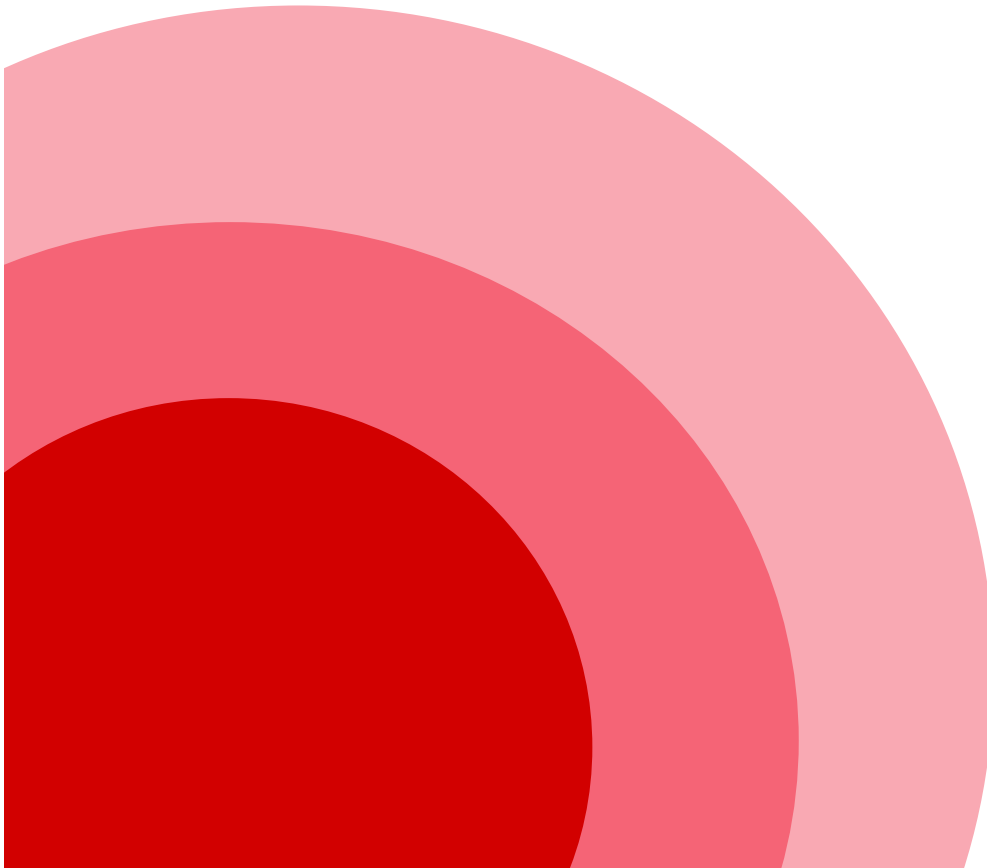


**Travel Insurance Company**

# Identifying Customers

Report

# The profile of a Client



## CONTEXT

- With the constraints caused by the COVID pandemic, the marketing budget was reduced. The objective is to find the ideal profile of customers to make the right advertise.

