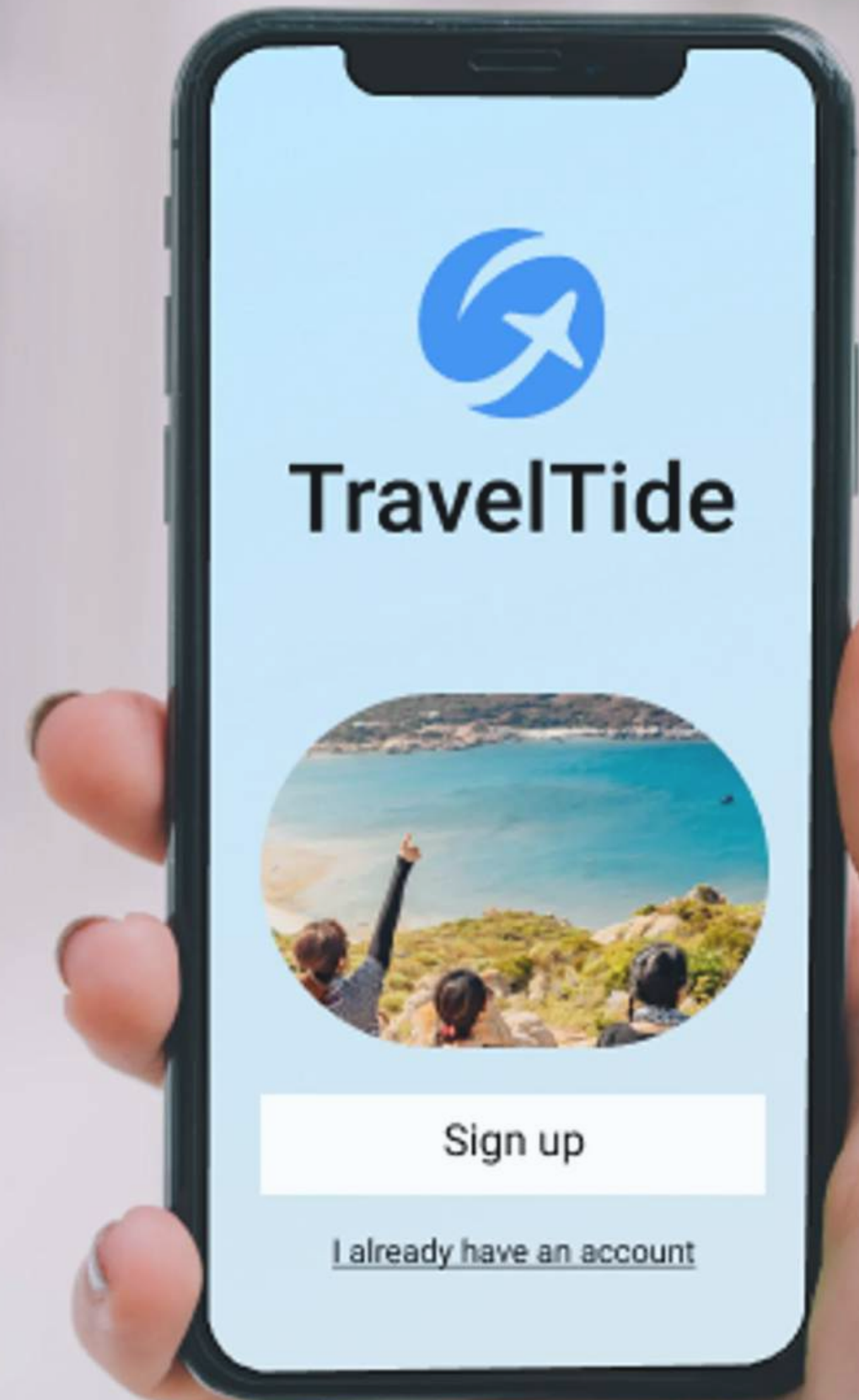




TravelTide

SEGMENTATION ANALYSIS

September 2023



Let's begin!

