Wireframe Document

ANALYZING TRAVEL INSURANCE DATA

Revision Number - 1.2

Last Date of Revision - 22/04/2022
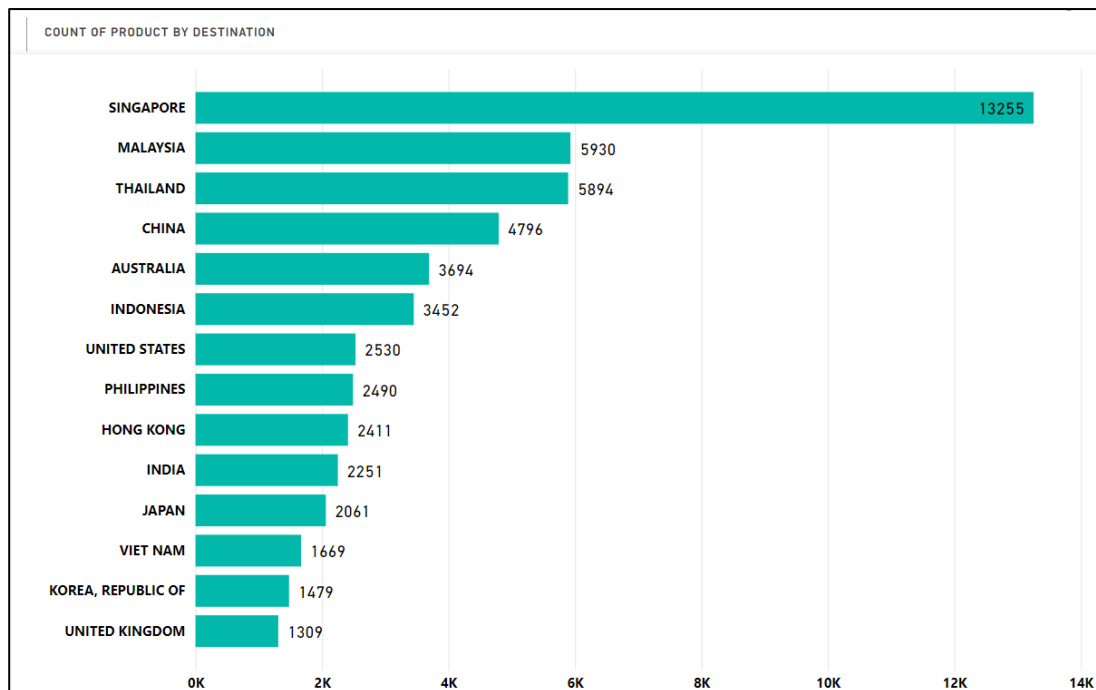
RAHUL
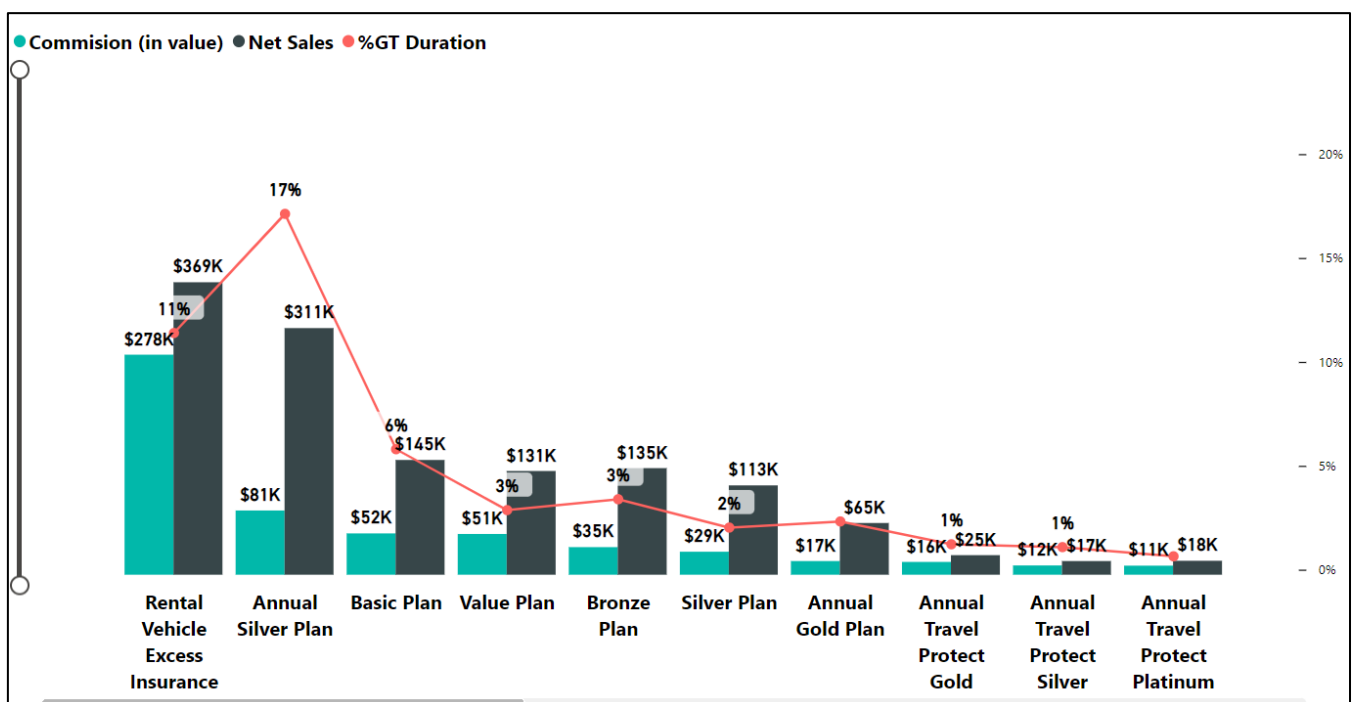
Document Control

