HELLO EVERYONE

WELCOME TO TODAY'S PRESENTATION

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AIM OF PROJECT

THE AIM OF THIS PROJECT WAS TO HELP MARKETING DEPARTMENT FIND THE MOST LIKELY PERK THAT WILL MAKE CUSTOMERS SIGN UP FOR REWARD PROGRAM AND KEEPING THEM RETURNING TO TRAVELTIDE PLATFORM

PROJECT BACKGROUND

5998 USERS WAS EXTRACTED FROM TRAVELTIDE DATABASE, AND SEGMENTED INTO FIVE(5) PERK BASE ON THREE(3) DIFFERENT TYPES OF SEGMENTATION.

- **BEHAVIOURAL SEGMENTATION**
- **DEMOGRAPHIC SEGMENTATION**
- **GEOGRAPHIC SEGMENTATION**

RESULT/FINDING

AFTER REMOVING OUTLIERS AND NULL VALUES FOR PRICE(FLIGHT FARE/ HOTEL BILL), I HAD 4927 USERS.

OF WHICH 4345 USERS WHERE FEMALE

2373 FEMALE USERS ARE NOT MARRIED WHILE 1972 ARE MARRIED,

2957 FEMALE USERS HAD NO CHILD AND 1388 HAS CHILDREN

AND MAJORITY OF USERS ARE AGED 32 TO 56 YEARS OLD
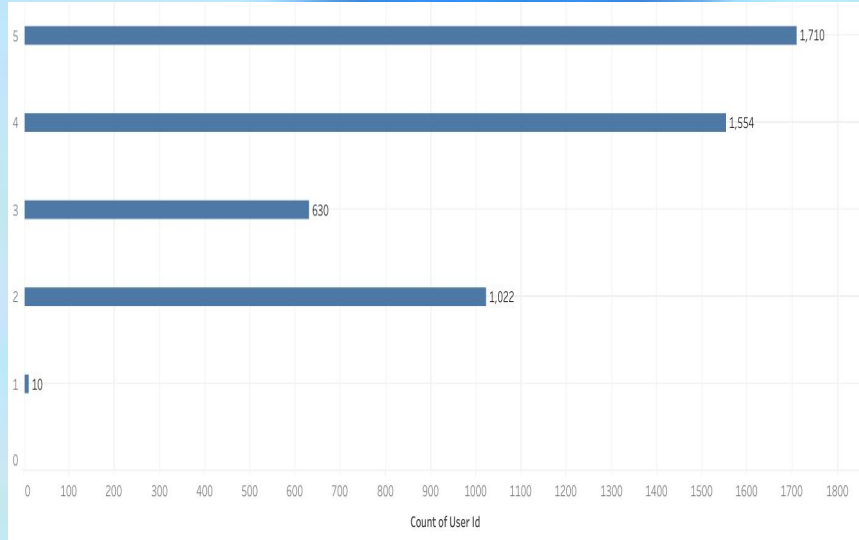
FINDING

MORE FINDING SHOWS THAT THE HOME CITY WITH MAJORITY OF USERS ARE:

- **NEW YORK   719 USERS**
- **LOS ANGELES   588 USERS**
- **CHICAGO   336 USERS**

AND ALSO MOST VISITED DESTINATION ARE :

- **NEW YORK   2653**
- **LOS ANGELES   861**

CHART

FIVE(5) PERK
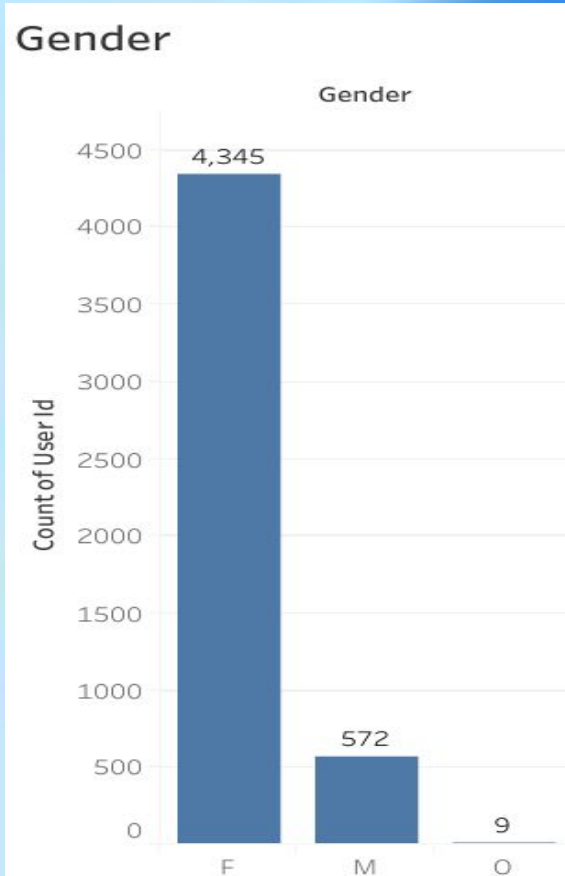
Executive discount   1
Free hotel meal   2
One night free hotel with flight   3
Free checked bag   4
No cancellation fees   5

FROM MY CHART THE PERK
THAT WILL ATTRACT
CUSTOMERS ARE
- NO CANCELLATION FEES
- FREE CHECKED BAG
- FREE HOTEL MEAL

CHART

Gender

4345 USERS ARE FEMALES
WHICH REPRESENT 88% OF MY
DATA,
ALLOWING USER TO HAVE FREE
CHECKED BAG WILL SURELY
KEEP THIS CATEGORY OF
USERS

RECOMMENDATION

the perks that will likely attract customers are

- No cancellation fees
- Free checked bag
- Free hotel meal

1. Users that travel distances less than 4000 Km or live in either New York or Los Angeles should get free cancellation, because the majority of our users live in these two cities, this perk should also be extended to users that travel short distances.

2. Users that are age 30 to 60 years and are married or with children should get free checked bag, i choose this age for this perk because majority of our users are aged 32 to 56 years

3. For free hotel meal users that stayed more than Five(5) night in our hotel and travel a distance of more than 8000 Km should be in this perk, Number of users in this perk might be low, but the percentage total cost is relativity high