

# Travel Insurance analysis

## Travel Assured

Michal Lauer | [laumi.me](https://laumi.me)



# What you can look forward to

01

Business case

What is the goal?

03

Travel habits

How *do* people travel?

02

Data introduction

What are we working with?

04

Customer profiles

Who *are* your customers?

05

Summary

What have we learned?





# The goal

- Differences in travel habits
  - 2 characteristics
- Typical customer profiles
- Typical non-customer profiles
  - 6 characteristics

# Data preparation

```

— Data Summary —
Name          Values
Number of rows 1987
Number of columns 9

Column type frequency:
factor        1
logical       5
numeric       3

Group variables      None

— Variable type: factor —
skim_variable  n_missing complete_rate ordered n_unique top_counts
1 employment_type      0           1 FALSE           2 Pri: 1417, Gov: 570

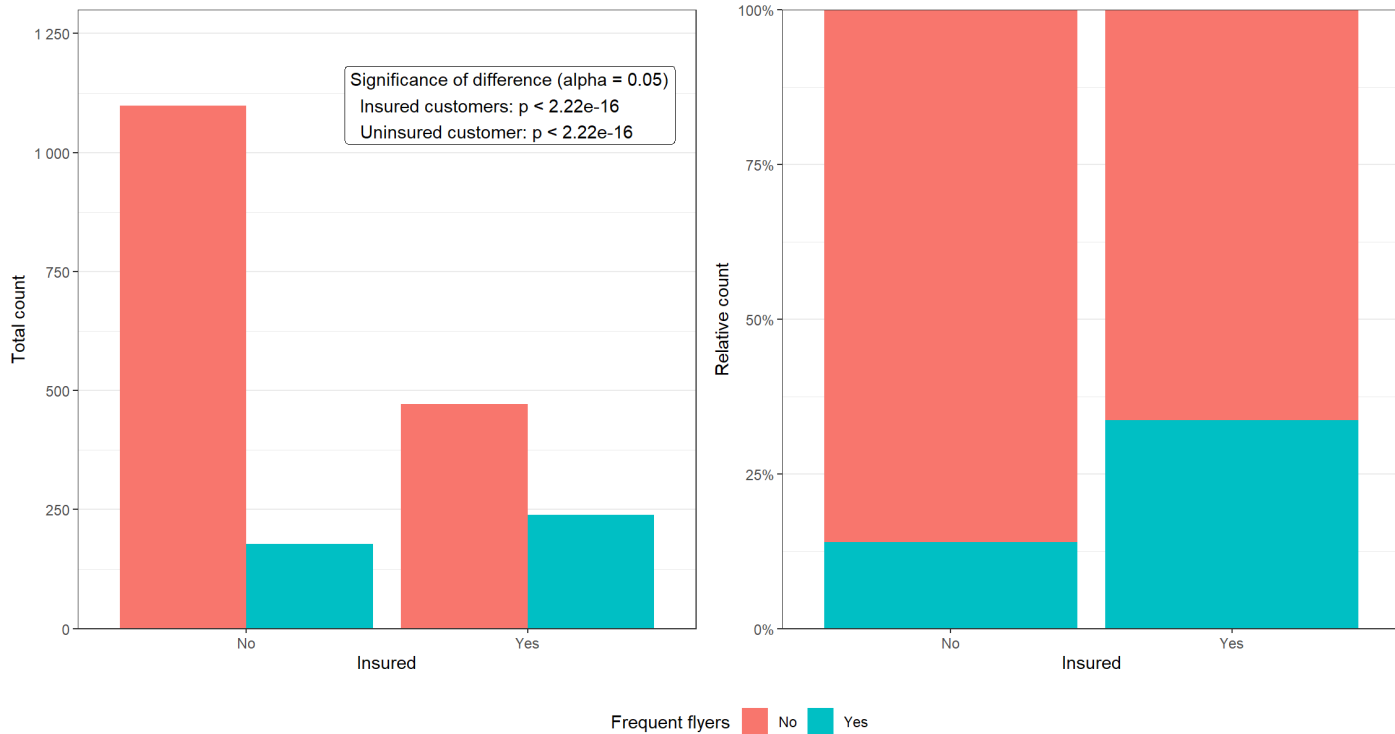
— Variable type: logical —
skim_variable      n_missing complete_rate mean count
1 graduate_or_not      0           1 0.852 TRU: 1692, FAL: 295
2 chronic_diseases      0           1 0.278 FAL: 1435, TRU: 552
3 frequent_flyer        0           1 0.210 FAL: 1570, TRU: 417
4 ever_travelled_abroad  0           1 0.191 FAL: 1607, TRU: 380
5 travel_insurance      0           1 0.357 FAL: 1277, TRU: 710

— Variable type: numeric —
skim_variable  n_missing complete_rate mean sd p0 p25 p50 p75 p100 hist
1 age          0           1 29.7 2.91 25 28 29 32 35
2 annual_income 0           1 932763. 376856. 300000 600000 900000 1250000 1800000
3 family_members 0           1 4.75 1.61 2 4 5 6 9

