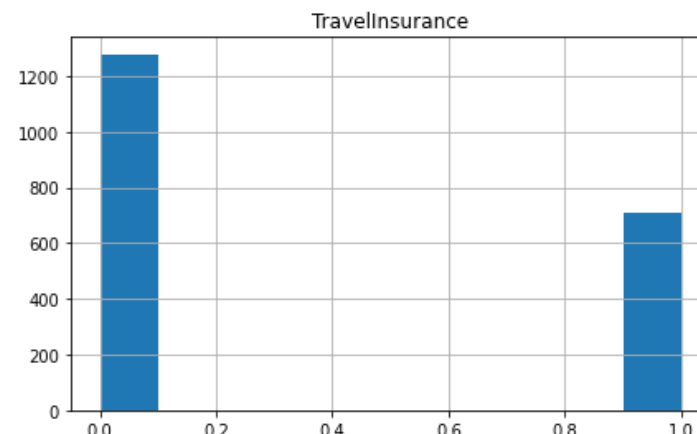
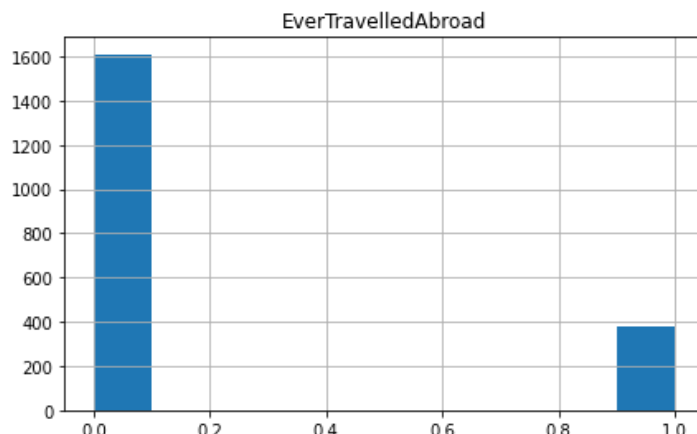
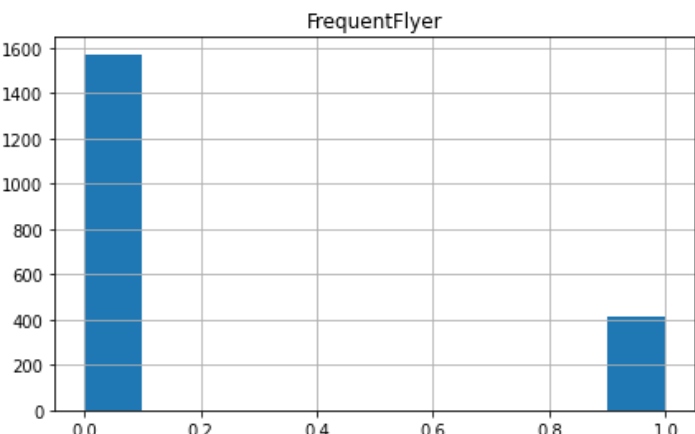
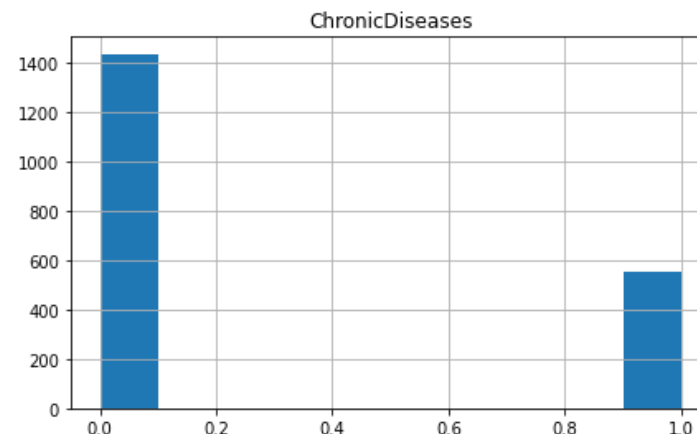