Date	Version	Description	Author
04/04/2022	1.0	Introduction, Problem Statement	Rahul
07/04/2022	1.1	Dataset Information, Architecture Description	Rahul
22/04/2022	1.2	Final Revision	Rahul

We Performed Exploratory Data Analysis on Power BI and then created a Dashboard.

1. For which destination most plans were taken?

COUNT OF PRODUCT BY DESTINATION

Destination	Count
SINGAPORE	13255
MALAYSIA	5930
THAILAND	5894
CHINA	4796
AUSTRALIA	3694
INDONESIA	3452
UNITED STATES	2530
PHILIPPINES	2490
HONG KONG	2411
INDIA	2251
JAPAN	2061
VIET NAM	1669
KOREA, REPUBLIC OF	1479
UNITED KINGDOM	1309

2. How was Net Sales and Commission?

● Commision (in value) ● Net Sales ● %GT Duration

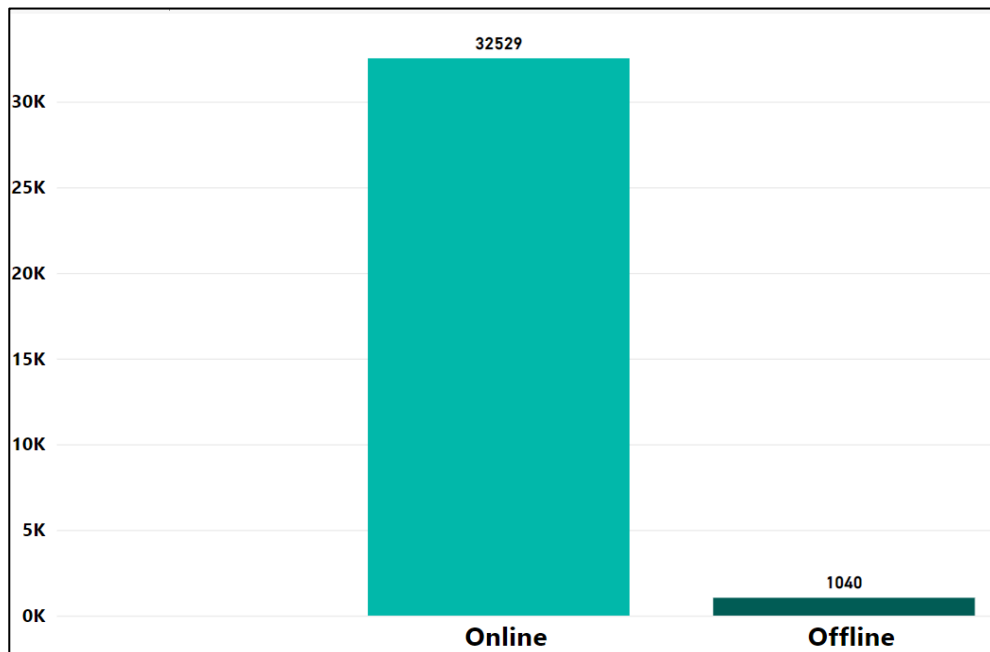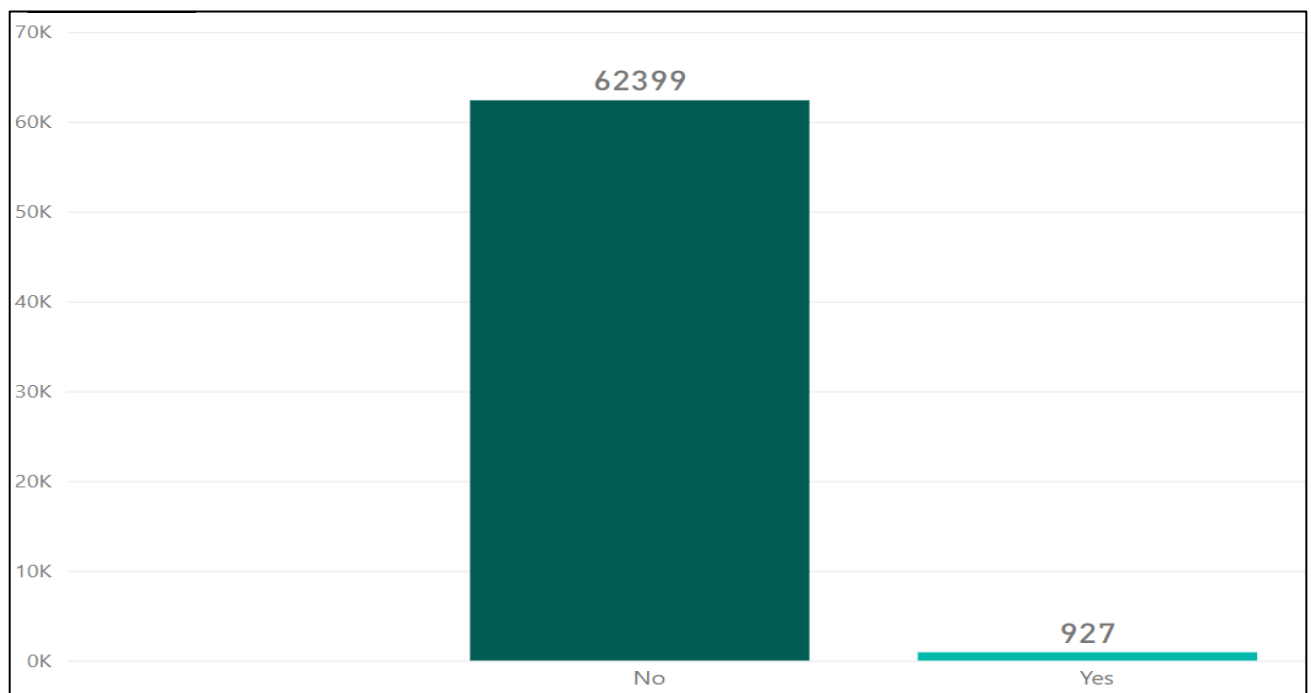| Plan	Commision	Net Sales	%GT Duration
Rental Vehicle Excess Insurance	$278K	$369K	11%
Annual Silver Plan	$81K	$311K	17%
Basic Plan	$52K	$145K	6%
Value Plan	$51K	$131K	3%
Bronze Plan	$35K	$135K	3%
Silver Plan	$29K	$113K	2%
Annual Gold Plan	$17K	$65K	
Annual Travel Protect Gold	$16K	$25K	1%
Annual Travel Protect Silver	$12K	$17K	1%
Annual Travel Protect Platinum	$11K	$18K	

