
Case Study Project

— - Travel Insurance —

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.

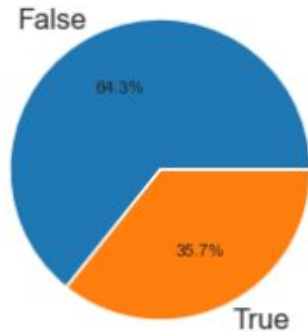
Customer Question

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?

About Dataset

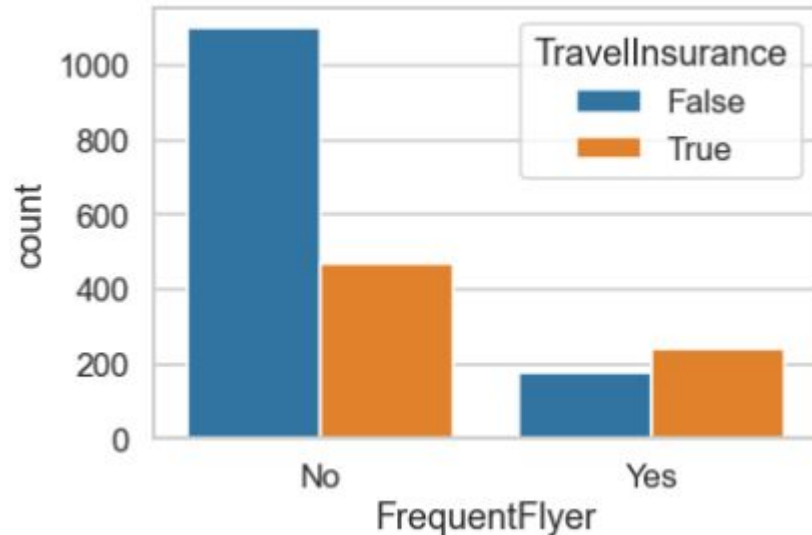
The Data set has 1987 records and 9 features



```
False    0.642677
True     0.357323
Name: TravelInsurance, dtype: float64
```

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
TravelInsurance	Numeric, whether the customer bought travel insurance

Are there differences in the travel habits between customers and non-customers?



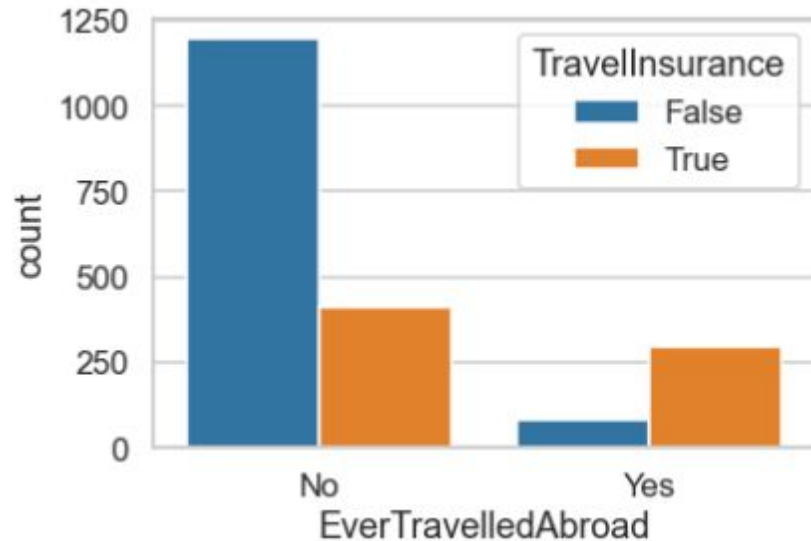
```
FrequentFlyer  TravelInsurance
No             False           1099
               True            471
Yes            False           178
               True            239
Name: FrequentFlyer, dtype: int64
```

```
FrequentFlyer
No      1570
Yes      417
Name: FrequentFlyer, dtype: int64
```

```
FrequentFlyer  TravelInsurance
No             False           0.700000
               True            0.300000
Yes            False           0.426859
               True            0.573141
Name: FrequentFlyer, dtype: float64
```

If a person Frequent Flyer, the probability of buying travel insurance is greater.

