TravelTide Customers Insights & Rewards Strategy

PRESENTER:

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Objective: Why are we here?

Challenge	High customer drop-off rate
Goal	Improve customer retention with personalized rewards program
Key Question	Who are our customers and how keep them engaged?

Customer Segmentation

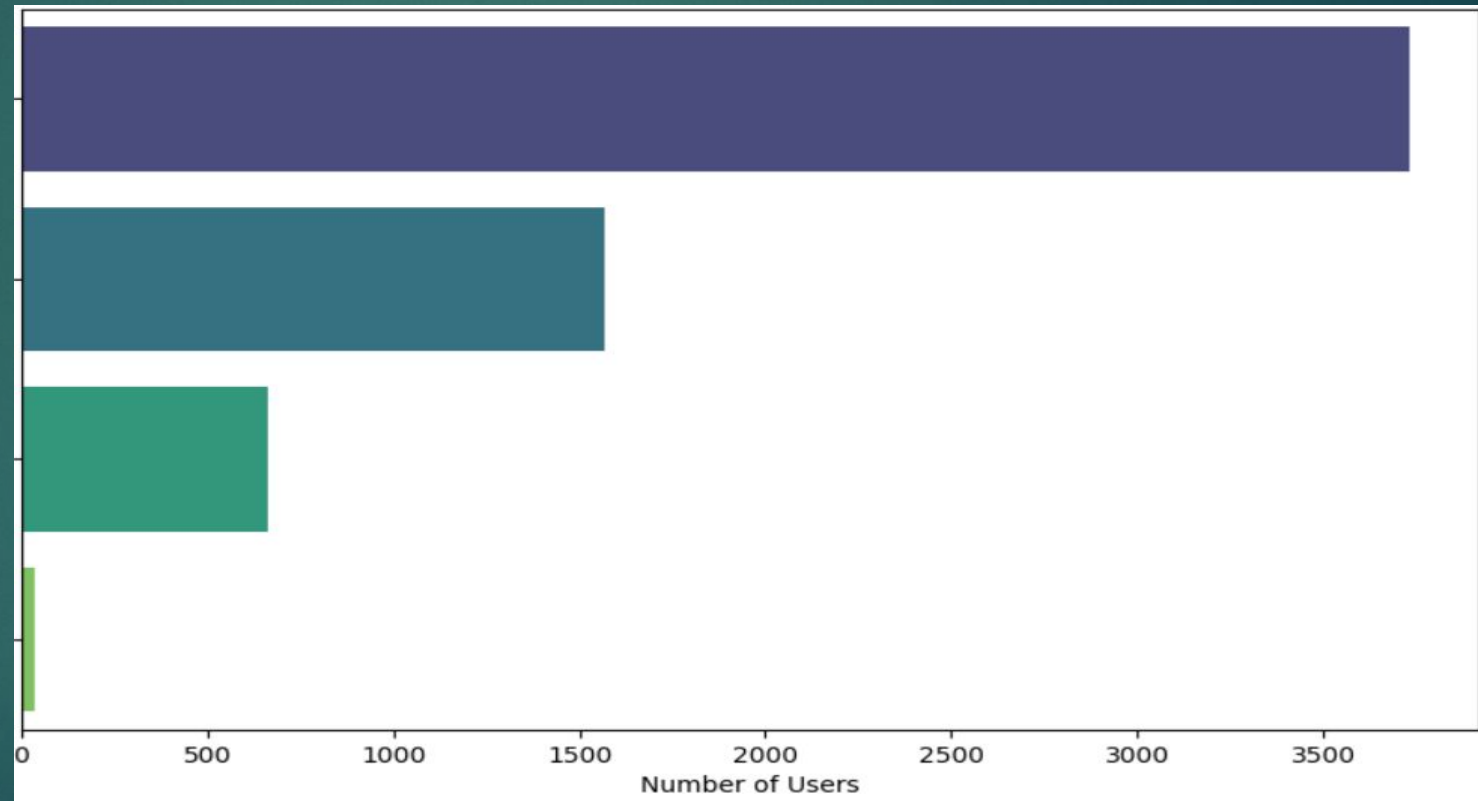| Focus	Active users with 8+ session
Relevant data	Sessions from 4 January 2023, onward
Customer value	Booking behavior and spending patterns