3. How many plans different Agencies sold?
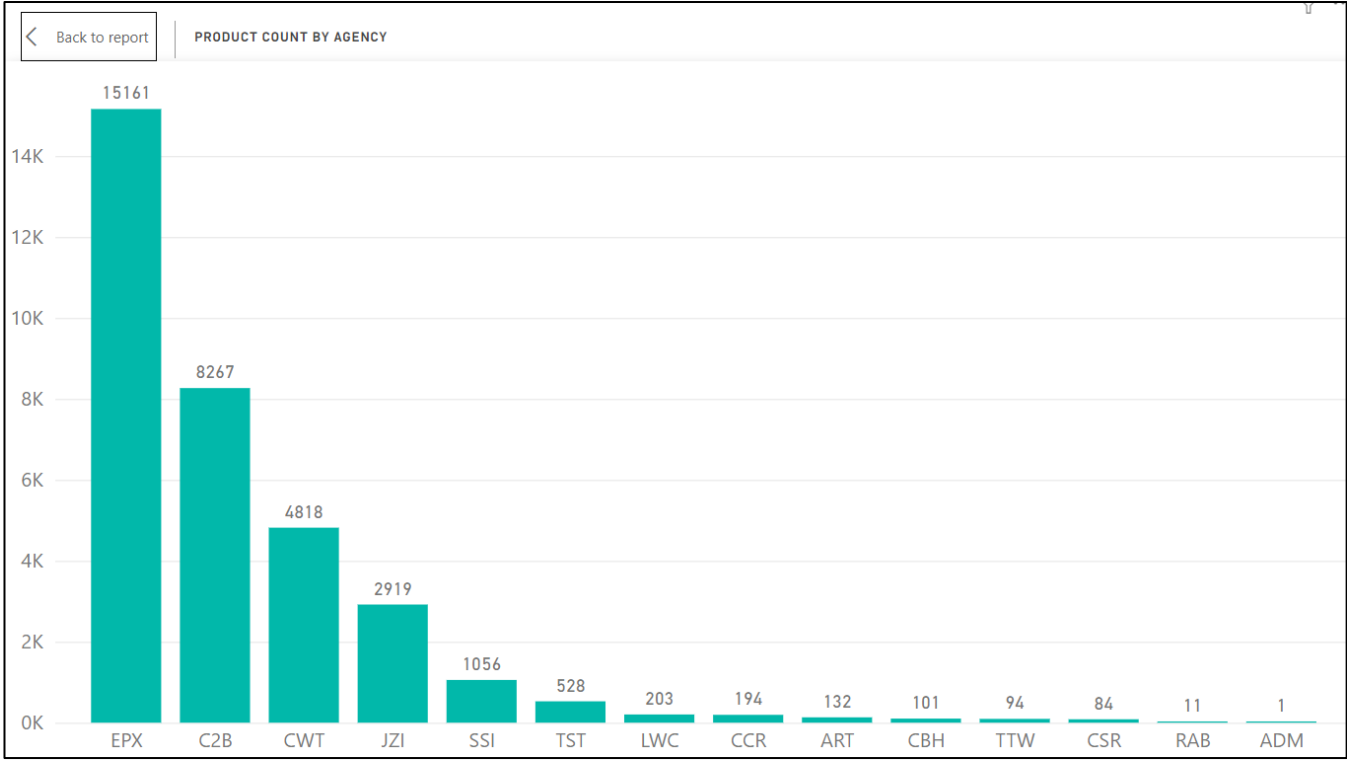
4. How many Plans were sold through Travel Agency and Airlines?