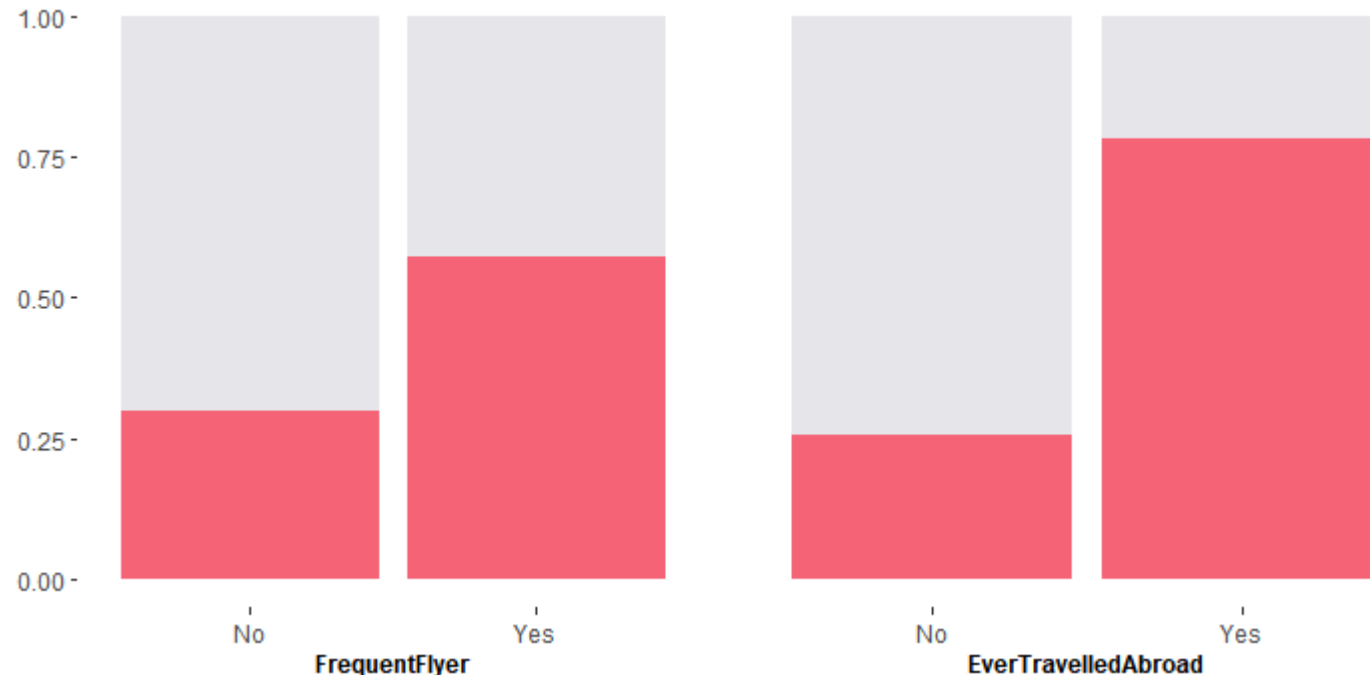
## METHODOLOGY

- Use of common tools for data analysis, to create visualizations, aggregate and calculate results and for doing statistical analysis.
- The used tool was the programming language R.

## DATA

- Data reference to customer list with characteristics of consumption and demographic informations.
- Information of the data: Travel insurance, age, employment type, has graduation, has chronic diseases, annual income, number of family members, travel aboard, frequent flyer

# Travel Habits



## CUSTOMERS ARE FREQUENT FLYERS AND TRAVEL ABROAD

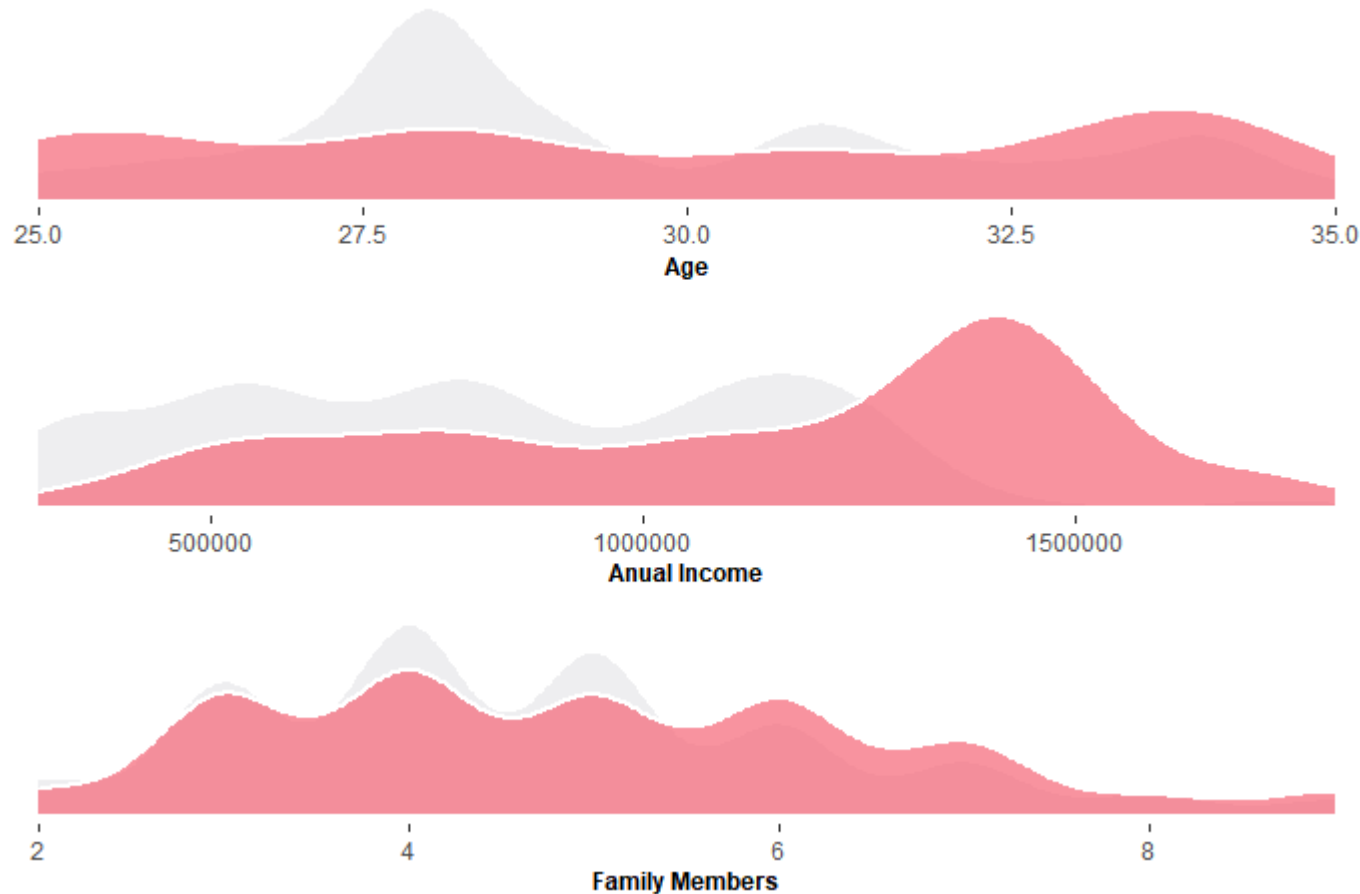
- The proportions of groups is very notable. Almost **half** of the customers are frequent flyers.
- For travel abroad, the proportion difference increases; almost **75%** of the customers has ever travelled abroad.
- We have a statistical support to affirm that these proportions are not close to expected, so it may have an influence.

