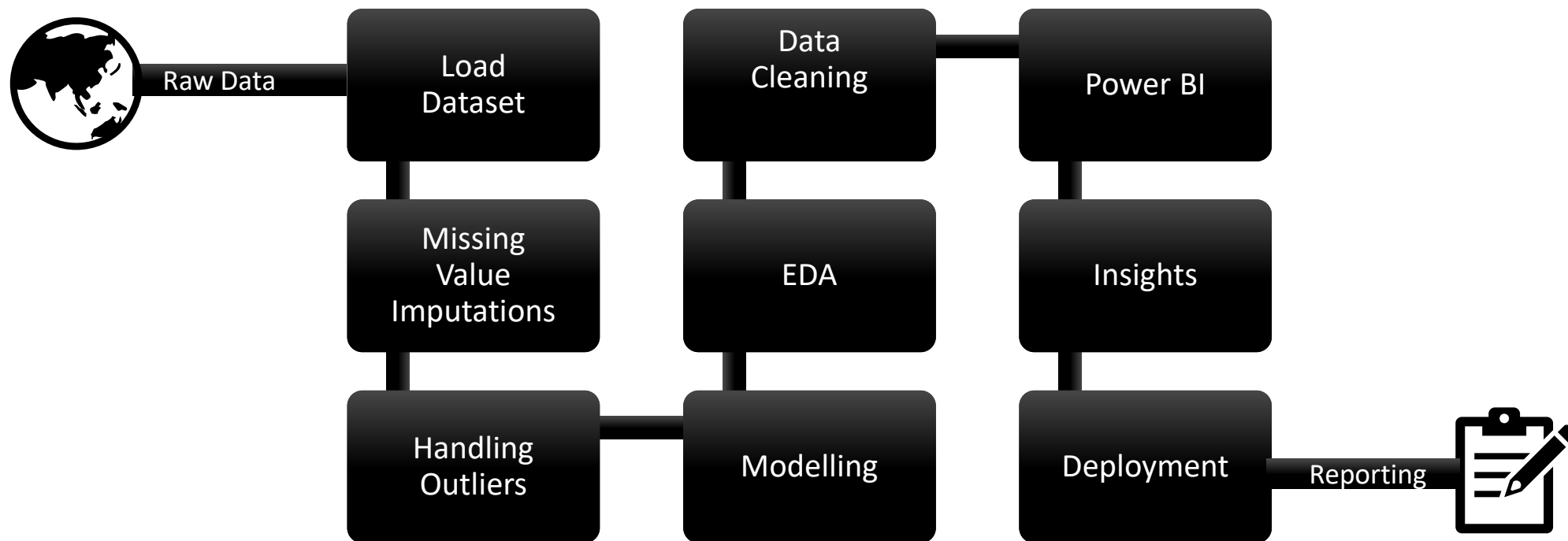
- Do ETL : Extract-Transform-Load the dataset and find some information from this large data. This is form of data mining.
 - What all information can be achieved by mining this data, would be brainstormed by the interns
 - Find key metrics and factors and show the meaningful relationships between attributes.
 - Do your own research and produce your findings.
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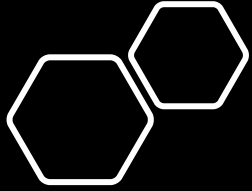
Problem Statement

Finance is used as a collective term to refer to a broad range of economic services provided by the finance industry, which encompasses a broad range of organizations that manage money, including credit unions, banks, credit card companies, insurance companies, consumer finance companies, stock brokerages, investment funds .