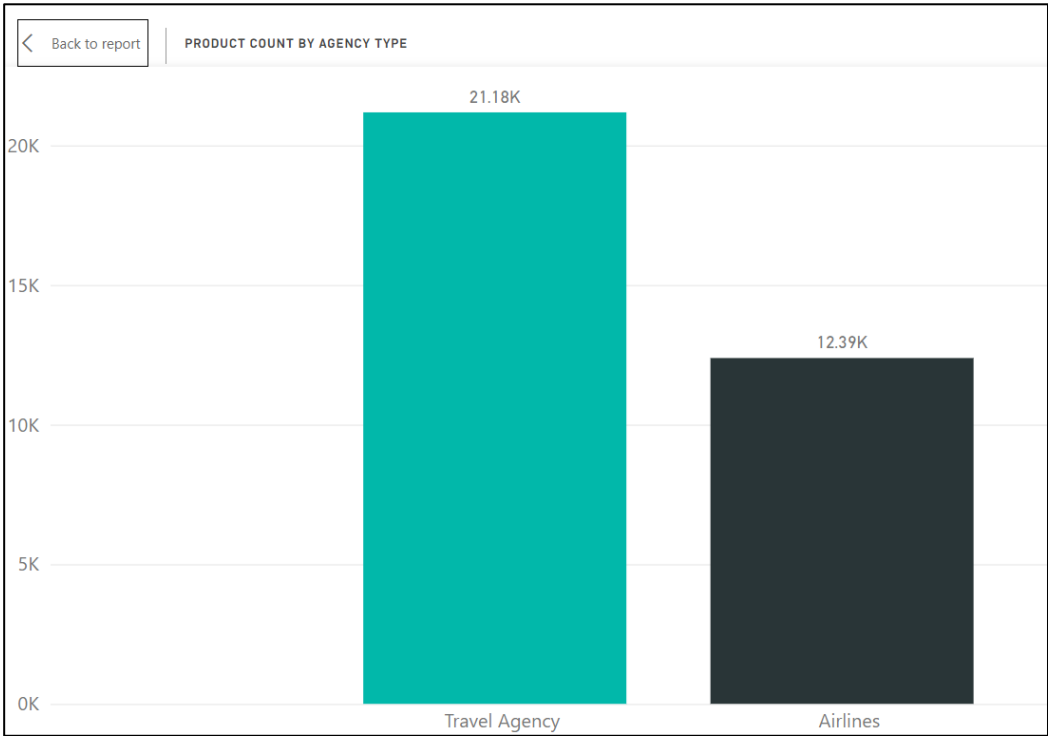
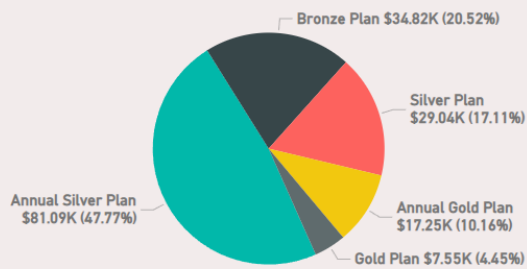**5. How many plans were sold through Online and Offline?**
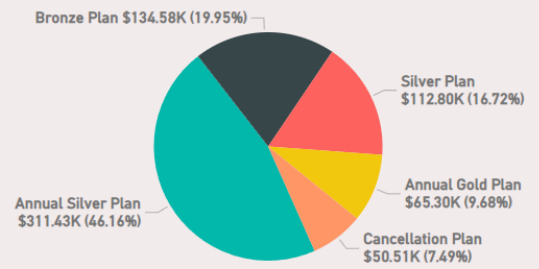