Booking Behavior Segmentation

Occasional Booker
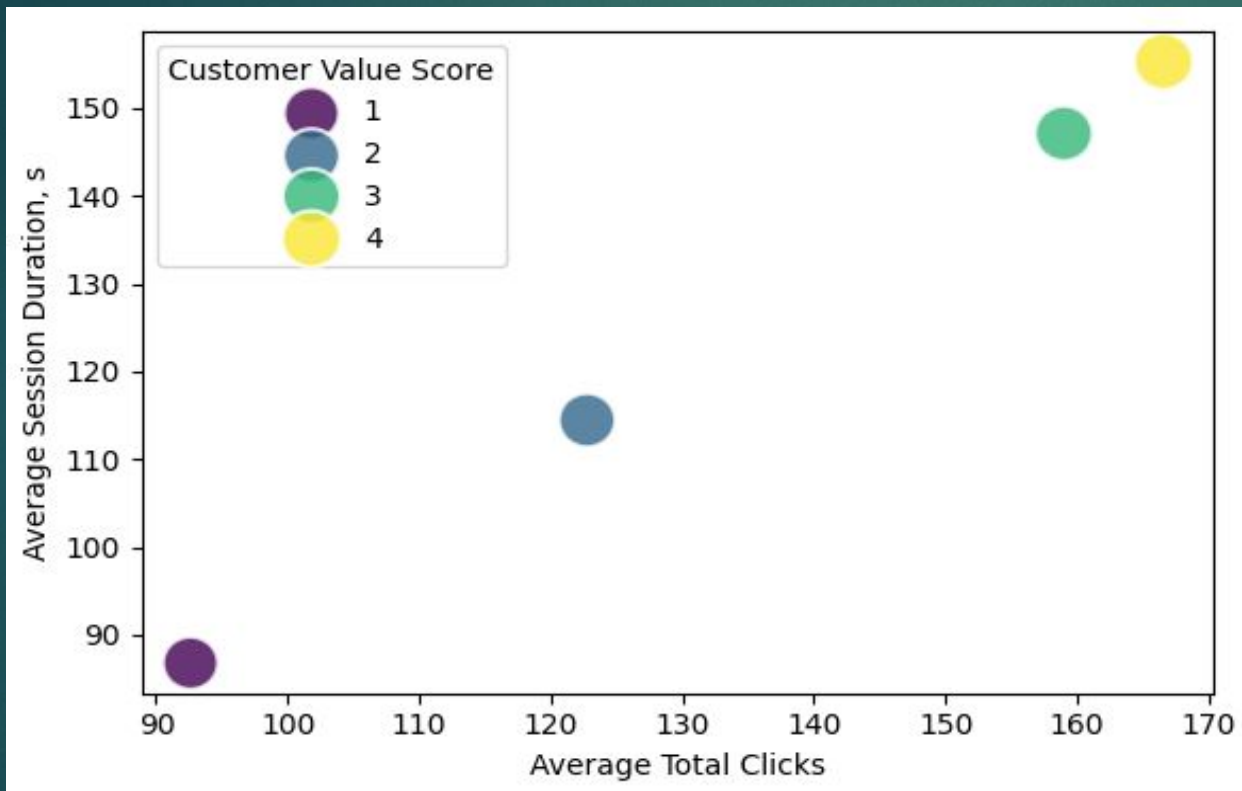
Low Booker

Frequent Booker

Super Booker

Customer Value Scoring
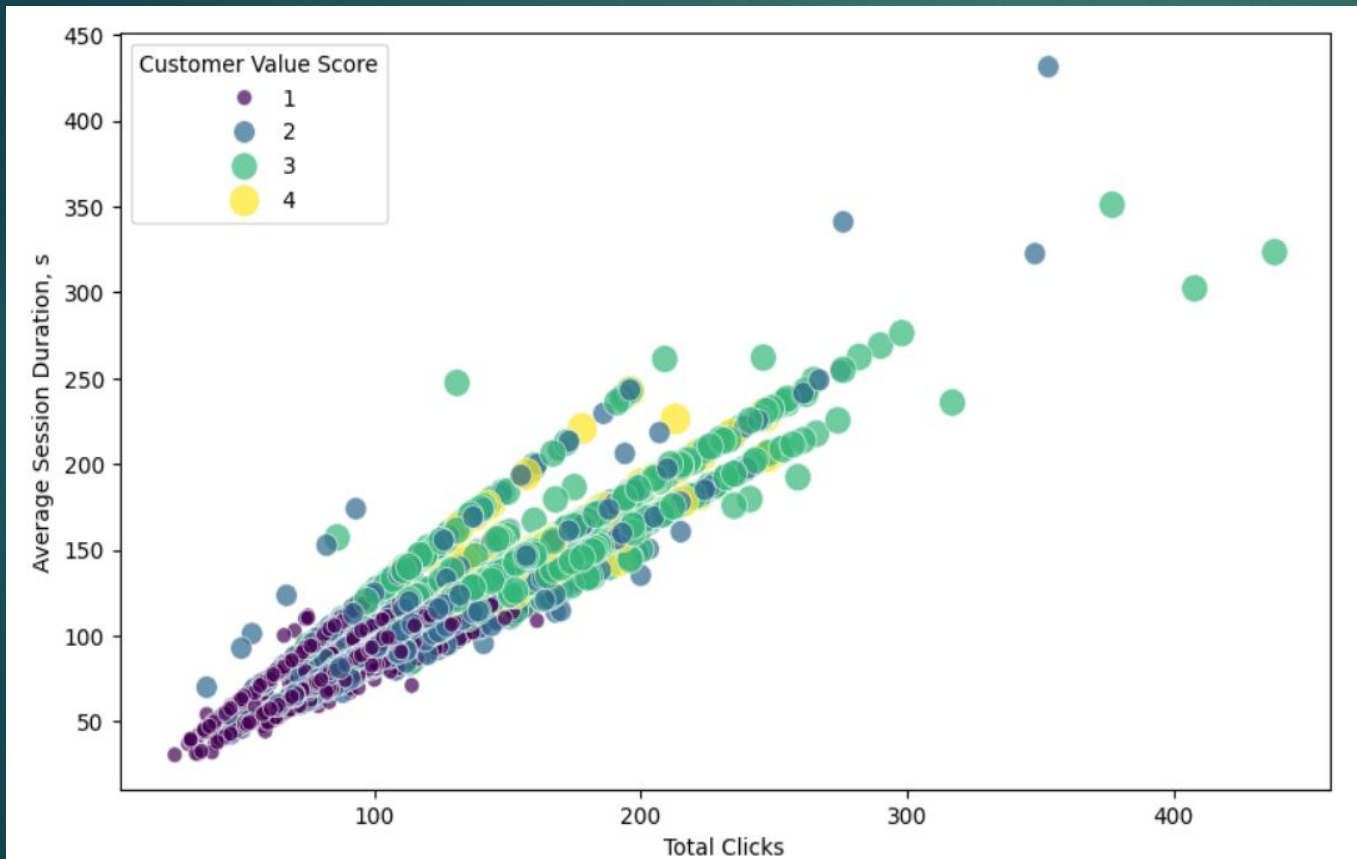

Score	Value
1	Low
2	Medium
3	High
4	Top

Customer Engagement: Average Clicks vs Session Duration by Value Score



Customers with higher value scores on average spend more time and click more per session, indicating stronger user engagement

Customer Engagement:
# Clicks vs Session Duration by Value Score

This scatter plot visualizes the relationship between total clicks and average session duration for all customers, highlighting variations in user engagement across the customer base