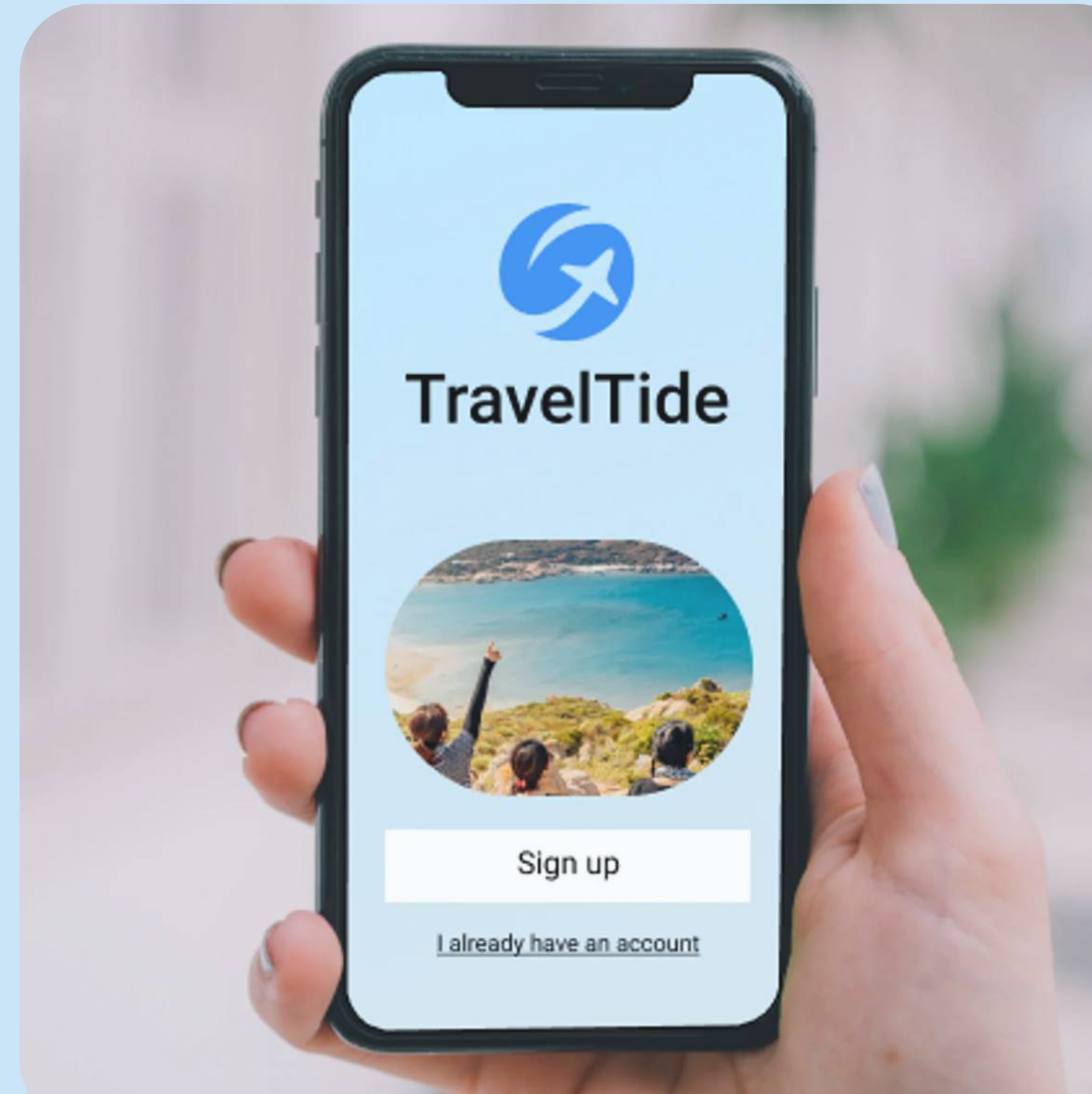
Executive Summary

Key Findings

Conclusion & Recommendations

Supplementary Findings

Appendices



Executive Summary & Key Findings



EXECUTIVE SUMMARY

Context

- Rewards Programme Enhance Retention
- Segmentation: Analyse Behaviours and Assign Favourite Perk
- **5,998 sample size**, 4th Jan 23 to 28th July 23 (7 months)

