



Travel Tide

Understanding and Rewarding
Our Customers

MasterSchool
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Sarmad Khader



I. EXECUTIVE SUMMARY

Retaining customers is crucial in the competitive travel industry. TravelTide aims to boost satisfaction and loyalty with a tailored rewards program. This report provides an analysis of the various customer segments through identifying preferences and behaviors to align with travel perks, in order to better understand and enhance the overall customer experience.

II. OBJECTIVES

The main objectives of this analysis were:

- 1- To identify distinct customer segments within TravelTide's user base.
- 2- To align these segments with tailored travel perks in TravelTide's rewards program, in order to enhance customer retention and satisfaction.

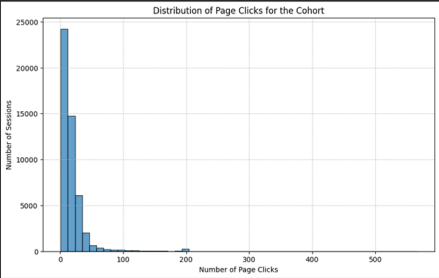
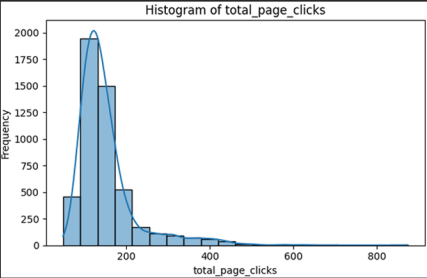
III. METHODOLOGY

We extracted data from the TravelTide database, processed it with SQL for initial extraction, and used Python for further analysis. Clustering techniques helped identify customer segments based on engagement, demographics, gender preferences, booking behaviors, and perk preferences.

IV. FINDINGS

A) User Engagement:

- Trips per User: Most users took between 2 to 4 trips, showing moderate travel frequency.
- Page Clicks per User: Users made 100 to 200 clicks, actively exploring travel options.



B) Top Perks:

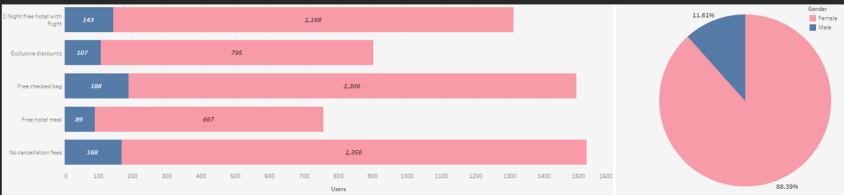
- Free Checked Bags: The most favored perk, offering direct savings.
- No Cancellation Fees: Provided flexibility and peace of mind.
- 1 Night Free Hotel with Flight: Added significant value to travel packages.

Perks per Users		
1 Night free hotel with flight		1,313
Exclusive discounts		905
Free checked bag		1,496
Free hotel meal		757
No cancellation fees		1,527

IV. FINDINGS

C) Gender-Based Preferences:

- Female Users: Preferred no cancellation fees and free checked bags, needing convenience and security.
- Male Users: Showed balanced preferences but leaned towards no cancellation fees for flexibility.



D) Marital and Parental Status:

- Married Users and Those with Children: Preferred no cancellation fees and free checked bags, needing hassle-free and cost-effective travel.

E) Age Group Preferences:

- Young Users (18-34): Preferred perks like 1-night free hotel with flight, loving value-added deals.
- Middle-Aged Users (35-54): Favored exclusive discounts and no cancellation fees, balancing savings and flexibility.
- Older Users (55+): Valued exclusive discounts and free checked bags for cost savings and convenience.