6. How many Plans were claimed?
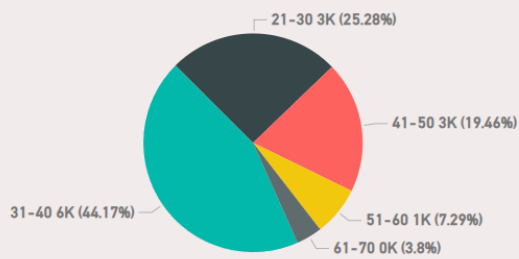
7. Top 5 Insights

Top 5 Products by Commision

Bronze Plan $34.82K (20.52%)
Silver Plan $29.04K (17.11%)
Annual Gold Plan $17.25K (10.16%)
Gold Plan $7.55K (4.45%)
Annual Silver Plan $81.09K (47.77%)

Top 5 Products by Net Sales

Bronze Plan $134.58K (19.95%)
Silver Plan $112.80K (16.72%)
Annual Gold Plan $65.30K (9.68%)
Cancellation Plan $50.51K (7.49%)
Annual Silver Plan $311.43K (46.16%)

Top 5 Age Group by Product Count

Age Group ● 31-40 ● 21-30 ● 41-50 ● 51-60 ● 61-70

21-30 3K (25.28%)
41-50 3K (19.46%)
51-60 1K (7.29%)
61-70 0K (3.8%)
31-40 6K (44.17%)