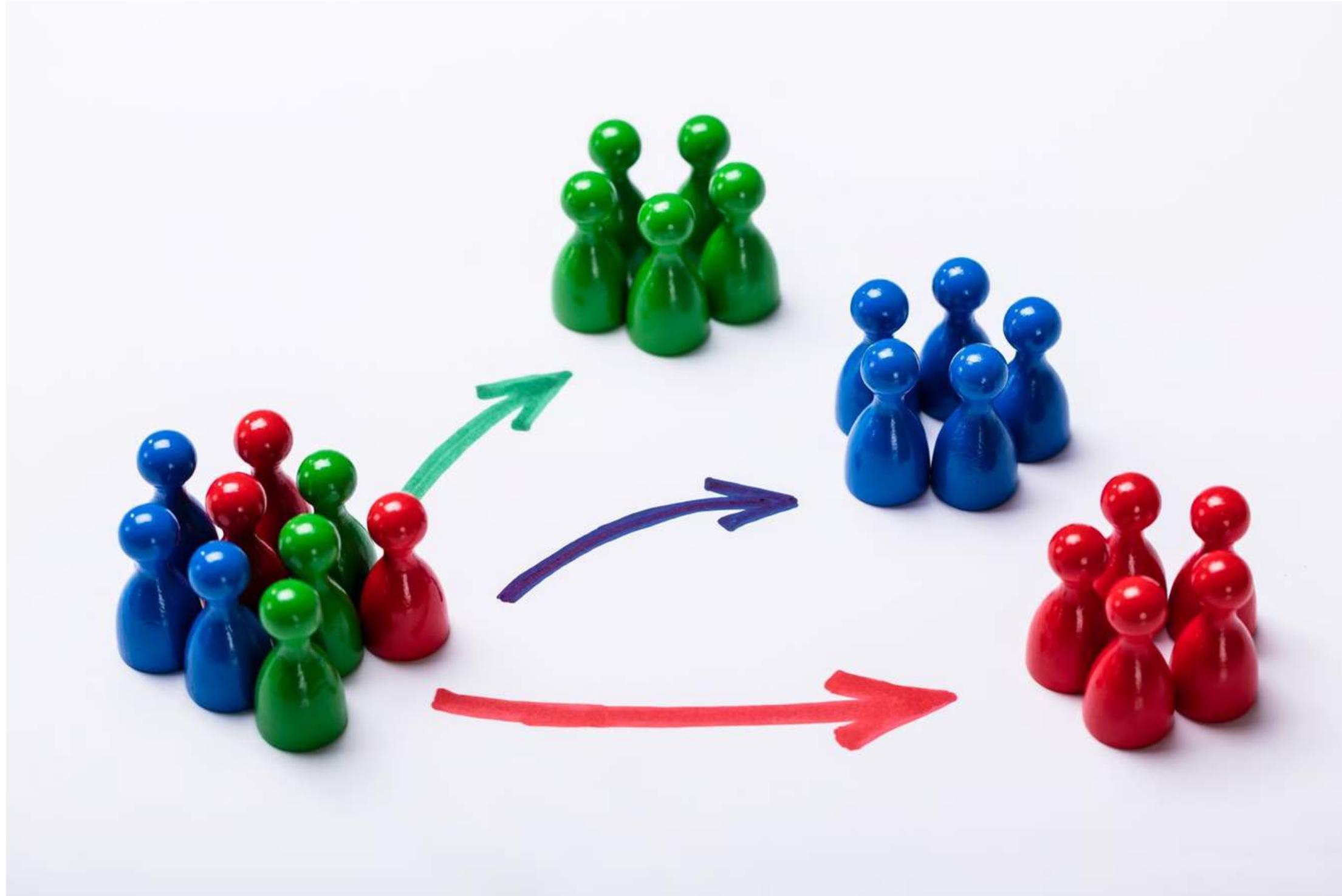
Key Findings

- **Over 50%** customers have affinity for “**Exclusive Discounts**” and “**1-night free hotel with a flight.**”
- **80% of all cohort users are females**, targeted campaigns to expand presence to diversify gender mix
- **New York, Toronto, Houston, LA, Chicago are the top 5 destinations**

