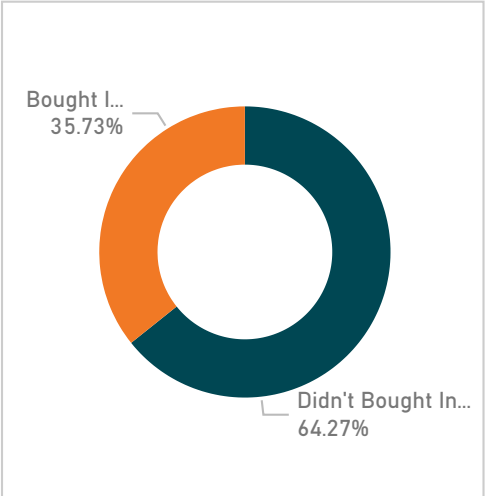
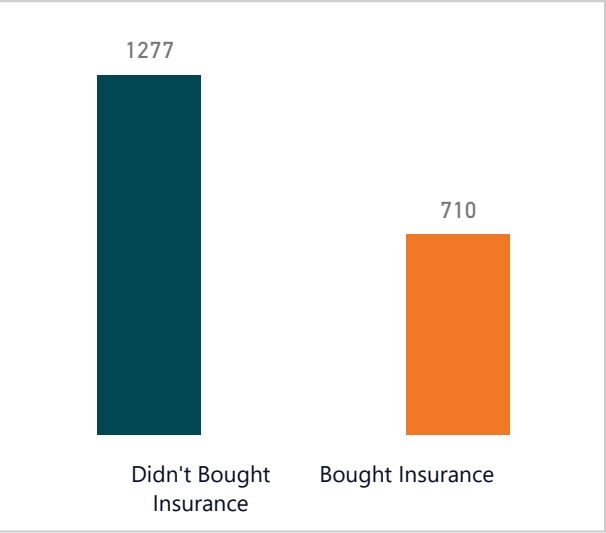


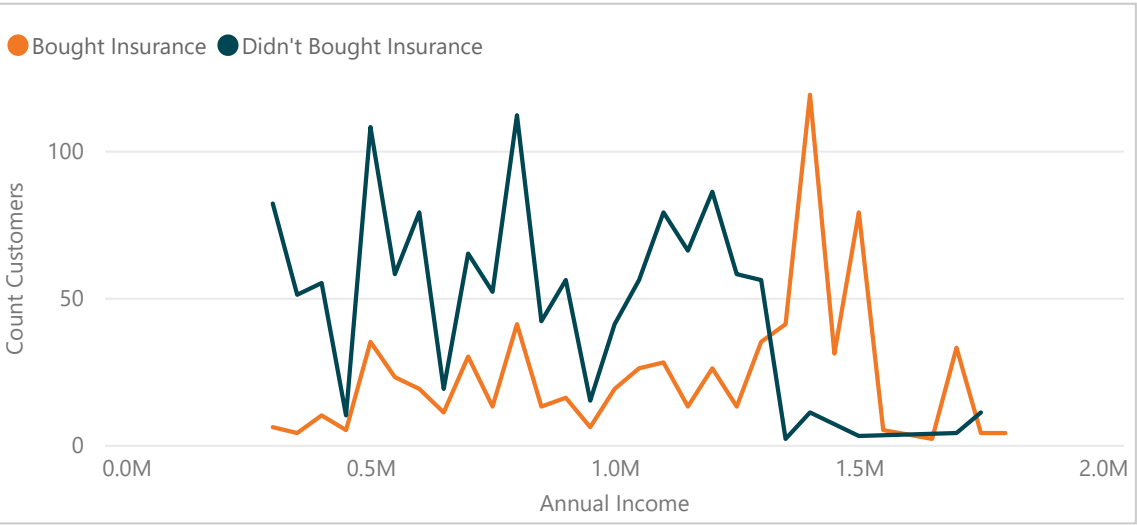
## Bought Insurance vs Didn't Bought Insurance



1987  
number of customers

1277  
Didn't Bought Insurance

710  
Bought Insurance



What is the impact of income on the ability to purchase travel insurance ?

When we see a comparison between the income distribution for each of the customers who bought or not, we find that the owners of high annual incomes outperform in buying travel insurance, so the marketing team should pay attention to this category of customers .

Does the Employment Type have anything to do with whether he will buy or not ? Probably yes, as we note when the customer's business type is "Private Sector/Self Employed" the more likely he will buy travel insurance.

How can a client's travel abroad be a reason for him to purchase travel insurance? Is this possible? Yes it is possible. The matter is very clear here. Customers who have traveled abroad have a percentage of their desire to purchase travel insurance more than others.