Project Details





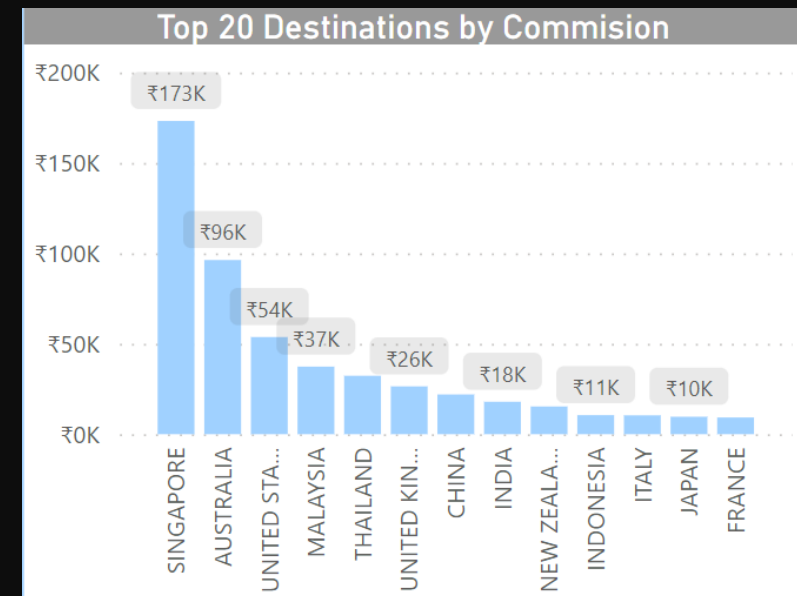
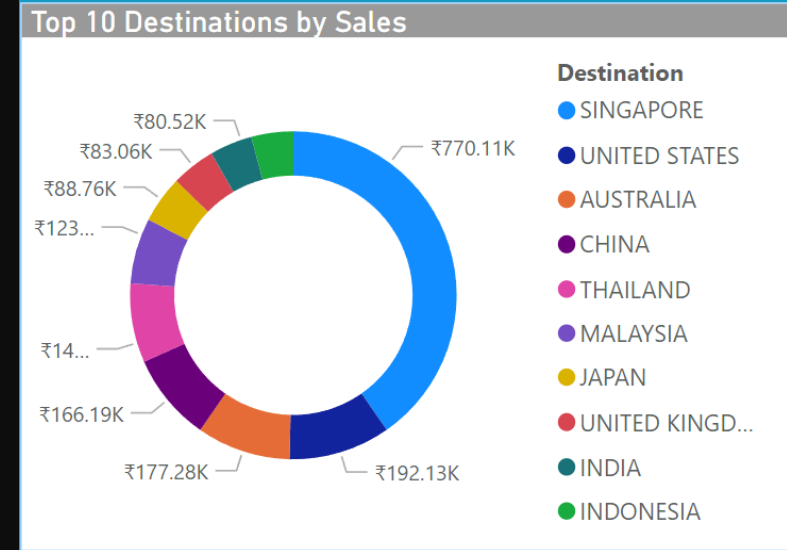
Data Set Information

The attributes present in the dataset are as follows:

- **Product Name** : It consists of a set of plans or packages, offered to clients based on their selection.
- **Destination**: Where the client is interested in Travel.
- **Distribution Channel**: The product delivered to the client, whether it should be in either one mode i.e. online or offline.
- **Agency**: Which Agency company client adapts.
- **Agency Type** : Airlines or Travel Agency, whether clients want to travel by plane or they want to personalize their tour.
- **Gender**: Distinguish between Male or Female, who travels the most.
- **Claim** : Whether they had claimed some condition in the format of yes/no.
- **Duration**: How much time they had spent on tour.
- **Net Sales**: Overall sold price of the company product.
- **Commission values**: After sales how much amount of profit was made.