Conclusion

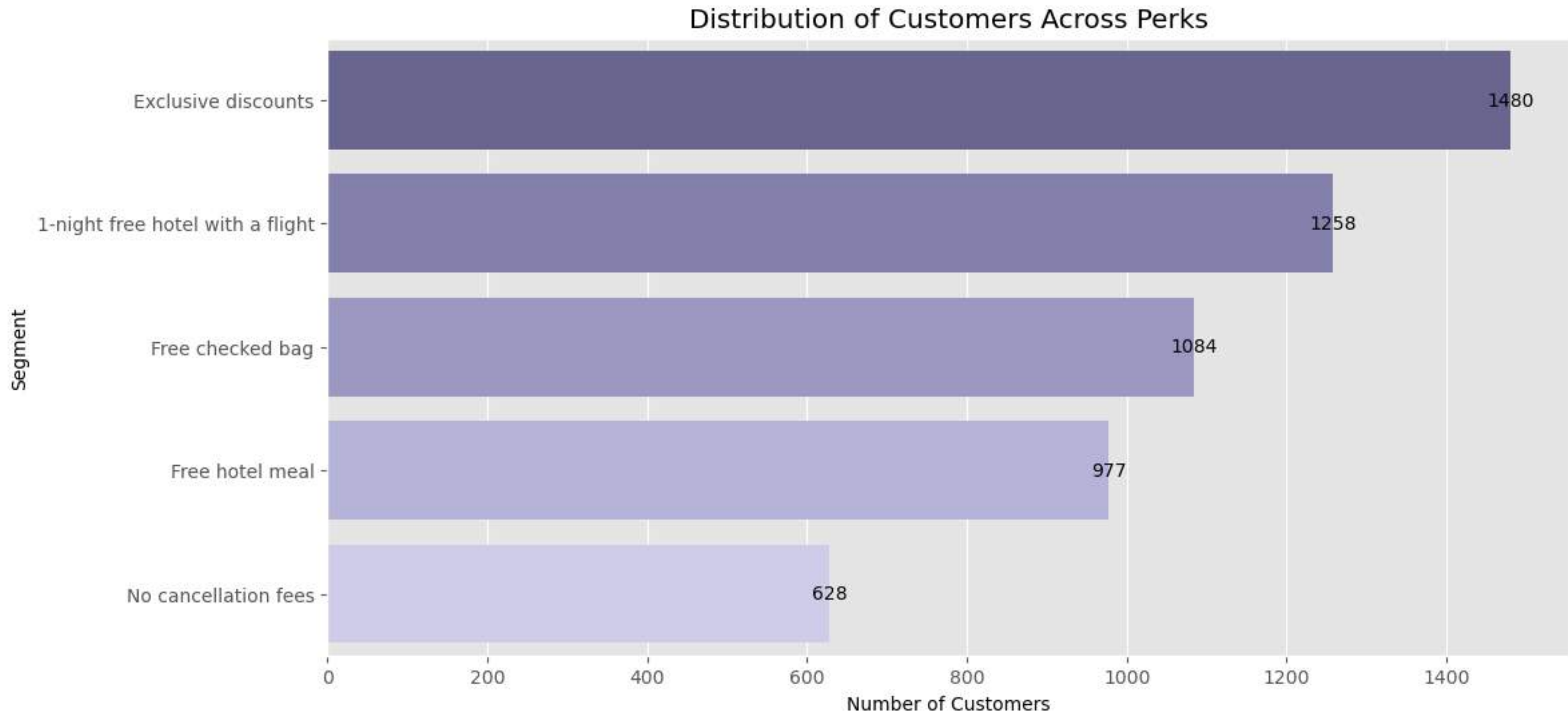
- **Launch 2 perks (Exclusive Discounts and 1-Night Free Hotel)**
- Further Perk Analysis, Targeted demographics, Segmentation Adjustments

WHAT IS SEGMENTATION?



