



# Travel Assured Case Study

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Travel Insurance Insights

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# Introduction

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- Having had to reduce its marketing budget by over 50% due to the COVID pandemic, Travel Assured is now more determined than ever to advertise to the right places and to the right people.
- To maximize the effectiveness of the reduced budget, a new marketing strategy need to be developed to answer the following questions:
  - *Are there differences in the travel habits between customers and non-customers?*
  - *What is the typical profile of customers and non-customers?*







# Methodology

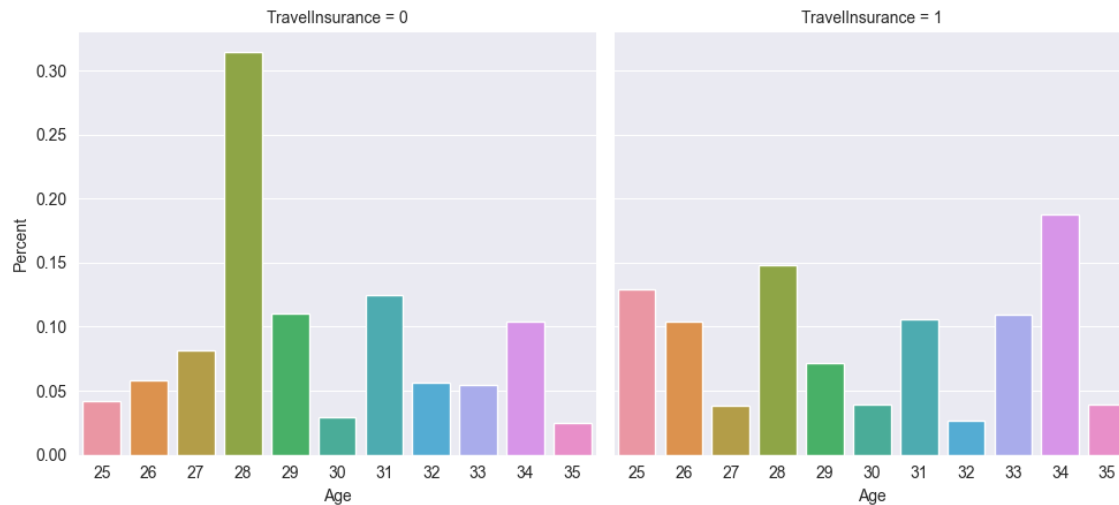
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- For the analysis, there is access to 1,987 customers data with 64% of customers (1,277) not having insurance and 36% (710) having insurance.
- Included in the dataset is the '*TravelInsurance*' label that has the value 0, for a non-customer or 1 for a customer. This column will be paired with other data attributes to extract relationship and insights.
- The tools used for the analysis include:
  - Programming language – Python
  - Libraries – Pandas, Numpy, Matplotlib, Seaborn, sklearn

# Analysis

## Profile of Customers

Age Distribution of Customers per Travel Insurance



- From the above chart, there is no clear-cut difference in the age distribution for customers and non-customers.
- However, most of Travel Assured non-insurance customers are of the age '28' and most customers with insurance are '34' years.

Customers Age-Income Distribution per Travel Insurance



- From the above chart, customers with Travel Insurance generally have higher Annual Income (*with a mean annual income of \$1,133,239*) compared to customers with no Travel Insurance (*with a mean annual income of \$821,300*).

# Analysis

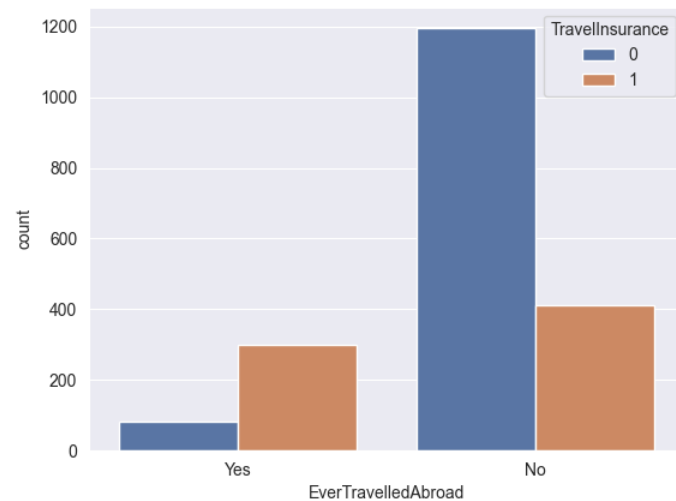
## Profile of Customers



- From the chart, customers that fly frequently generally have a higher annual income across all ages when compared to customers that do not fly frequently.

# Analysis

## Profile of Customers



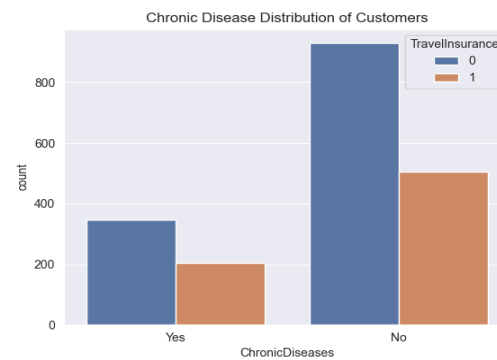
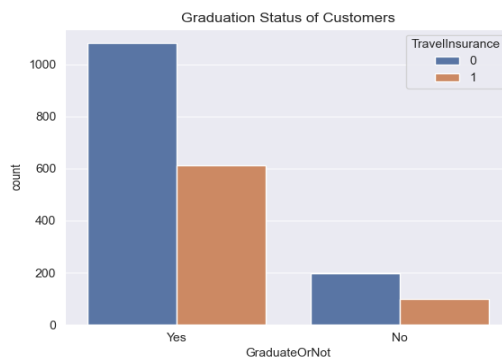
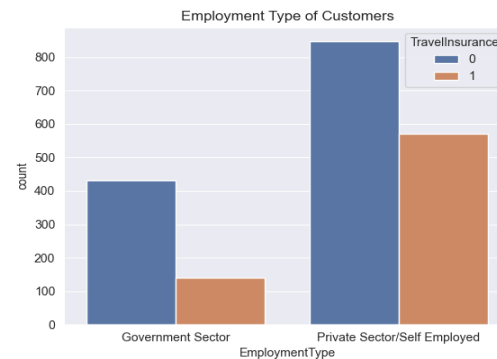
- From the above chart, 25% of individuals that have never traveled abroad have Travel Insurance.
- About 80% of individuals that have traveled abroad have Travel Insurance.