Top 5 Products by Duration

Ticket Protector 14.22%
Bronze Plan 11.6%
Annual Gold Plan 7.95%
Cancellation Plan 7.58%
Annual Silver Plan 58.65%
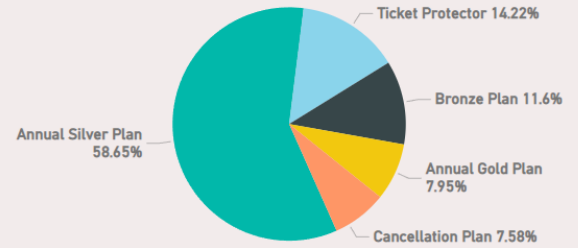
Top 5 Agencies ranked by Product count

JZI 6.33K (10.66%)
C2B 8.27K (13.93...)
CWT 8.58K (14.46%)
EPX 35.12K (59.17%)
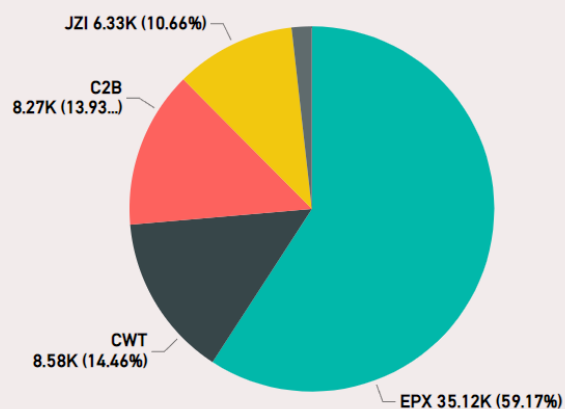
Top 5 Destinations ranked by Product count

AUSTRALIA 3694 (11%)
CHINA 4796 (14.29%)
SINGAPORE 13255 (39.49%)
THAILAND 5894 (17.56%)
MALAYSIA 5930 (17.67%)
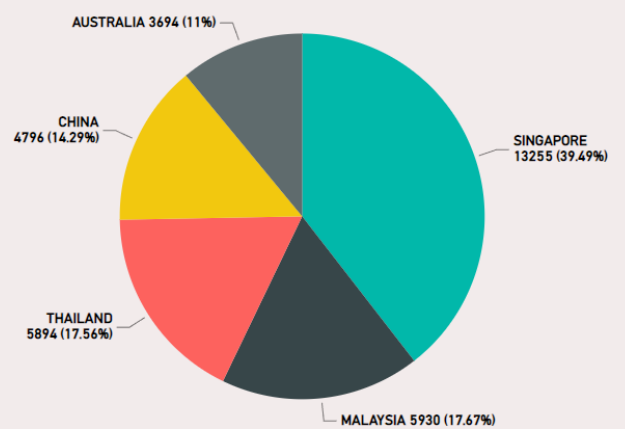
8. How was the Net Sales & Commission by travel Destination & Distribution Channel?

● Net Sales ● Commision (in value)

Destination	Net Sales	Commision
SINGAPORE	$770.11K	$173.18K
AUSTRALIA	$177.28K	$96.29K
UNITED STATES	$192.13K	$53.69K
MALAYSIA	$123.66K	$37.36K
THAILAND	$149.19K	$32.30K
UNITED KINGD...	$83.06K	$26.42K
CHINA	$166.19K	$21.96K
INDIA	$80.52K	$17.92K
NEW ZEALAND	$32.51K	—

● Net Sales ● Commision (in value)