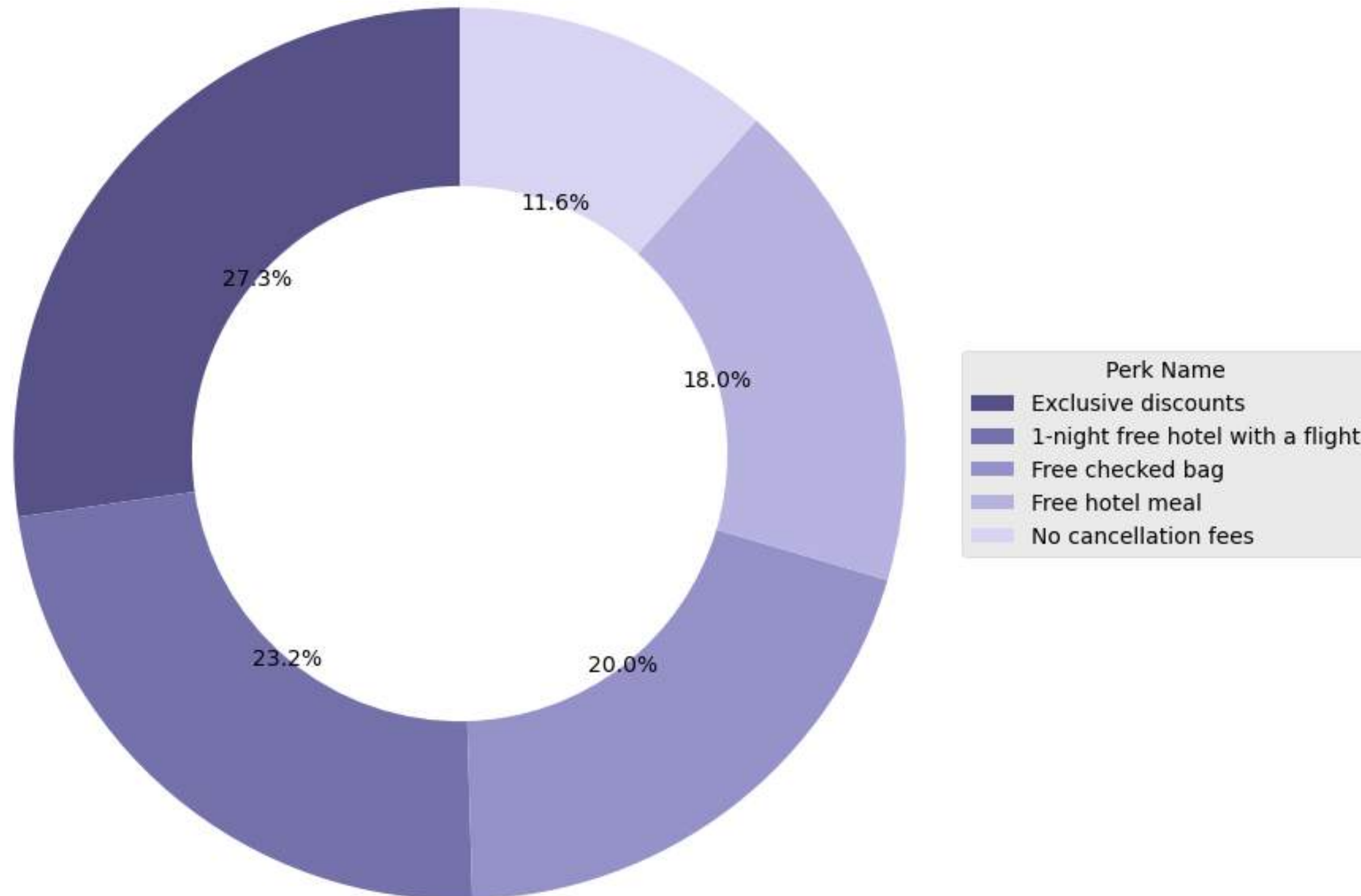
KEY FINDINGS

*Segmentation was conducted between 4th January 2023 - 28th July 2023, with a total of 5,998 users, with **Exclusive Discounts** and **1-Night Free Hotel with a Flight** most popular.*

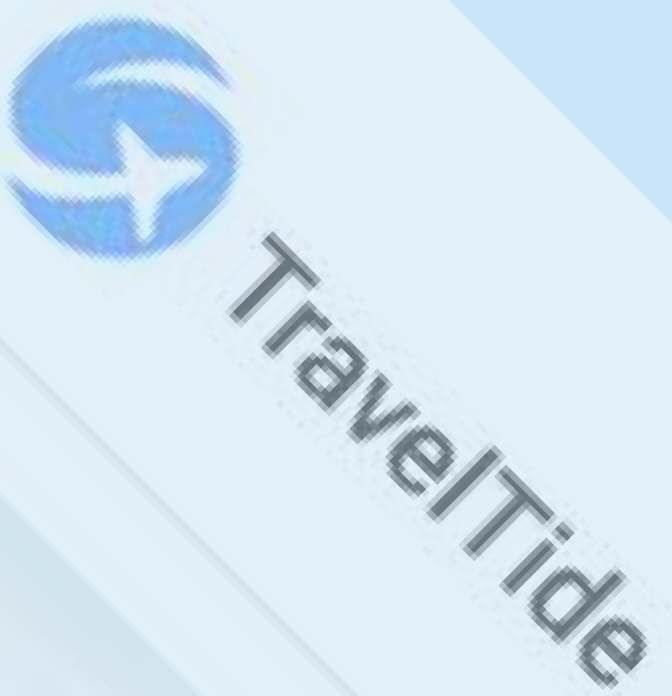


KEY FINDINGS - DISTRIBUTION ACROSS PERKS

Over half (50.5%) of customers are made up of the top two perks demonstrating the impact of these perks on consumer behaviour.