Are there differences in the travel habits between customers and non-customers?

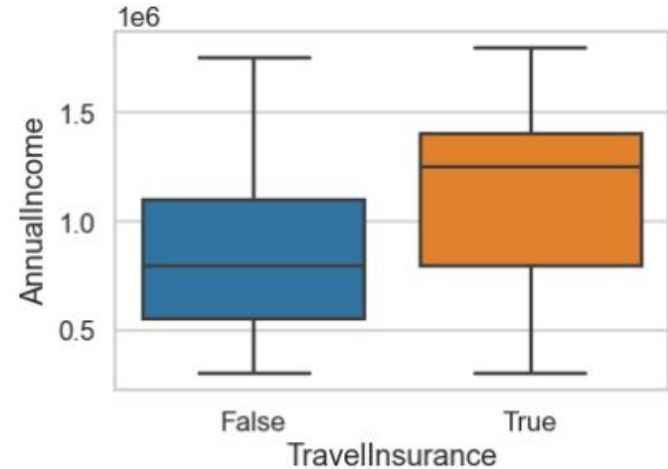


```
EverTravelledAbroad  TravelInsurance
No                   False           0.743622
                   True            0.256378
Yes                   False          0.215789
                   True            0.784211
Name: EverTravelledAbroad, dtype: float64
```

if a person travelled abroad, the probability of buying travel insurance is greater.

What is the typical profile of customers and non-customers?

- Frequent Flyers have higher probability of purchasing Travel insurance.
- Those who travelled abroad have more probability of buying Travel insurance.
- The average and median income of customers are more than the non customers .

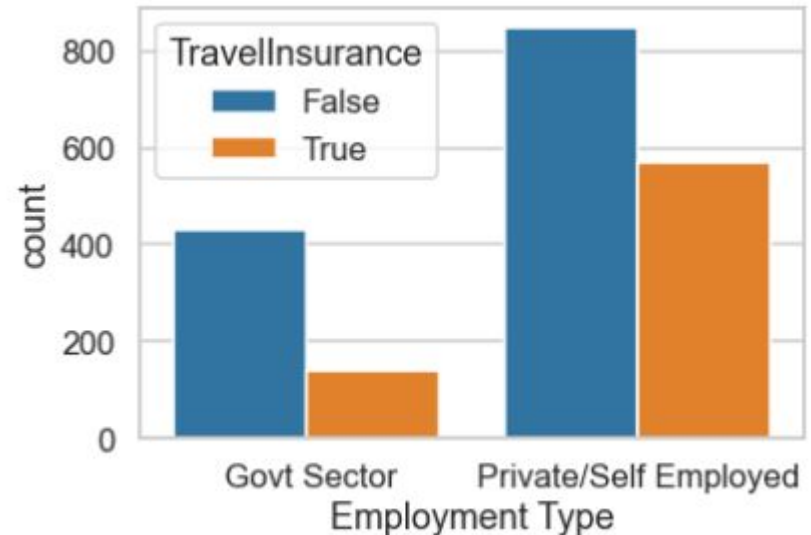


	mean	median	std
TravellInsurance			
False	8.212999e+05	800000.0	328898.896970
True	1.133239e+06	1250000.0	374844.677369

What is the typical profile of customers and non-customers?

- Private sector or self employed buy more travel insurance as compared to govt sector. Only 25% of govt. sector employees buy insurance.

```
Employment Type    TravelInsurance
Govt Sector        False           0.754386
                   True            0.245614
Private/Self Employed False       0.597742
                   True            0.402258
Name: Employment Type, dtype: float64
```



Recommendations

- Marketing should focus on :
 - Customers who work in private sector or are self employed.
 - Customers having income above 1250000
 - Customers who travel frequently and have travelled abroad.

Thanks