Channel	Net Sales	Commision
Online	$2,536.92K	$611.22K
Offline	$40.58K	$10.01K

9. How was the Net Sales & Commission earned by Agency and Agency Type?
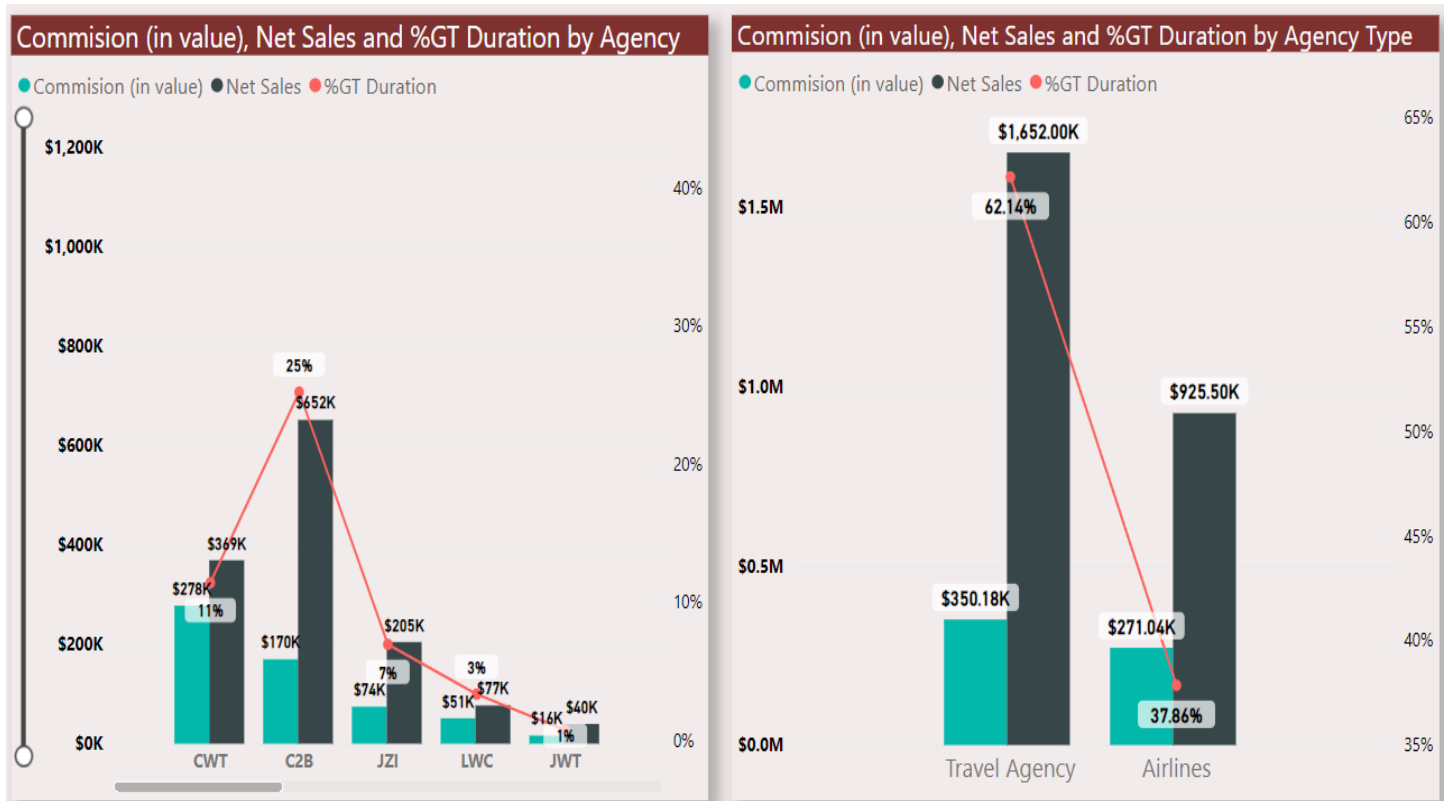
10.   Travel Destination Insights