Conclusion & Recommendations



CONCLUSION

Partial Launch of Perks

1. **Exclusive Discounts**
2. **1-Night Free Hotel with Flight**

Why?

- **Clear affinity from user base**
- **Other perks have overlap**
- **The Signal and The Noise**

RECOMMENDATIONS

1 Further Perk Analysis:

- **Consider A/B Testing**
- **Monitor KPIs (engagement & conversion rate)**

2 Targeted Demographics:

- **Location**
- **Gender**
- **Age**

3 Segmentation Adjustments:

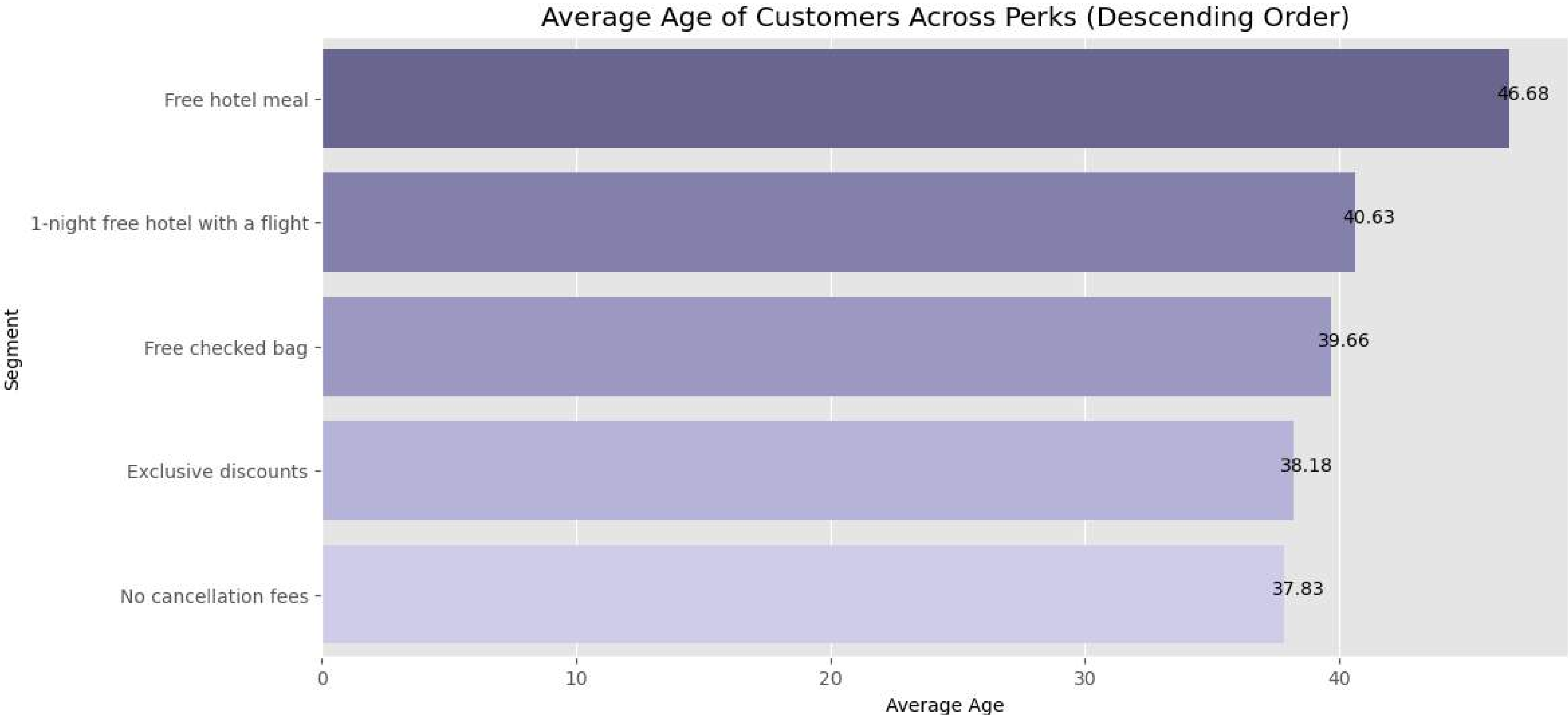
- **Rotating Perks**
- **Revisit low scoring perks**
- **Time of year/Seasonality**