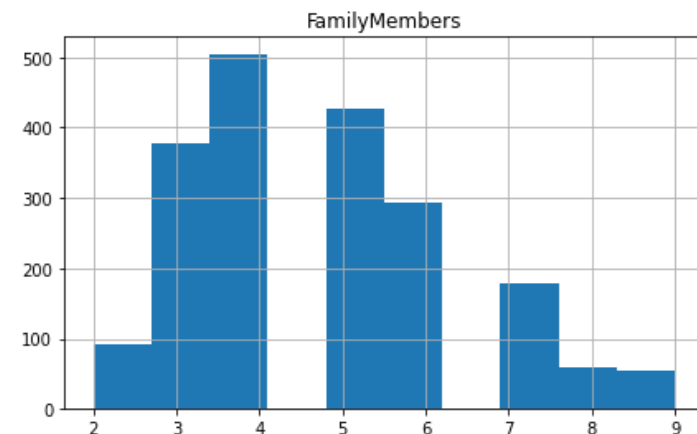
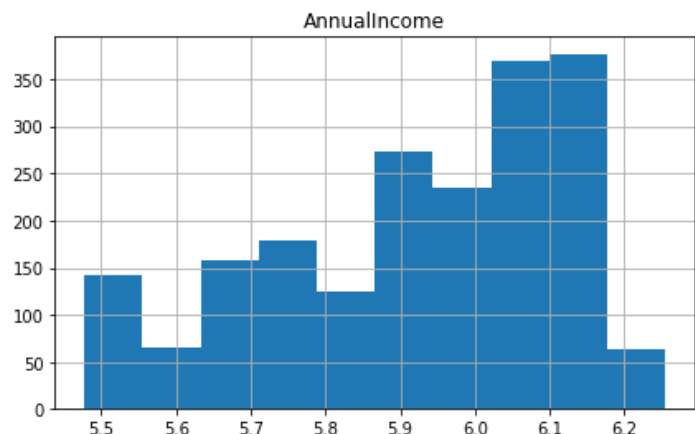
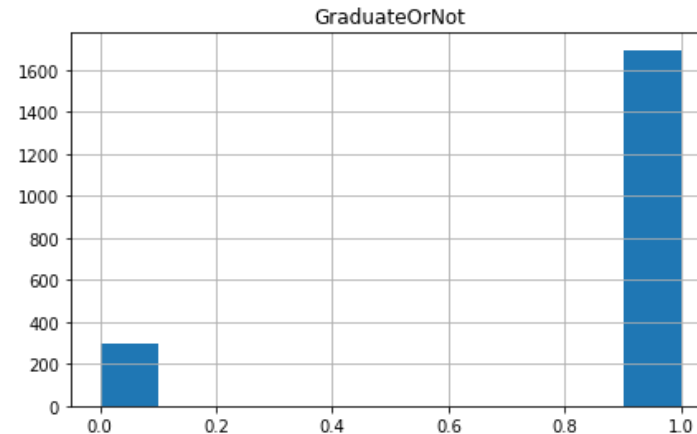
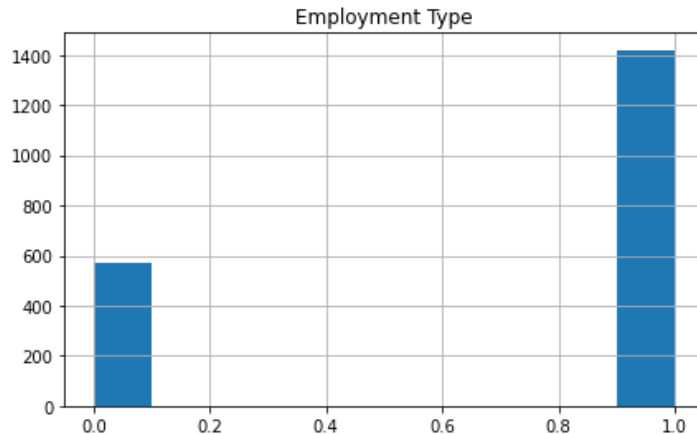
