



TRAVEL ASSURED: CUSTOMER ANALYTICS

XIAOFENG FU

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IDENTIFY PROBLEM

- Background:

The epidemic has hit travel insurers hard. Therefore, it's a top priority to reduce unnecessary costs.

- Objective:

Cutting the marketing budget by **over 50%**.

- Method:

Targeting the customers with potentially high response rate.

UNDERSTAND DATASET

■ Variables:

- Travel Insurance
- Response Rate
- Age
- Employment Type
- Graduate Or Not
- Annual Income
- Family Members
- Chronic Diseases
- Frequent Flyer
- Ever Travelled Abroad

■ Travel Habits

Frequent Flyer <small>z</small> <small>A</small>	Travel Insurance	
	Yes	No
Yes	33.66% 239	13.94% 178
No	66.34% 471	86.06% 1,099
Grand Total	100.00% 710	100.00% 1,277

- Customers are **19.72%** more likely to travel often than non-customers.

Ever Travelled Abroad <small>z</small> <small>A</small>	Travel Insurance	
	Yes	No
Yes	41.97% 298	6.42% 82
No	58.03% 412	93.58% 1,195
Grand Total	100.00% 710	100.00% 1,277

- The percentage of customers who have ever travelled abroad is **35.55%** higher than non-customers.

VISUALIZE DATA

Response Rate:

- Was **35.73%** on average.
- Increased drastically with annual income, especially at the higher income stages.
- Of people in "Private/Self-employed" was higher than in "Government".
- Increased with number of family members.
- Was highest for those who travelled abroad and flew frequently. However, the vast majority(68%) neither travelled abroad nor flew frequently.

Travel Insurance

No	Yes	Grand Tot..
1,277 64.27%	710 35.73%	1,987 100.00%

Response Rate

35.73%

Travel Insurance

- No
- Yes

Please check or slide those boxes to filter the variables below:

Annual Income (200k-bin)

(All)

Family Members

(All)

Travelled Abroad

(All)

Employment Type

(All)

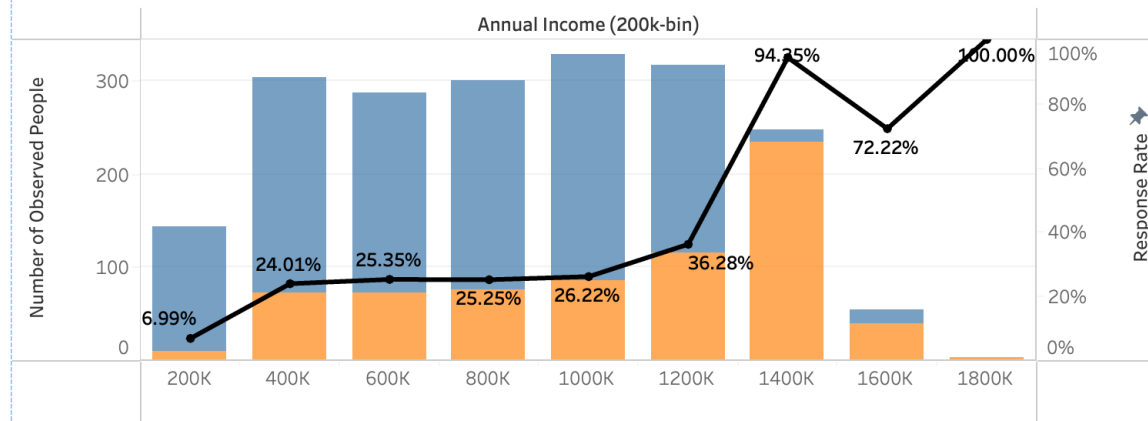
Response Rate

0.00% 100.00%

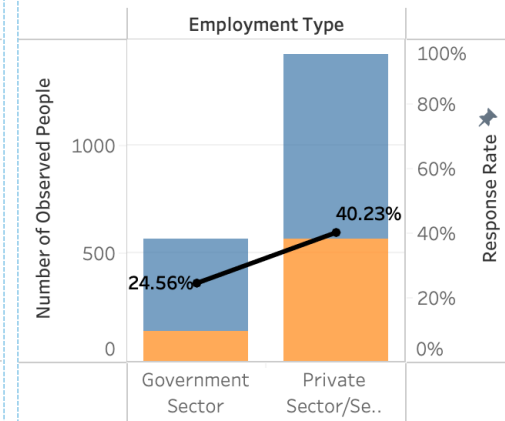
Frequent Flyer

(All)