Supplementary Findings



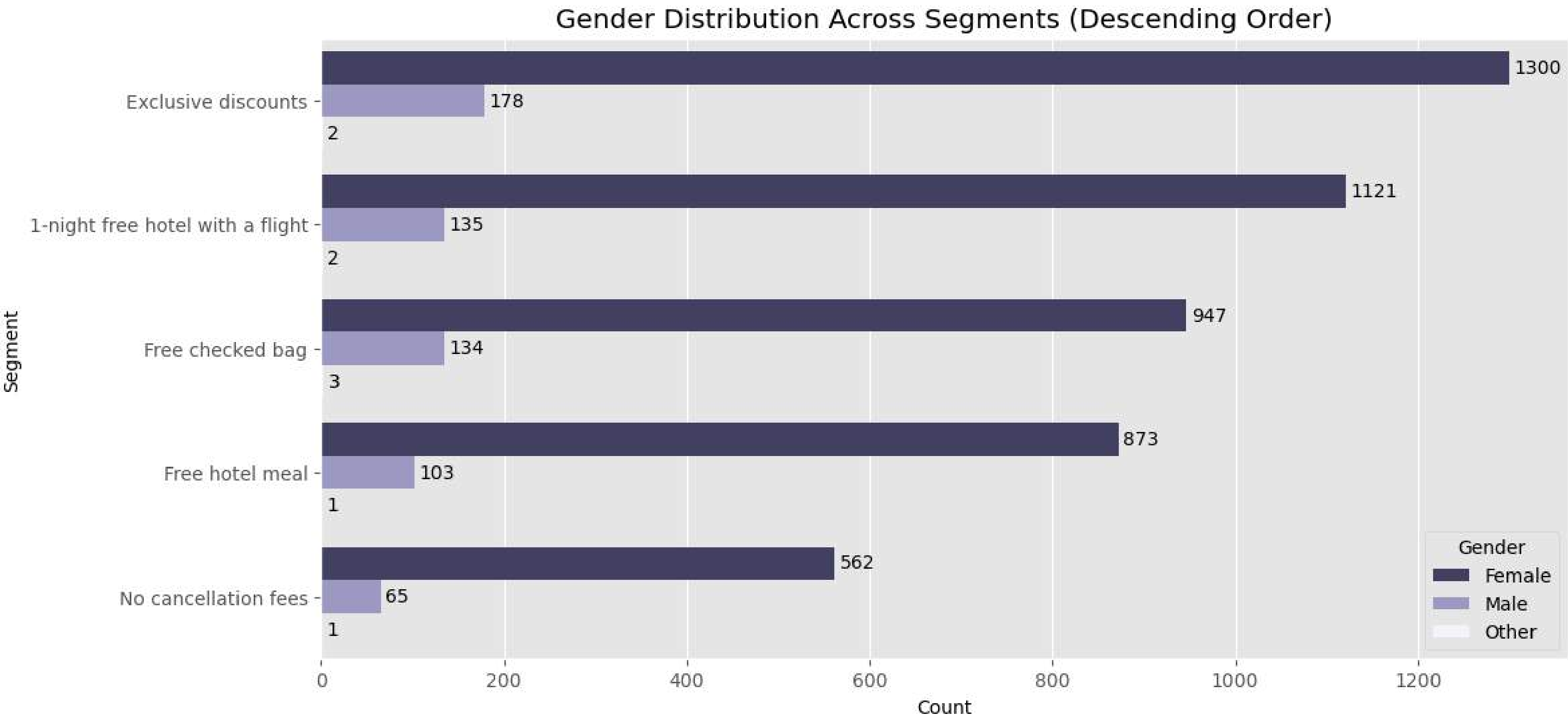
AGE METRICS

Average Age across perks fall within 35-50 age bracket - notably the two most popular perks have an average age of under 40.