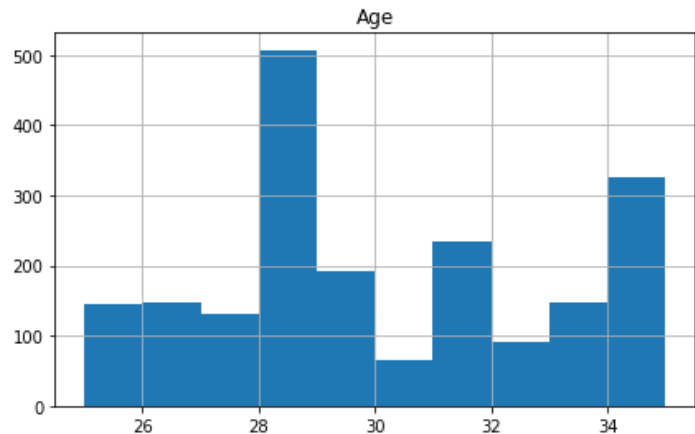


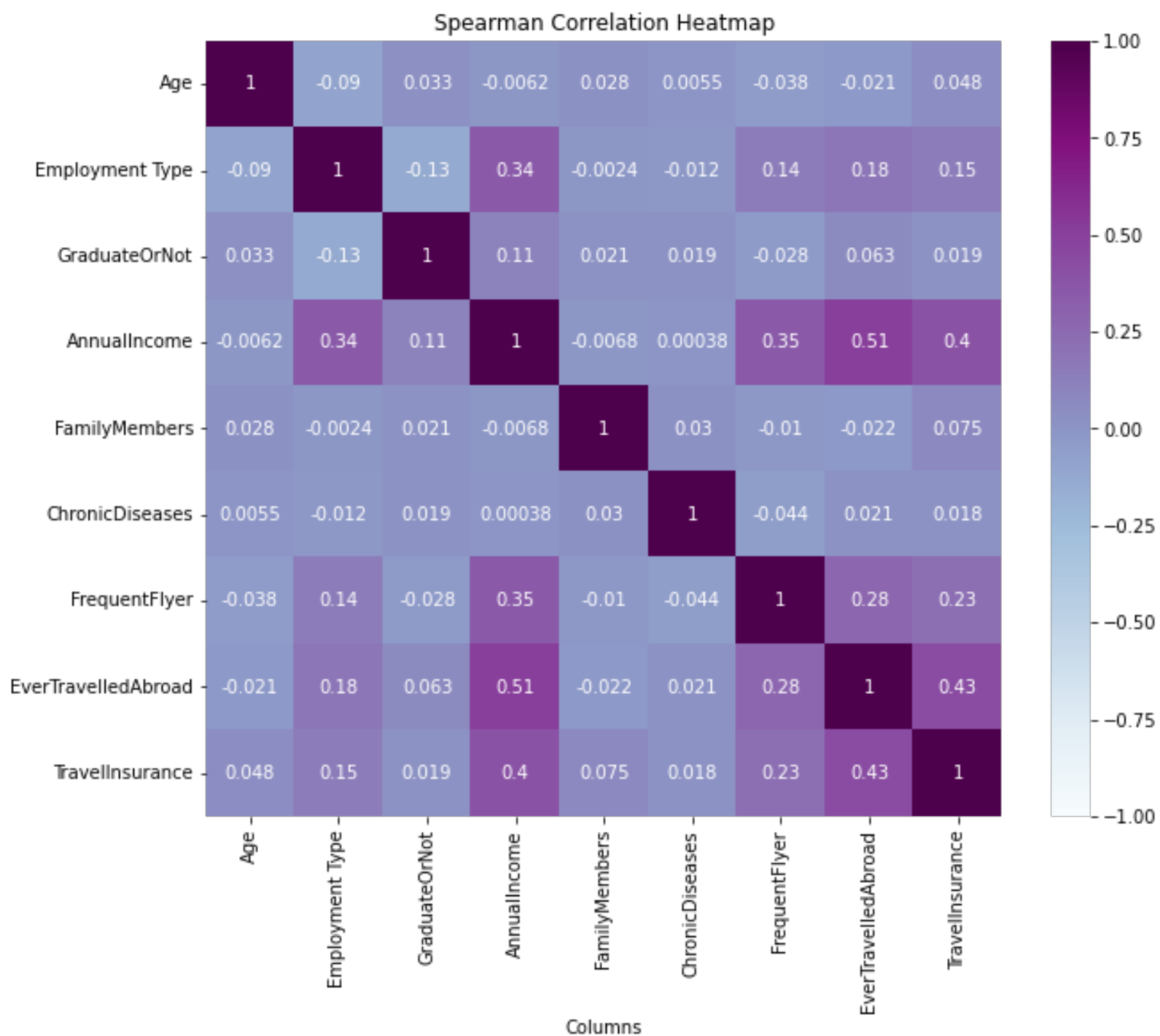
Marketing Campaign Optimization – Travel Assured



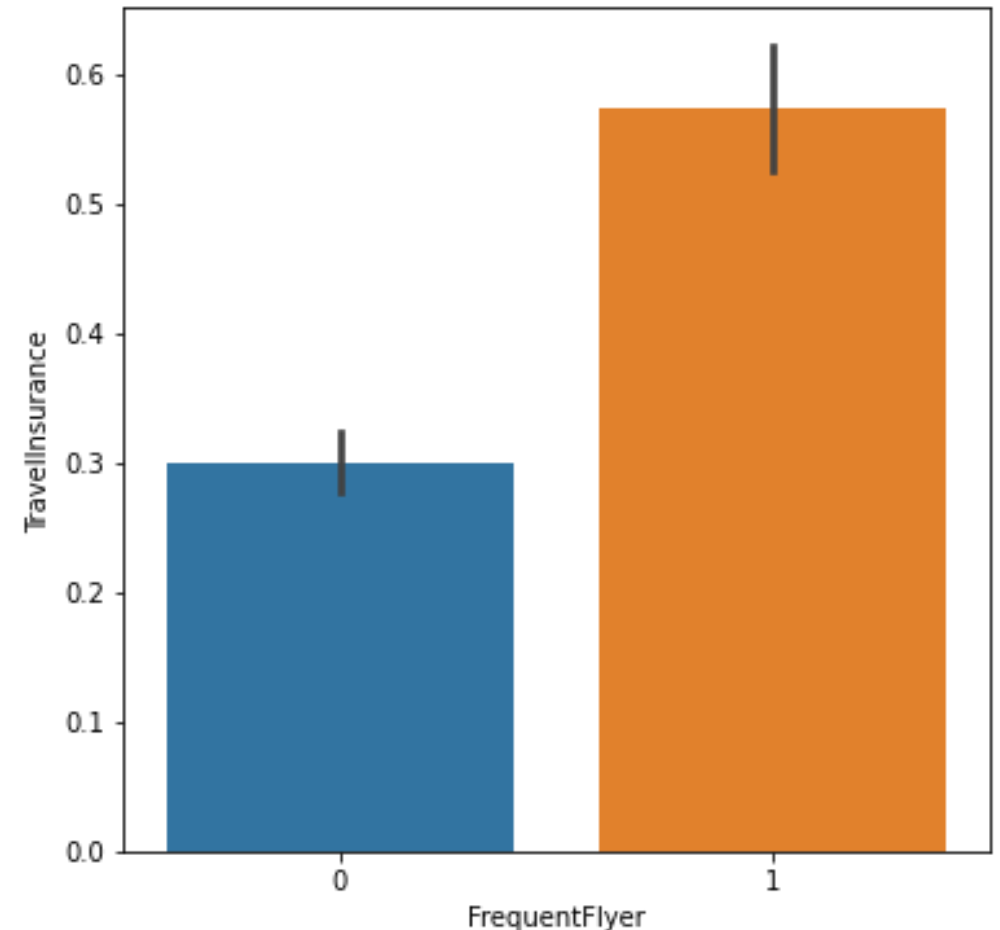