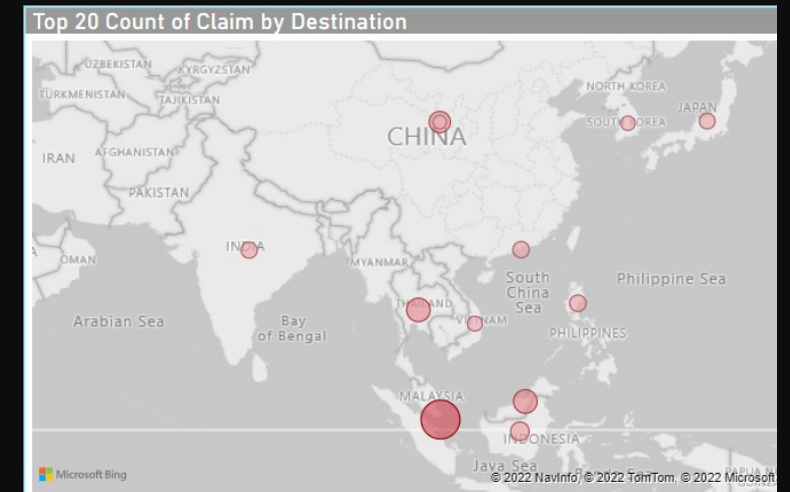
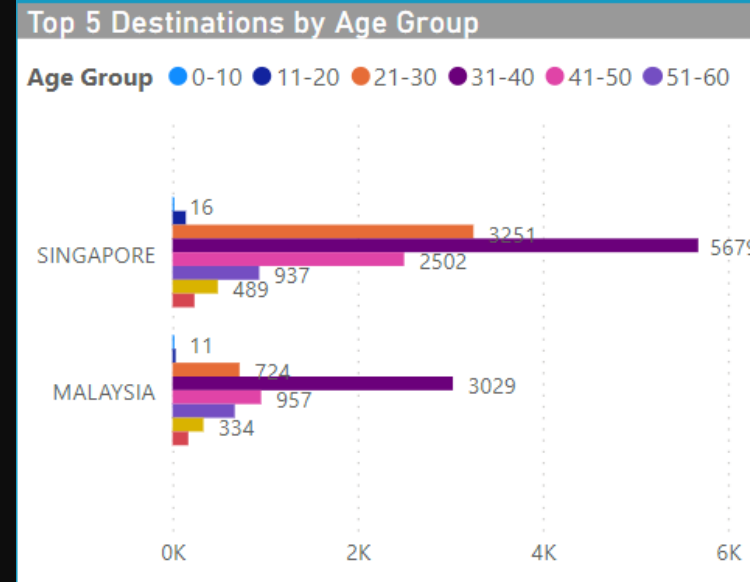
Destination Insights

- Top destinations wrt sales are Singapore(Rs. 770K) which is 40.32% of total sales worldwide, United States (Rs. 192K) at 10.06% & Australia (Rs. 177k) at 9.28%.
- Highest number of Insurance was taken 13,255 when people travel to SINGAPORE , followed by MALAYSIA and THAILAND. SINGAPORE accounted for 20.93 % of total insurance. Across all 149 Destinations.
- Most of the top destinations are Asian Countries.



