**Segment 2 – Dashboard Outline: Tableau** (Week of:May 2, 2022)

**Dataset:** Travel\_Insurance\_Cleaning.ipynb

# **Tableau Public Link:** [Data Science - Final Project - Group 6]( https://public.tableau.com/views/DataScience-FinalProject-Group6/Story1?:language=en-US&publish=yes&:display\_count=n&:origin=viz\_share\_link)

**Purpose:** The purpose of this section is to convey a compelling story of the Travel Insurance Dataset through a series of graphs, and by using Tableau Public we can create visualizations that are easy to read and understand. As a team, we determined Tableau Public is a great tool to add value to our final project as it encourages the viewer to interact with the data for further analysis.

**Data Fields (columns):**

Table

Description automatically generated

**Interactive Elements:**

* Checkbox filter
* Highlight search bar
* Hover text and map

**Types of Graphs Used:**

* Bar charts
* Pie charts
* Packed Bubbles
* World Map

**Questions** (14 worksheets > 4 Dashboards > 1 Storyboard):

1. What is the total number of travel insurance plans sold?

62,290

1. How many travel insurance plans had a claim?

917 (1.47% of total number of plans sold)

1. What are the top 10 destinations by travel insurance plans sold and claimed?

Top 10 destinations displayed in graph: “﻿Top 10 Destinations by Sold and Claimed Insurance Plans”

1. What is the average age (bin) of travel insurance buyers?

The average age is 36 years old who fall in the age bin of 35-39 years old.

1. In reference to the previous question, how many people does that represent?

29,309 people out 62,290 or 47% of the total travel insurance buyers were in the age bin of 35-39 years old.

1. What are the distribution channels for the travel insurance plans?

1,003 or 1.6% Offline and 61,287 or 98.4% Online for sold travel insurance plans. Conversely, 12 or 1.3% Offline and 905 or 98.7% Online for travel insurance plans that had a claim.

1. What are the agency types for the travel insurance plans?

16,516 or 26.5% Airlines and 45,774 or 73.5% Travel Agency for sold travel insurance plans. Moreover, 586 or 64% Airlines and 331 or 36% Travel Agency for travel insurance plans that had a claim.

1. How many travel insurance plans are there?

There are 26 different insurance plans (Graph: “﻿Insurance Plans by Claims” and “﻿Insurance Plans by Demand”).

1. What is the average travel duration?

The average travel duration is 48.6 days for sold travel insurance plans and 111.7 days for travel insurance plans that had a claim.

1. What parts of the world had the most travel insurance claims?

The Travel Insurance Dataset is from a third-party travel insurance servicing company that is based in Singapore. As a result, Asia and North America are heavily highlighted with most travel insurance claims in the world map.