Top 5 Destinations by Age Group

Age Group ● 0-10 ● 11-20 ● 21-30 ● 31-40 ● 41-50 ● 51-60 ● 61-70 ● 70+

SINGAPORE: 16, 3251, 5679, 2502, 937, 489

MALAYSIA: 11, 724, 3029, 957, 334
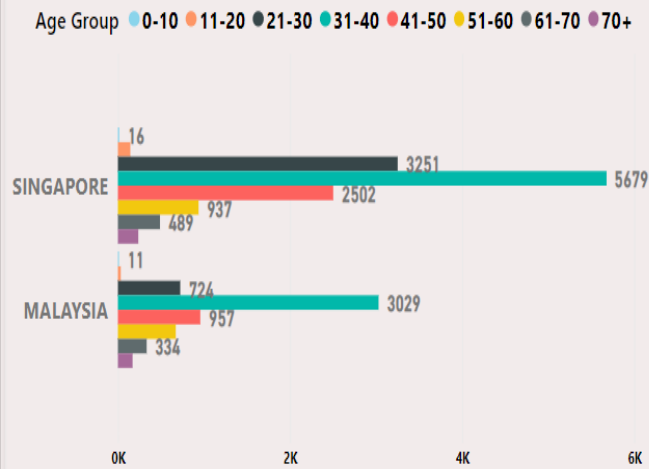

Top 5 Destinations by Commision

AUSTRALIA $96.29K (24.51%)
UNITED STATES $53.69K (13.67%)
MALAYSIA $37.36K (9.51%)
THAILAND $32.30K (8.22%)
SINGAPORE $173.18K (44.09%)
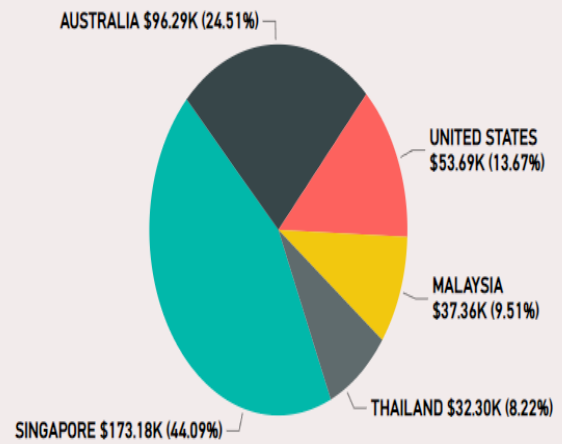
Top 5 Destinations by Net Sales

UNITED STATES $192.13K (13.21%)
AUSTRALIA $177.28K (12.18%)
CHINA $166.19K (11.42%)
THAILAND $149.19K (10.25%)
SINGAPORE $770.11K (52.93%)
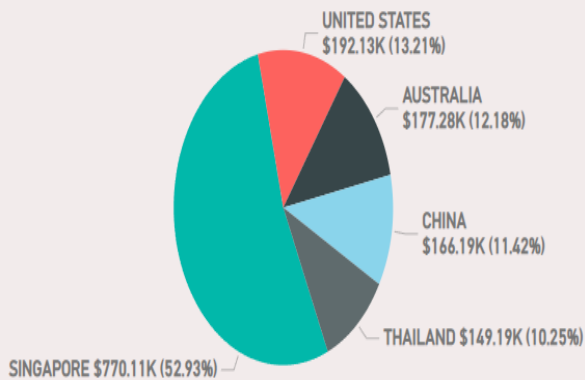
Top 5 Destinations by Duration

THAILAND 10.89%
UNITED STATES 10.49%
AUSTRALIA 9.83%
CHINA 9.49%
SINGAPORE 59.3%
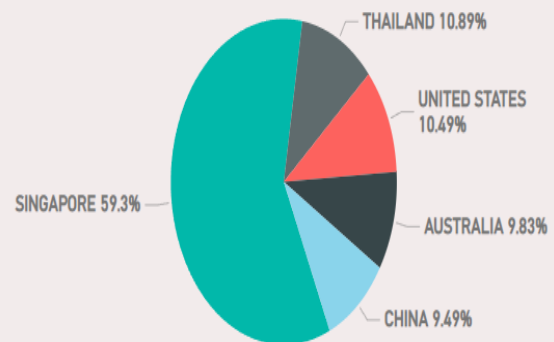
11.   Which Age Group preferred which Agency type, Distribution Channel the most and which Age Group claimed or not claimed the plan more?

Count of Agency Type by Age Group

Agency Type ● Airlines ● Travel Agency

Age Group	Airlines	Travel Agency
0-10	13	26
11-20	204	208
21-30	3893	(bar)
31-40	4525	31476
41-50	4441	(bar)
51-60	2128	(bar)
61-70	1028	
70+	1225	

Count of Distribution Channel by Age Group

Distribution Channel ● Offline ● Online

Age Group	Offline	Online
0-10	25	14
11-20	40	372
21-30	137	8521
31-40	122	35879
41-50	121	9110
51-60	185	4981
61-70	230	1954
70+	247	1388

Count of Claim by Age Group

Claim ● No ● Yes

Age Group	No	Yes
70+	1609	26
61-70	2149	35
51-60	5089	77
41-50	9093	138
31-40	35607	394
21-30	8412	246
11-20	401	11
0-10	39	