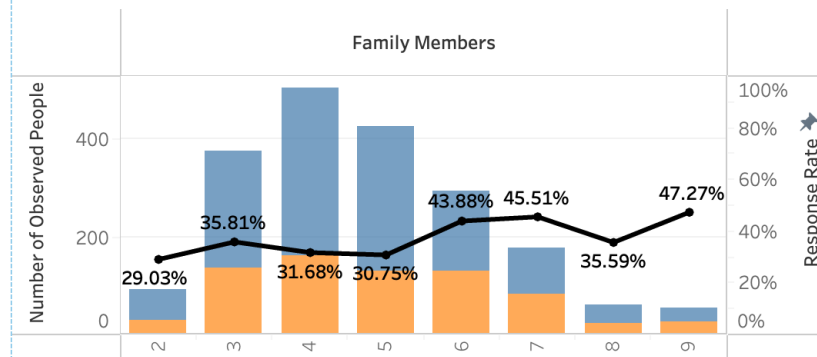
Annual Income



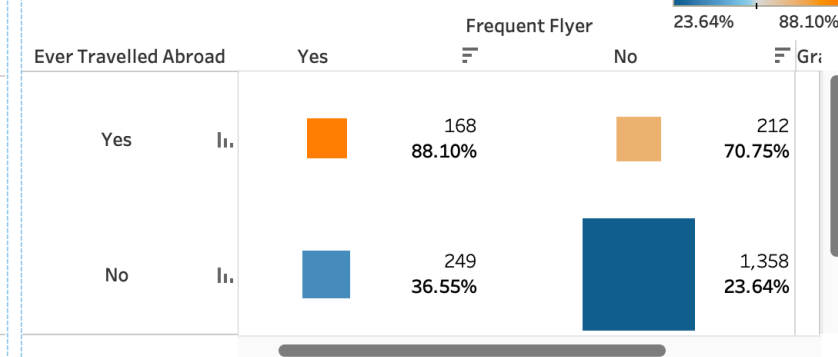
Employment Type



Family Member



Frequent Flyer & Travel Abroad



CREATE INSIGHTS

Target Customers by Following Steps:

- Filter out the groups with lowest response rate dynamically;
- Meanwhile, monitor the total number of targeting people.
- Repeat these two steps until the number of targets is less than half of the original number.
- Result: the population with annual incomes of <1000k is not considered to be our target customer.

Travel Insurance

No	Yes	Grand Tot..
473 49.74%	478 50.26%	951 100.00%

Response Rate

50.26%

Travel Insurance

No
Yes

Please check or slide those boxes to filter the variables below:

Annual Income (200k-bin)

(Multiple values)

Employment Type

(All)

Family Members

(All)

Response Rate

0.00% 100.00%

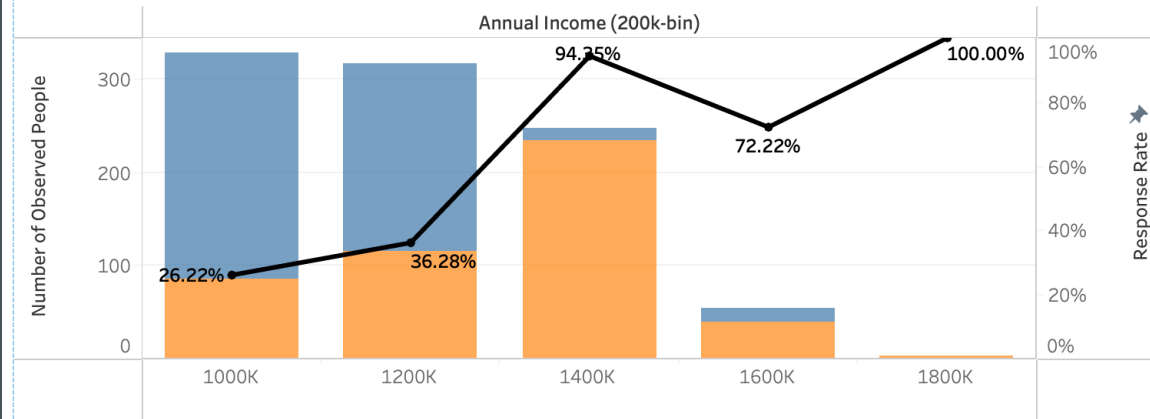
Travelled Abroad

(All)

