TravelTide Customer Segmentation – One Pager

Objective

Segment TravelTide customers to align with personalized rewards program perks and improve retention.

Approach

Applied CRISP-DM framework using SQL & Python. Data exploration, feature engineering, PCA + KMeans clustering (k=7), and cluster profiling. Delivered executive summary and stakeholder presentation.

Key Findings

- Identified 7 distinct behavioral clusters with clear differences in spend, booking style, and discount sensitivity.
- Clusters successfully mapped to perks (e.g., Affluent Hotel Travelers → Complimentary Daily Breakfast).
- Loyal High-Value Travelers and Deal-Seeking Co-Bookers emerged as strategically important segments.
- Inactive users can be re-engaged with simple hotel-side incentives.

Users per Cluster:
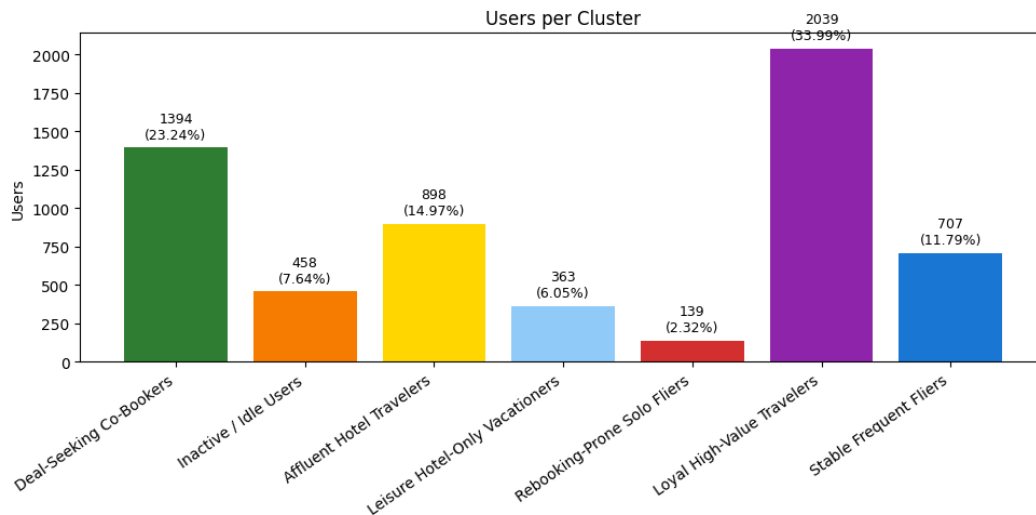
Recommendations

- Roll out perk-based campaigns tailored to each cluster.
- Track sign-up & retention uplift per segment post-rewards rollout.
- Re-cluster periodically as new data accumulates to keep insights fresh.