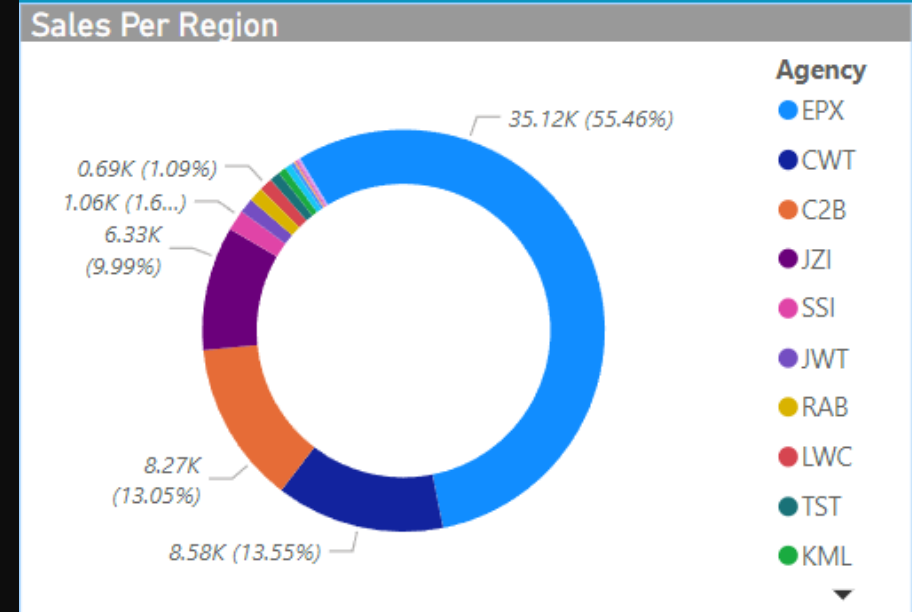
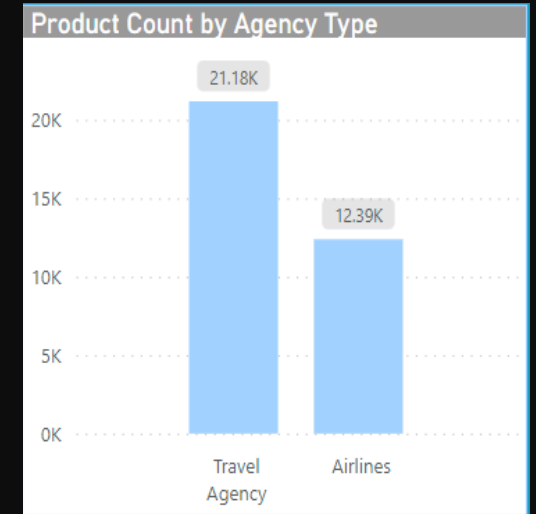
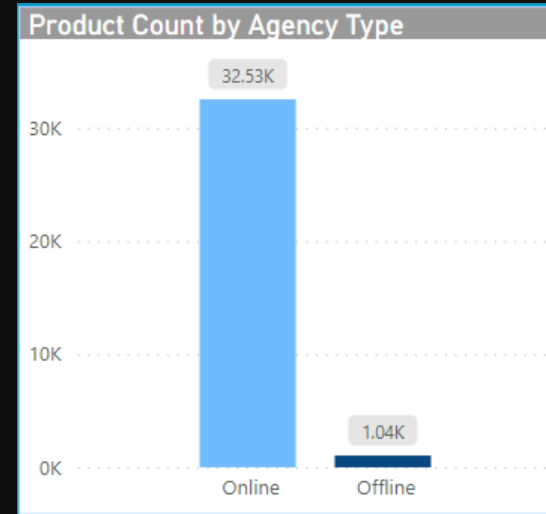
Destination Insights

- From the total 63.33k Insurance plans bought by people travelling 927 were claimed out of which more than 50% were claimed by People visiting Singapore.
- Most number of customers who bought Insurance plans fall under the age group of 31-40, followed by age 41-50 and at last age 21-30 and age 51-60 at equal footing.



