

Case Study Project – Travel Insurance

You are working for a travel insurance company. Due to the COVID pandemic they have had to make cuts to their marketing budget. It is more important than ever that they advertise in the right places and to the right people.

They have plenty of data on their current customers as well as people who got quotes but never bought insurance. They want to know if there are differences in the travel habits between customers and non-customers – they believe they are more likely to travel often (buying tickets from frequent flyer miles) and travel abroad. They would be interested in any other insights you can find that might help the marketing strategy.

Your presentation should be no longer than ten minutes. It should include no more than eight slides of content. You will be presenting to the CEO.

Details on how you will be graded can be found in the [grading rubric](#). More information on the case study can be found in the [general information](#).

Data

You can download the data from [here](#). You can use any tools that you wish to analyze the data and create your presentation. The dataset has the following columns:

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