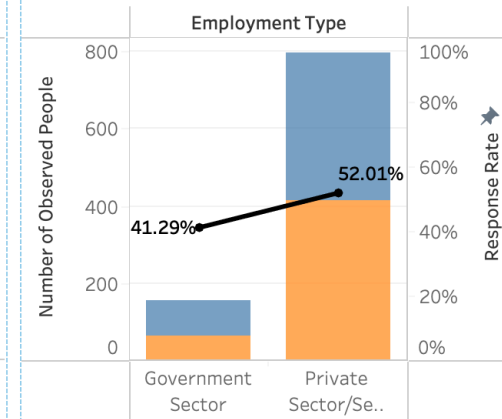
Frequent Flyer

(All)

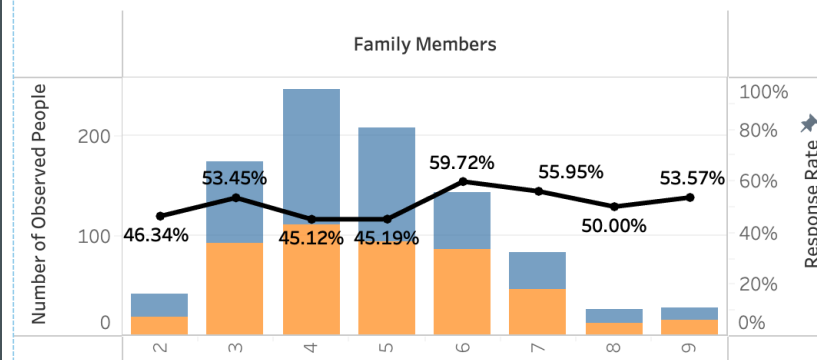
Annual Income



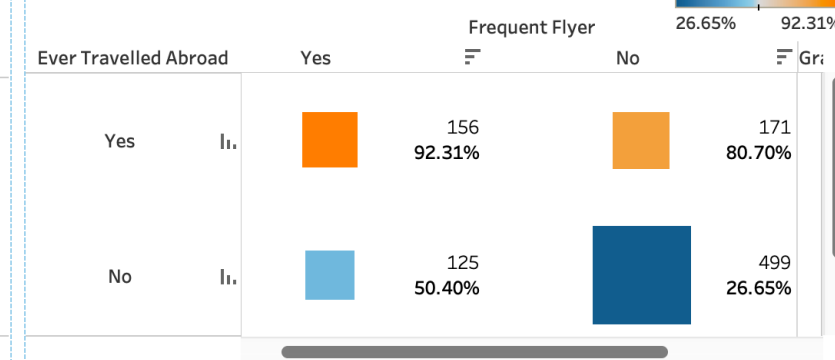
Employment Type



Family Member



Frequent Flyer & Travel Abroad



PREDICTION & COMPARISON

Annual Income (200k-bin)

- ☐ (All)
- ☐ 200K
- ☐ 400K
- ☐ 600K
- ☐ 800K
- ☒ 1000K
- ☒ 1200K
- ☒ 1400K
- ☒ 1600K
- ☒ 1800K

Family Members

- ☒ (All)
- ☒ 2
- ☒ 3
- ☒ 4
- ☒ 5
- ☒ 6
- ☒ 7
- ☒ 8
- ☒ 9

Employment Type

- ☒ (All)
- ☒ Government Sector
- ☒ Private Sector/Self Empl...

Travelled Abroad

- ☒ (All)
- ☒ No
- ☒ Yes

Frequent Flyer

- ☒ (All)
- ☒ No
- ☒ Yes

Travel Insurance

No	Yes	Grand Total
473 49.74%	478 50.26%	951 100.00%

Please enter different data into below boxes to see the calculated results of ROI

Marketing Cost per person

\$1.00

Profit If Sold per person

\$4.00

of People Before Targeting

1,987

of Targeting People

951

Response Rate Before Targeting

35.73%

Response Rate

50.26%

ROI Before Targeting

42.92%

ROI

101.1%

SUMMARY

■ Marketing Strategy:

- Focus on people working in private sector/self-employed, with higher incomes, more family members and frequently flying and once travelling abroad.
- Target at the population with an annual income of no less than **\$1 million**.

■ Predicted Outcome:

- Narrow the target population by **52%**
- Increase the response rate by **49%** than before.
- Potential ROI will rise by **134%** (Based on Assumption) than before.



THANK YOU!