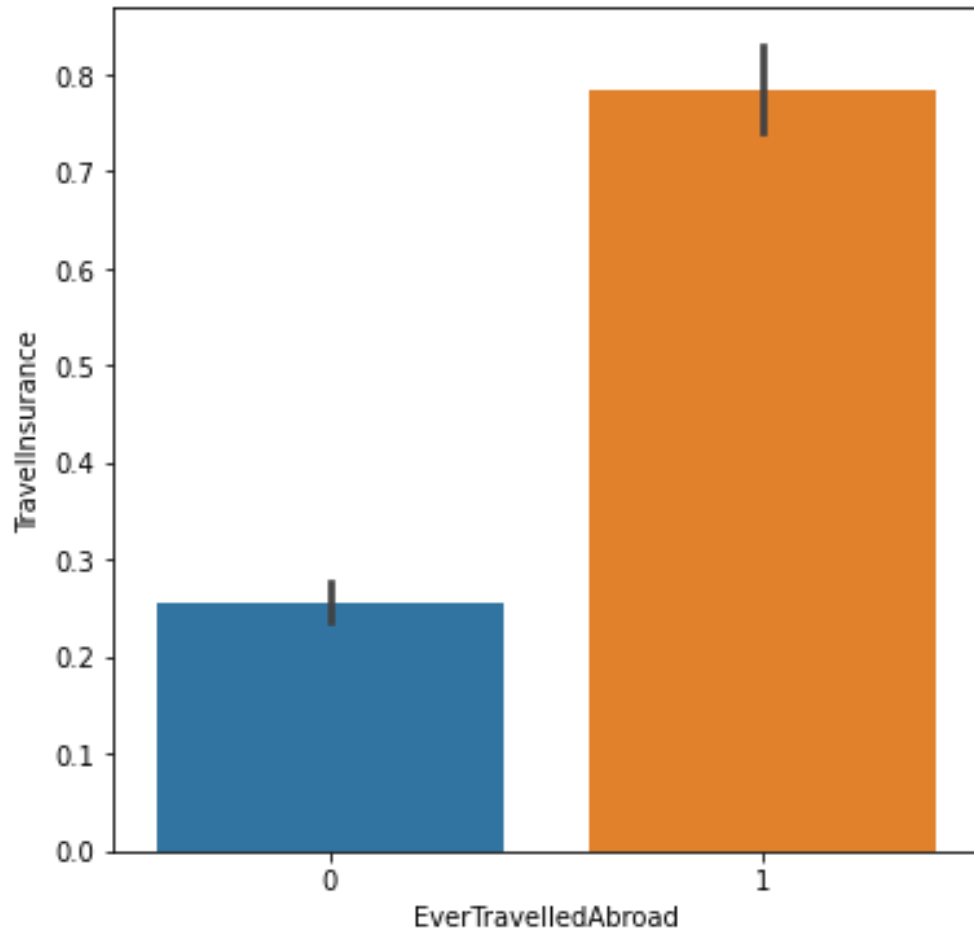


Spearman Correlation Heatmap

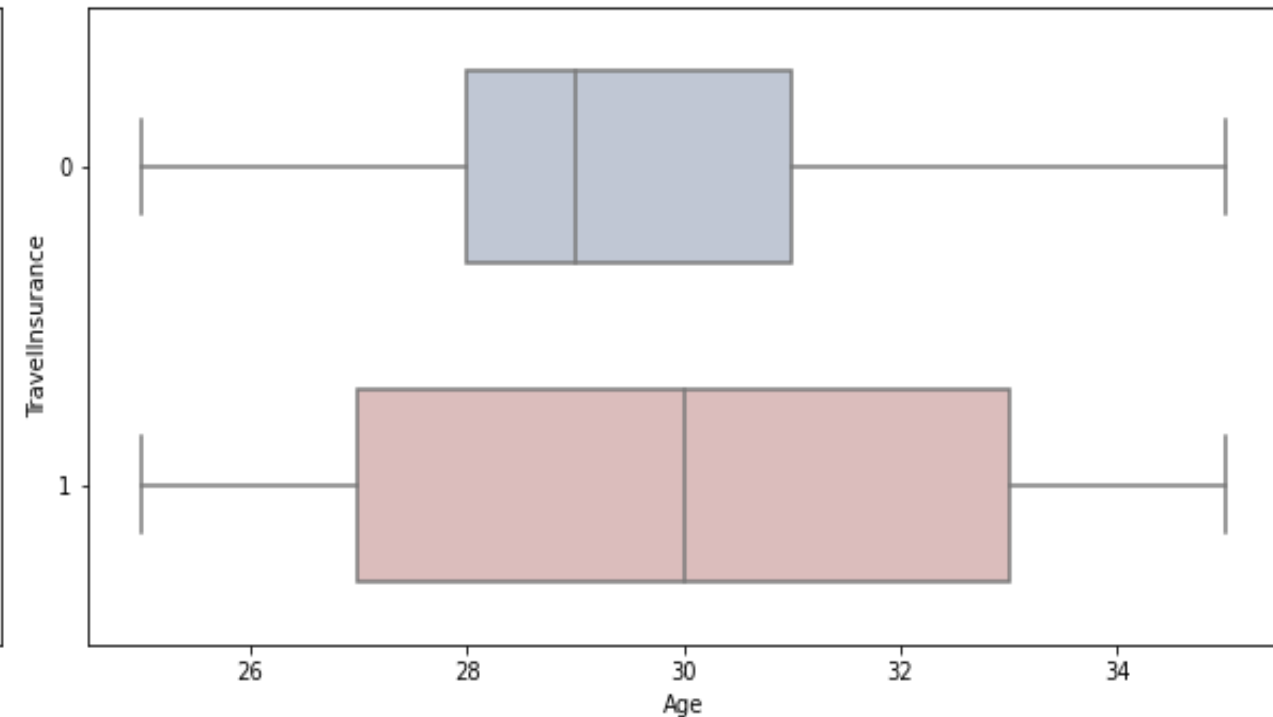
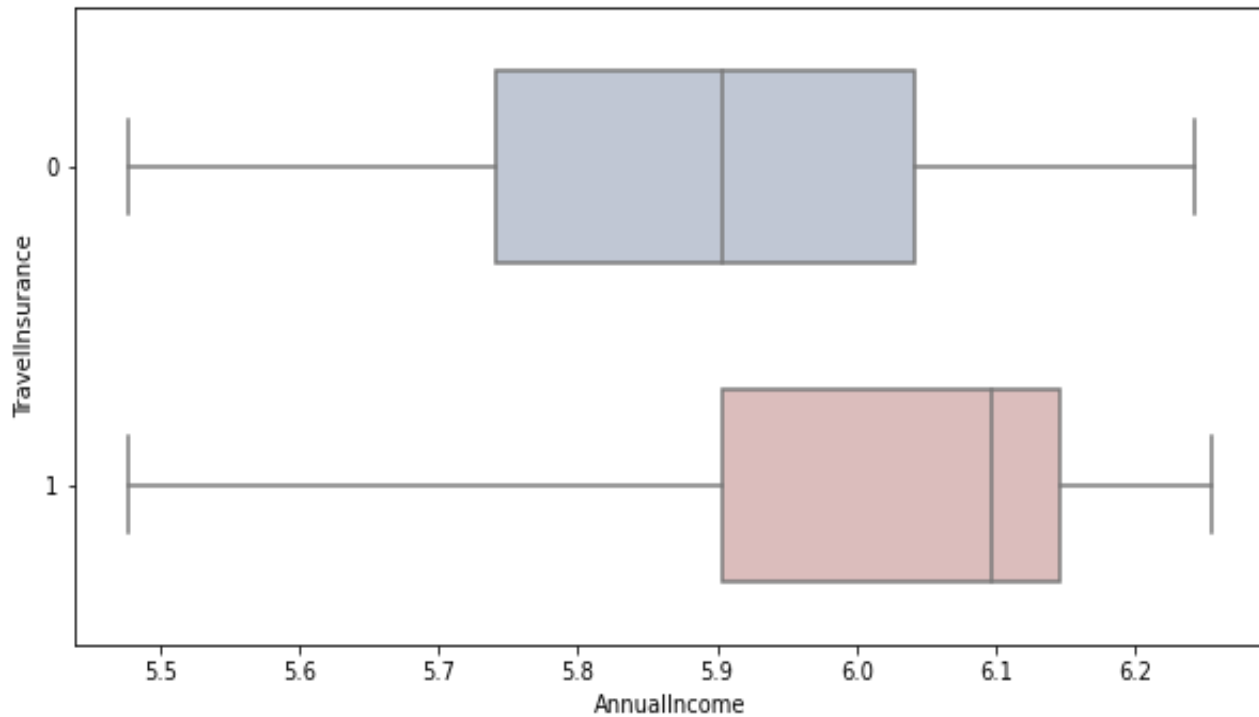
Columns