The statistical 'support' was calculated using the Chi-square test. Both groups had a p-value  $< 0.05$  meaning that the proportions are not equal to the observed if they are truly independent.

# Demographic Characteristics

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Distribution of Continuous Values by Status



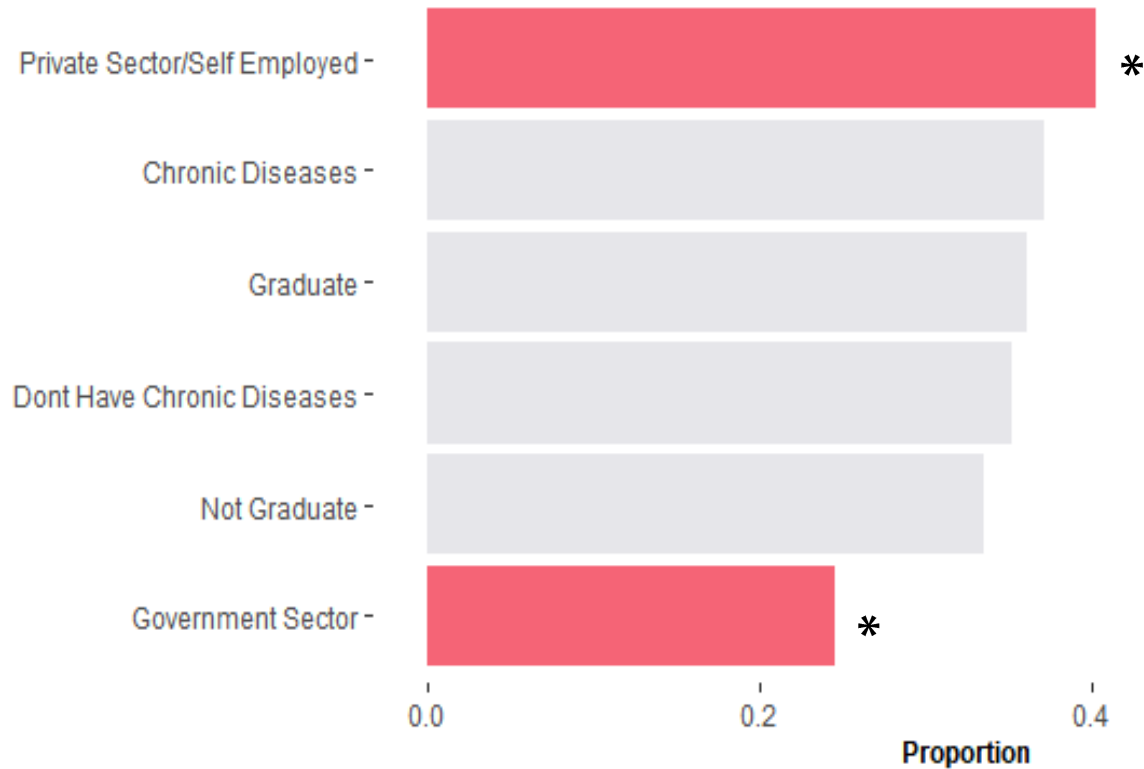
## CUSTOMERS HAVE HIGHER INCOME

- Age doesn't matter. They have similar distribution to all ages.
- They clearly have higher income, mostly above the 100K annual income, with an average of
- Family members are the same for the groups.

## NON CUSTOMERS HAVE SMALLER INCOME AND ARE YOUNGER

- They age mostly between 26-29 years. Olders are uncommon.
- They have an average income of and mostly of them have less than 100K annual income.

# Other Features



The statistical 'suppor' was calculated using the Chi-squara test. Just employment type has a p-value  $< 0.05$  meaning that the proportions are not equal to the obsrved if they are truly independent.

## THE EMPLOYMENT TYPE MATTERS

- The difference of proportions for employment type are clear: almost 40% of the Private sector/Self employed are insured, for the Government sector its only 22%.
- Having or not Chronic diseases and Graduation or not doest do any difference. The proportions are very close.



# Overview

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## Who is our client

There are some features that are hard to distinguish the two groups, but we can draw a profile on both groups:

Clear pattern of travelling: they are frequent flyers and travel abroad

Have higher income, with an average of

And work for the Private Sector or are Self employed

## Who is NOT our client

Younger people, in the 26-29 age range

With smaller income, mostly having less than 125K income and average of

and employed by the Government Sector