- From the above chart, individuals that have traveled abroad generally have a higher annual income when compared to individuals that have never traveled abroad, except for two age groups (32 and 35).

# Analysis

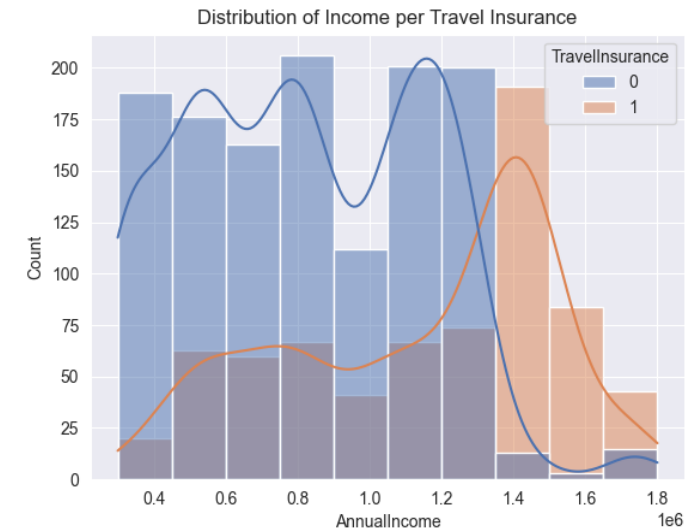
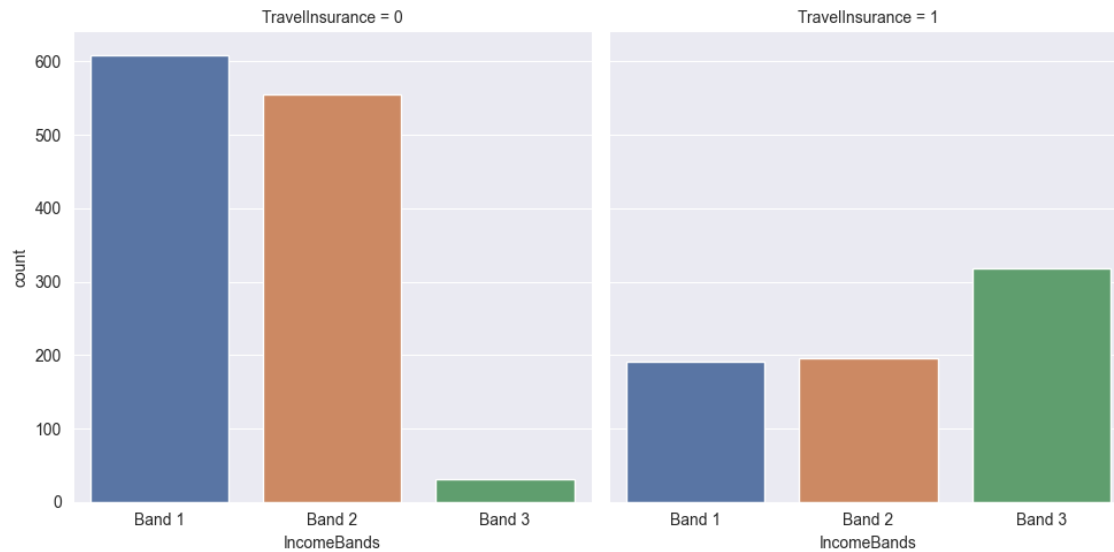
## Profile of Customers



- A higher percentage of customers with families greater or equal to 6 purchase Travel Insurance than customers with smaller families.
- Self-employed and private sector customers tend to purchase more travel insurance than government sector customers.
- With a graduate degree, customers are six times more likely to buy travel insurance.
- Customers with no chronic disease buy more travel insurance than customers with chronic disease.

# Analysis

## Profile of Customers



- From the above chart, individuals who have travel insurance can be found more in Income Band 3, accounting to 45% of total individuals with insurance. However, 2.6% of those without insurance are in Income Band 3.



# Conclusion and Recommendations

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- The percentage of customers that have travel insurance is 35.73%.
- The average annual income of customers with travel insurance is 37.98% higher than customers with no travel insurance.
- From initial analysis, 2.6% of customers without travel insurance have an average annual income of \$1,569,355, with 65.6% of these customers having a graduate degree, working in the private sector, traveled abroad, no chronic disease and fly frequently. This is a perfect cohort for targeted marketing campaign.
- Travel insurance discounts can be run with a focus on customers who work in government sectors to increase number of customers with insurance.
- 20% of individuals that have traveled abroad have no travel insurance. A targeted marketing campaign could be devised to appeal to this group of customers.



A blurred background image showing several people in a meeting or office setting. The focus is on the silhouettes and soft lighting of the individuals, creating a professional and collaborative atmosphere.

# Thank you

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