V. PERKS AND USERS' PREFERENCES

1- Exclusive Discounts: The High Value Travelers

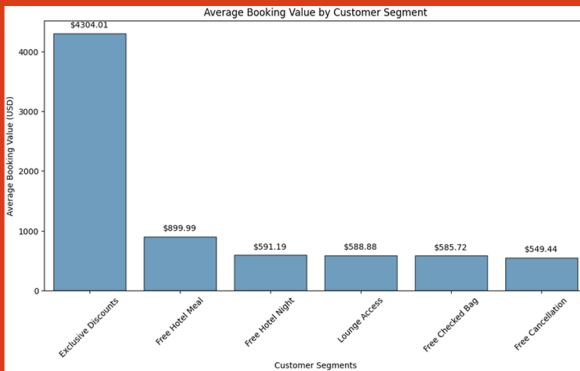
» These were the top 15% of customers by spend. They contributed significantly to revenue and appreciated exclusive perks.

2- Free Hotel Meal: The Planner's Choice

» These users booked well in advance and appreciated perks that added value without high costs.

3- Free Night Hotel Stay with Flight: The Long-Stay Guests

» These travelers often booked longer trips, making them ideal candidates for perks enhancing extended stays.



V. PERKS AND USERS' PREFERENCES

4- Free Checked Bag: The Family and Group Segment

» These users often traveled with families or groups and prioritized convenience and cost savings.

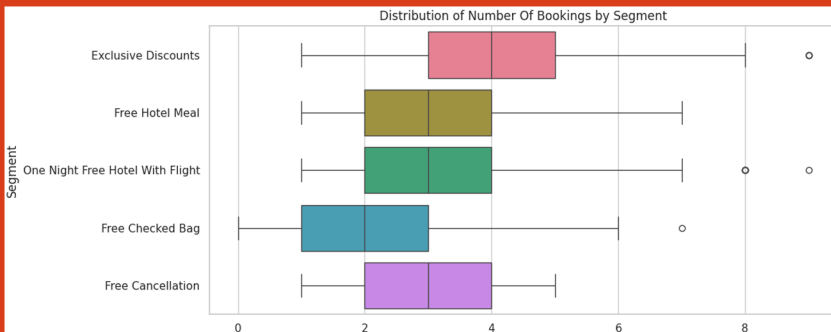
5- Free Cancellation: The Flexible Traveler

» These travelers valued flexibility and peace of mind, often modifying or canceling bookings.

6- Lounge Access: The Global Traveler

» These users frequently traveled internationally, valuing convenience and status perks.

» **Additional Perk:** This insight was discovered after analyzing the data, highlighting a new valuable perk.



VI. RECOMMENDATIONS

A) General Recommendations:

1. Personalized Perks: Tailor perks based on user demographics, such as offering free checked bags for families to enhance convenience and cost-effectiveness.
2. Tiered Rewards Program: Implement various reward levels to encourage more trips and engagement, catering to specific customer segments.
3. Targeted Marketing: Create campaigns for specific user groups, such as young travelers or families, to boost engagement and satisfaction.
4. User Feedback: Continuously update and refine perks based on user feedback to ensure they remain relevant and valuable.
5. Improved User Experience: Enhance site usability to keep users engaged and satisfied, encouraging repeat bookings and loyalty.

B) Customized Recommendations:

1. Exclusive Discounts: Introduce a premium membership tier with exclusive discounts and luxury perks for high-value customers.
2. Free Hotel Meal: Offer free hotel meals to encourage early bookings and add value without significant costs.
3. Free Night Hotel Stay with Flight: Provide free hotel nights for extended stays and promote additional services like car rentals and theme park tickets.
4. Free Checked Bag: Offer free checked bags to families to reduce travel costs and improve convenience.
5. Free Cancellation: Provide free cancellation options to offer flexibility and peace of mind.
6. Lounge Access: Offer lounge access to international travelers to enhance their travel experience and status.

VII. CONCLUSION

The findings and recommendations in this report aim to create a more personalized and engaging experience for TravelTide users, boosting satisfaction and loyalty. TravelTide can enhance customer retention and drive long-term success by implementing targeted perks and refining the rewards program based on user feedback. In addition, continuous monitoring and A/B testing will be crucial to ensure the effectiveness of these initiatives and make necessary updates on a regular basis.

Understanding customer preferences and behaviors in order to tailor offerings is very important. Through this approach, TravelTide can strengthen its market position and maintain a loyal customer base.