```

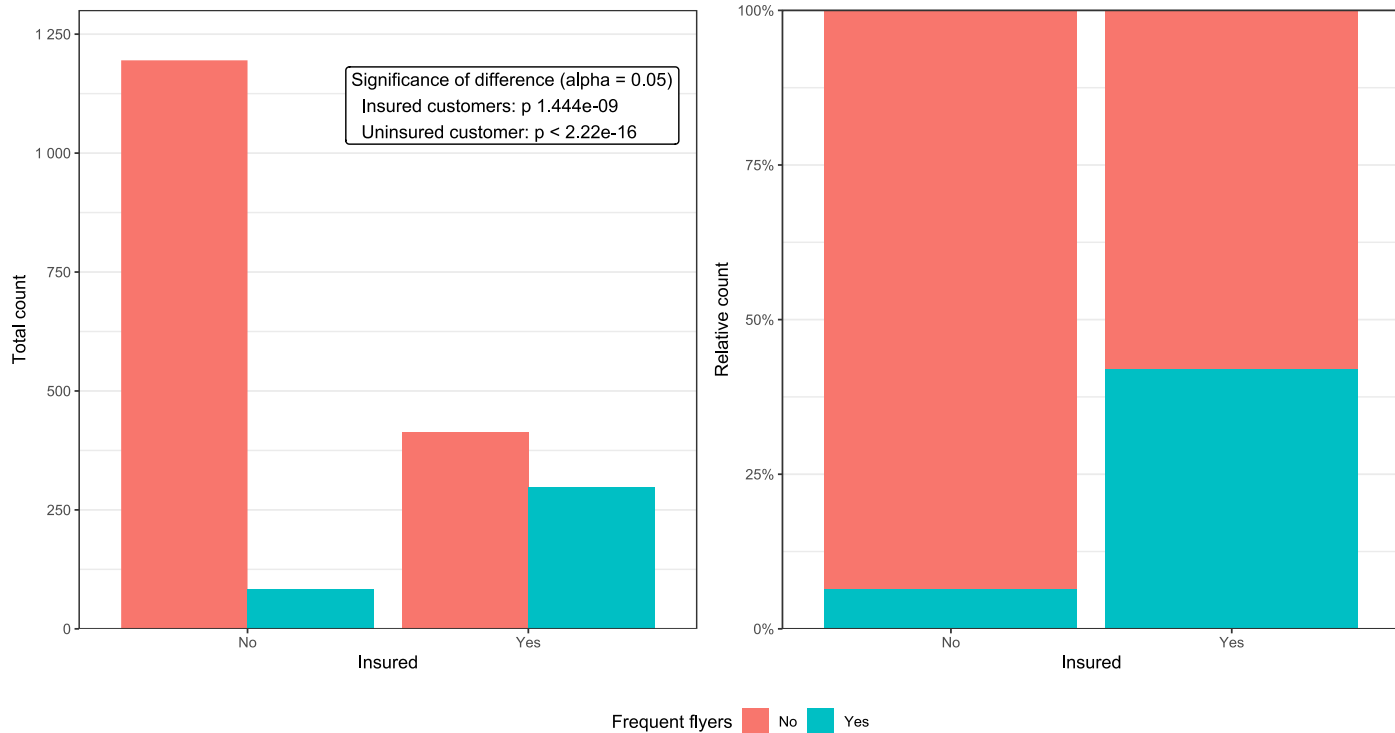
# Frequent flyers

Overview of frequent flyers among customers and non-customers



# Ever travelled abroad

Overview of frequent flyers among customers and non-customers



# Customer profiles

	Customers	Non-customers	P-value
➡ Age	Mean: 29,9; SD: 3,33	Mean: 29,50; SD: 2,64	0,031
➡ Annual income (mil \$)	Mean: 1,13; SD: 0,37	Mean: 0,82; SD: 0,33	< 0,001
➡ Family members	Mean: 4,93; SD: 1,68	Mean: 4,66; SD: 1,56	< 0,001
Graduated	611 / 710 (86,1 %)	1 081 / 1 277 (84,7 %)	0,40
Have chronic disease	205 / 710 (28,9 %)	347 / 1 277 (27,2 %)	0,42
➡ Government sector	140 / 710 (19,7 %)	430 / 1 277 (33,7 %)	< 0,001

# Final summary

- 
- Focus on **irregular flyers**
    - Discount for first flights in  $n$  months
    - Email newsletter
  - Customers who **have never been abroad**
    - Advertise interesting sights
    - Cooperate marketing with airlines
  - Non-customers who are **young**
    - New PR methods (TikTok, Instagram...)
  - Discounts for non-customers with **smaller annual income**
    - „First insurance is  $n$  % off“
  - Group discounts
    - „Pay for 3, get 1 for free/with a discount“



# Thanks!

Pleasure having you!

laumi.me  
michal.lauer.25@gmail.com



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