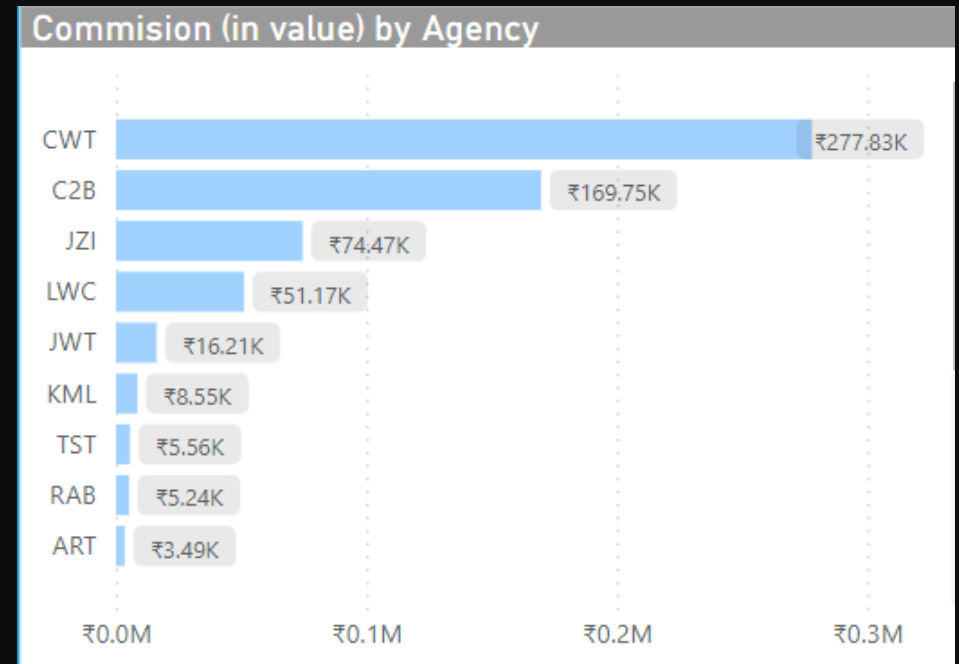
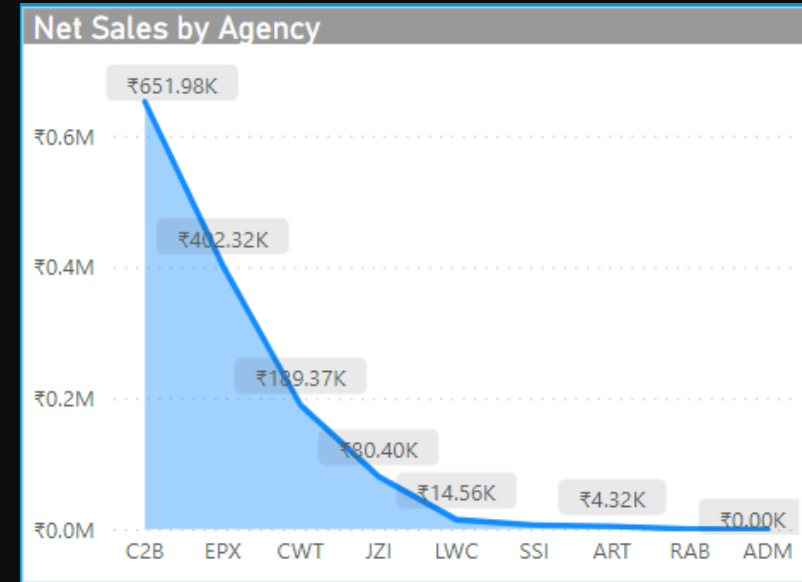
Agency Insights

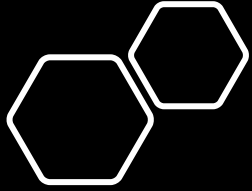
- EPX is at the top as it has sold more than 35.12K which is 55.46% of plans to its customers followed by CWT at 8.58K which is 13.55% and C2B at 8.27K which is 13.05%.
- Almost all the agencies are creating and selling their plans online which is 96.81% with respect to offline mode which is 3.19%
- Most prefer a Travel Agency (58.49%) more than Airlines (41.50%)



Agency Insights

- EPX is at the top as it has net sales of 1.14 Million which is accounting for 44.37% of Net sales and C2B with 652K which is 25% of the net sales followed by CWT at 369K and 11% of the net
- Almost all the agencies are creating and selling their plans online which is 96.81% with respect to offline mode which is 3.19%