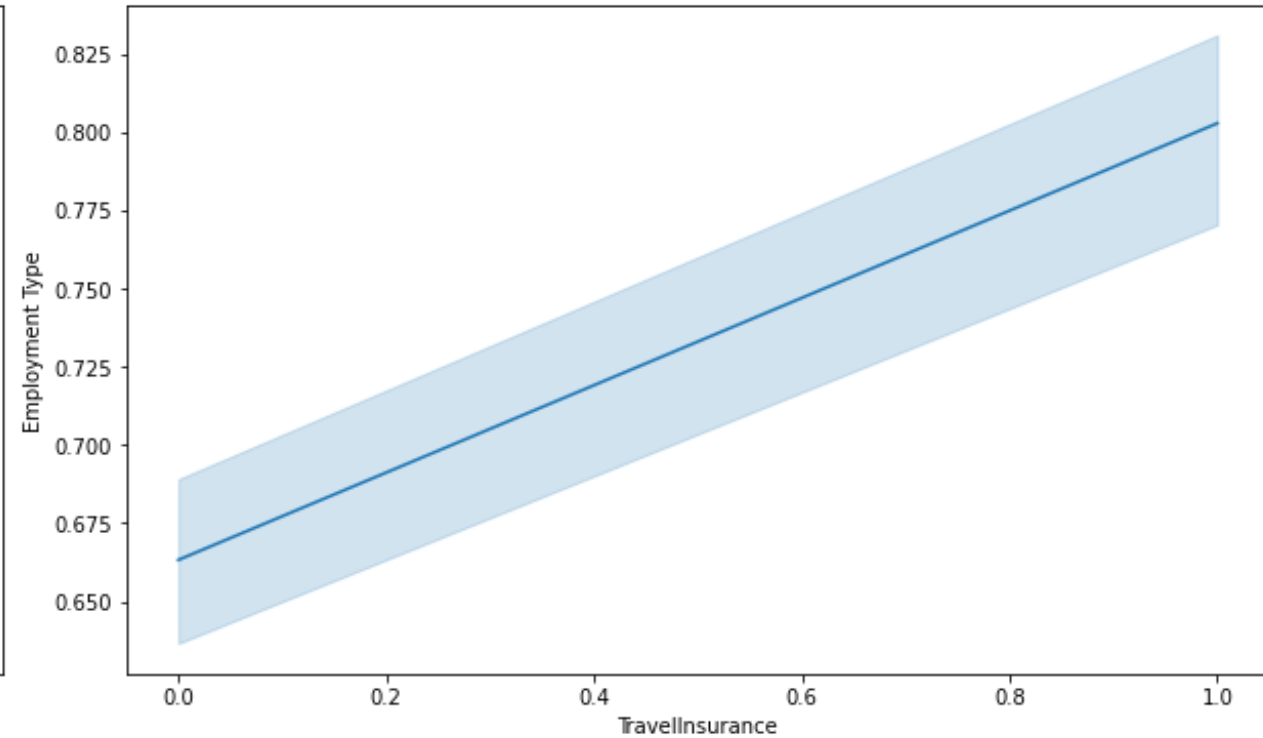
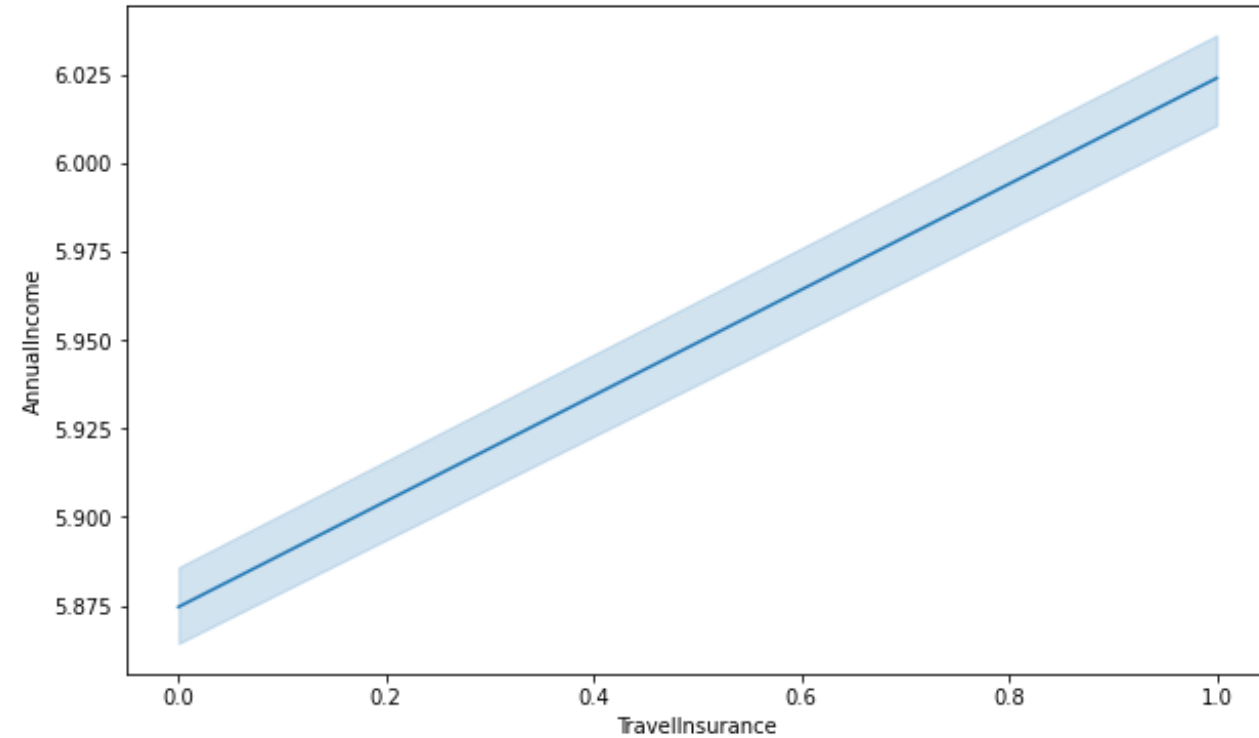
Travellers Buy Insurance



Annual Income & Age



Annual Income & Employment



Summary of Findings

- Majority of the people in our database are relatively young, graduated, employed, healthy, not travelling much, and not purchasing insurance
- Annual income – which comes from employment – is the strongest drive when considering to travel for the first time
- Frequent flyers and those people who have travelled before will most likely purchase an insurance
- 30+ years old, employed travelers who have a higher income will most likely purchase an insurance

+Bonus: Random Forest is the Winner