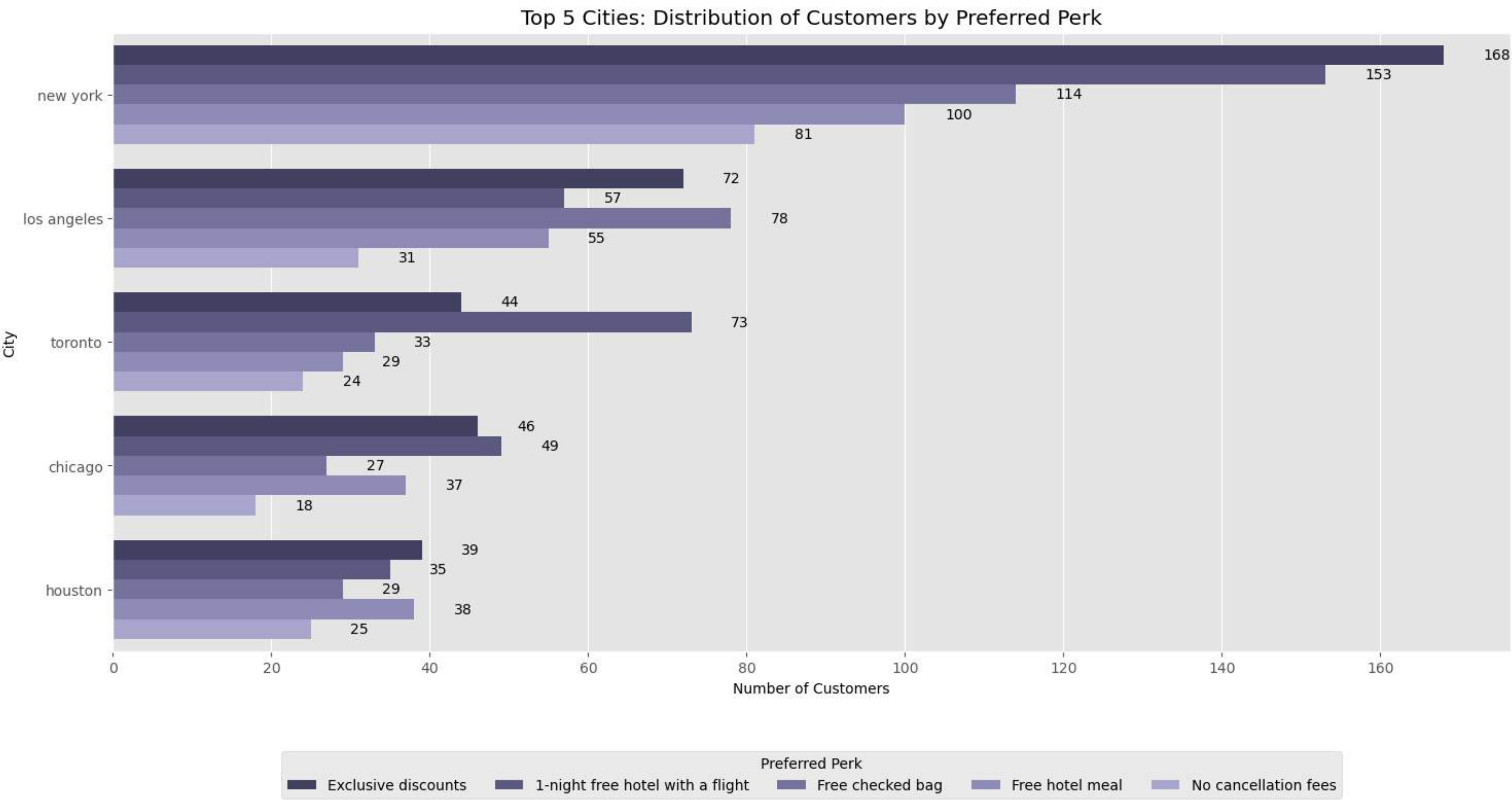
GENDER METRICS

80% of all cohort users are females, suggesting TravelTides engaged user base is predominantly female and therefore targeted campaigns to expand presence to diversify gender mix.



LOCATION METRICS

New York, Toronto, Houston, LA, Chicago are the top 5 destinations, 1 night free hotel with a flight strongly appeals to users from New York City.



Appendices





Become a TravelTide Member

Get Free Cancel
of flights and ho

TravelTide's members can now l
they can cancel their booking ah
guarantee.

Become a Member

As a member, you will also benefi

✓ Complimentary meals with selected ho

✓ Free baggage with selected airlines

Sources & Further Reading

TravelTide Executive Summary Report - [Link](#)

TravelTide SQL Query - [Link](#)

TravelTide Jupyter Notebook EDA - [Link](#)

TravelTide Tableau Visualisation - [Link](#)

Q&A

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