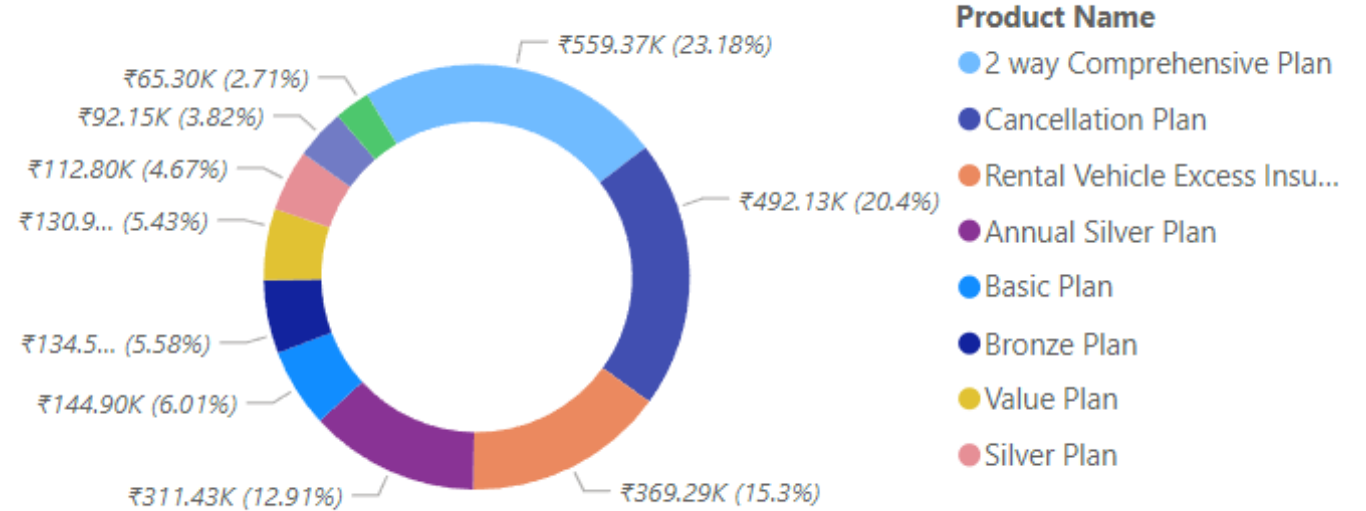




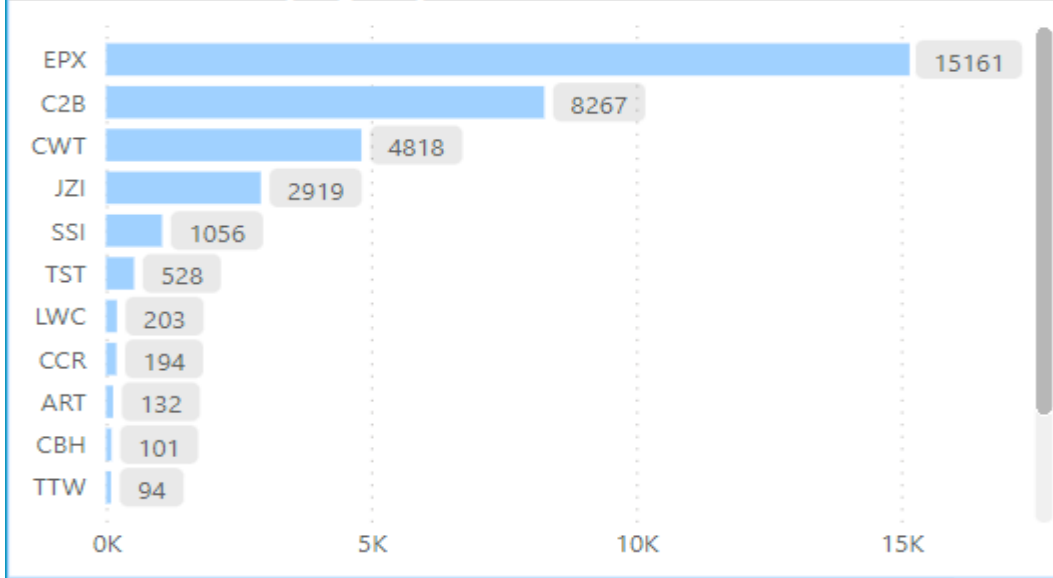
Product Insights

- 2-way comprehensive Plan has the highest number of Net sales at Rs. 559.37k which accumulate 23.18% followed by Cancellation plan at Rs. 492.13k stacking 20.4%.
- Cancellation Plan had the highest Duration means those who took Cancellation Plan spent more time in their destination. The cancellation Plan accounted for 23.52 % of the

Top 10 Product Sales



Product Count by Agency



Questions & Answers

1. What's the source of the data?

- The Dataset was taken from iNeuron's Provided Project Description Document.

2. What's the type of Data?

- The data was a combination of numerical and Categorical values

3. What was the complete flow you followed in this Project?

- Refer slide 5th for better Understanding

4. What techniques were you using for data?

- Removing/hiding unwanted attributes
- Visualize relationship between attributed
- Checking for null values
- Transforming the data
- Checking and changing the type and data and converting them if needed

Thank You for
your precious
time.