Customer Value Score Distribution by Age Bucket
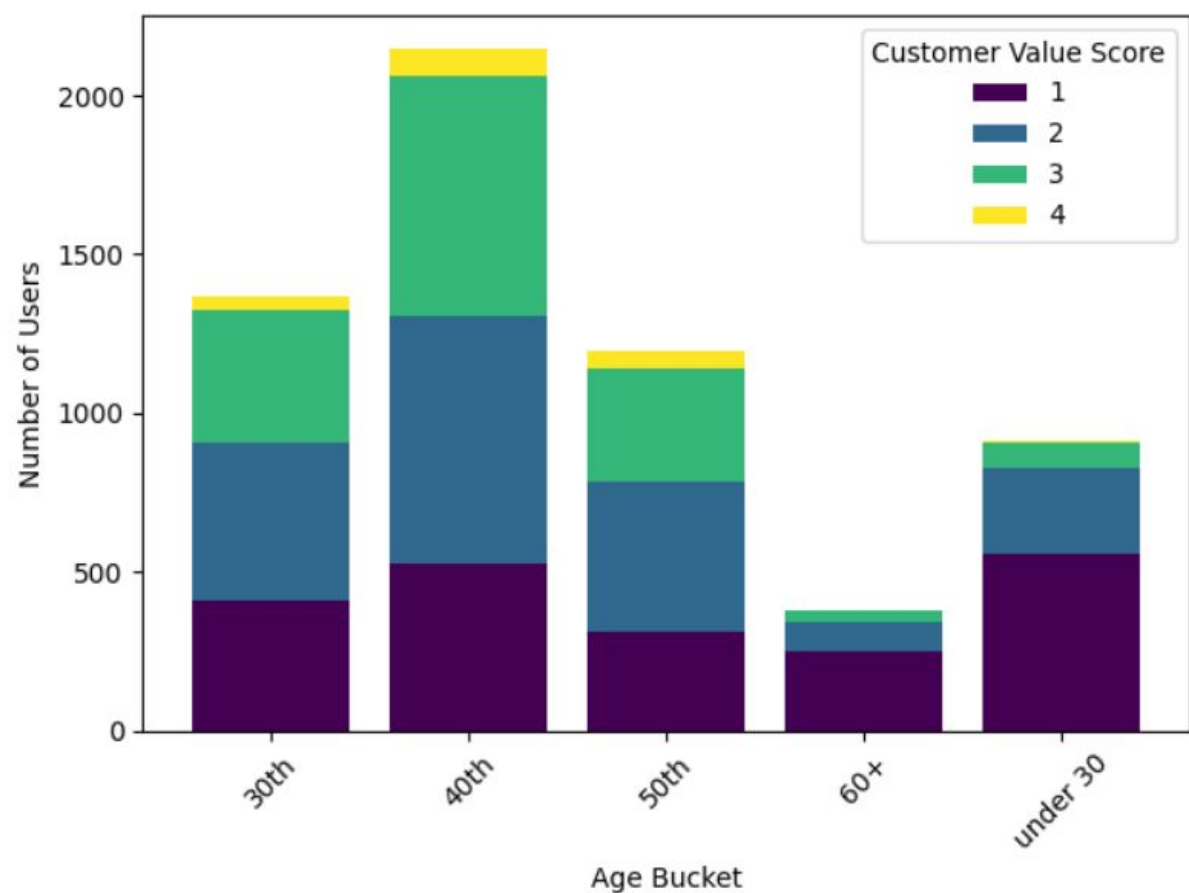
Age Bucket	Key Insight
Under 30	1 and 2 score
30th	Balanced 1-3 score
40th	Balanced 1-3 score
50th	Balanced 1-3 score
60+	1 and 2 score

Reward Program
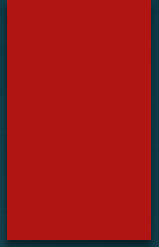
Score	Perk
1	10% Discount for the next Booking valid 6 months
2	3% Personal Discount valid for 1 year
3	One-time free breakfast for the entire stay
4	Free flight or hotel upgrade

Next Steps

Validate the Reward Program	A/B test for different rewards to measure conversion rates and customer retention
Gather Data for Supervised Learning	Collect user behavior data after perks are applied to measure impact and refine the rewards program
Customer Feedback	Reach out directly to customers with the assigned 1 and 2 score to ask them about their favorite perks

Thank you!