

Case Study Project – Travel Insurance

This document provides all the details you need to complete the case study. We recommend you read this document carefully before you get started.

Company Background

Travel Assured is a travel insurance company. Due to the COVID pandemic, they have had to cut their marketing budget by over 50%. It is more important than ever that they advertise in the right places and to the right people.

Travel Assured has plenty of data on their current customers as well as people who got quotes but never bought insurance.

Customer Question

They want to know:

- Are there differences in the travel habits between customers and non-customers?
- What is the typical profile of customers and non-customers?

Dataset

You can download the data from [here](#). You can use any tools that you wish to analyze the data and create your presentation. The dataset has the following columns:

Column name	Details
Age	Numeric, the customer's age
Employment Type	Character, the sector of employment
GraduateOrNot	Character, whether the customer is a college graduate
AnnualIncome	Numeric, the customer's yearly income
FamilyMembers	Numeric, the number of family members living with the customer
ChronicDiseases	Numeric, whether the customer has any chronic conditions
FrequentFlyer	Character, whether a customer books frequent tickets
EverTravelledAbroad	Character, has the customer ever travelled abroad
TravellInsurance	Numeric, whether the customer bought travel insurance

Submission Requirements

1. You are going to deliver an oral presentation to summarize the analysis you have performed and your findings. You should prepare up to 8 slides to present to the non-technical customer. The task list below describes what they expect to see in the presentation.
2. You can use any tools you want to do your analysis and create visualizations.
3. You must use the data we provide for the analysis.
4. Your presentation must be no longer than 10 minutes.

Task List – Oral Presentation

Your presentation must be no longer than 8 slides plus a title slide. You should not present for longer than 10 minutes.

Your presentation should be targetted at the non-technical customer who requested the work you have completed.

The presentation should include:

- An overview of the project and business goals
- Your key findings including visualizations to support those findings
- An overview of how your findings answer the customer questions
- Your recommendations to the business for future work

Grading

Before delivering your oral presentation, remember to check your work against the following grading criteria. You must pass all criteria to pass this part of the certification.

Domain	Description	Sufficient	Insufficient
Data Visualization	Create data visualizations to demonstrate the characteristics of data and represent relationships between features.	Has created at least two different types of data visualization that highlight characteristics of variables after validation.	Has used the same visualization throughout. Has not included graphics to represent single variables and relationships.

		<p>Has created at least one visualization that shows the relationship between two variables.</p> <p>Has used visualizations that support the findings being presented.</p>	<p>Has not used visualizations that support the findings being presented.</p>
Business Focus	Collects relevant information, detects patterns, observes and interprets data	<p>Has described at least one of the business goals of the project</p> <p>Has explained how their work has addressed the business problem</p> <p>Has provided at least one recommendation for future action to be taken based on the outcome of the work done</p>	<p>Has not identified any business goals</p> <p>Has not explained how their work has addressed the business problem</p> <p>Has not provided any recommendations for future actions</p>
Communication	Employs multiple tactics (written and verbal) to communicate to business leaders	<p>Has delivered a verbal presentation addressing the business goals, outcomes and recommendations</p>	<p>Has not delivered a verbal presentation or delivers a presentation that does not mention the goals, outcomes or recommendations.</p>