

TRAVELTIDE

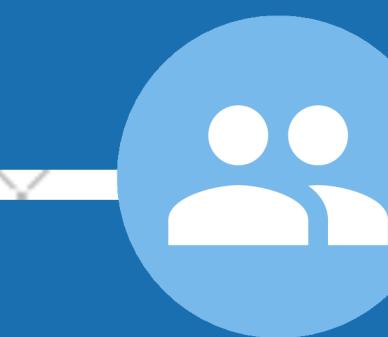
Customer Segmentation

BY: Essam Al Asaad

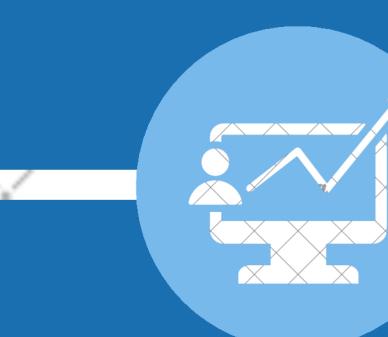
AGENDA



INTRO



DEMOGRAPHICS



USER BEHAVIOR
ON THE WEBSITE



TOP SPEND
GROUPS



PERKS BY
CUSTOMER
GROUPS



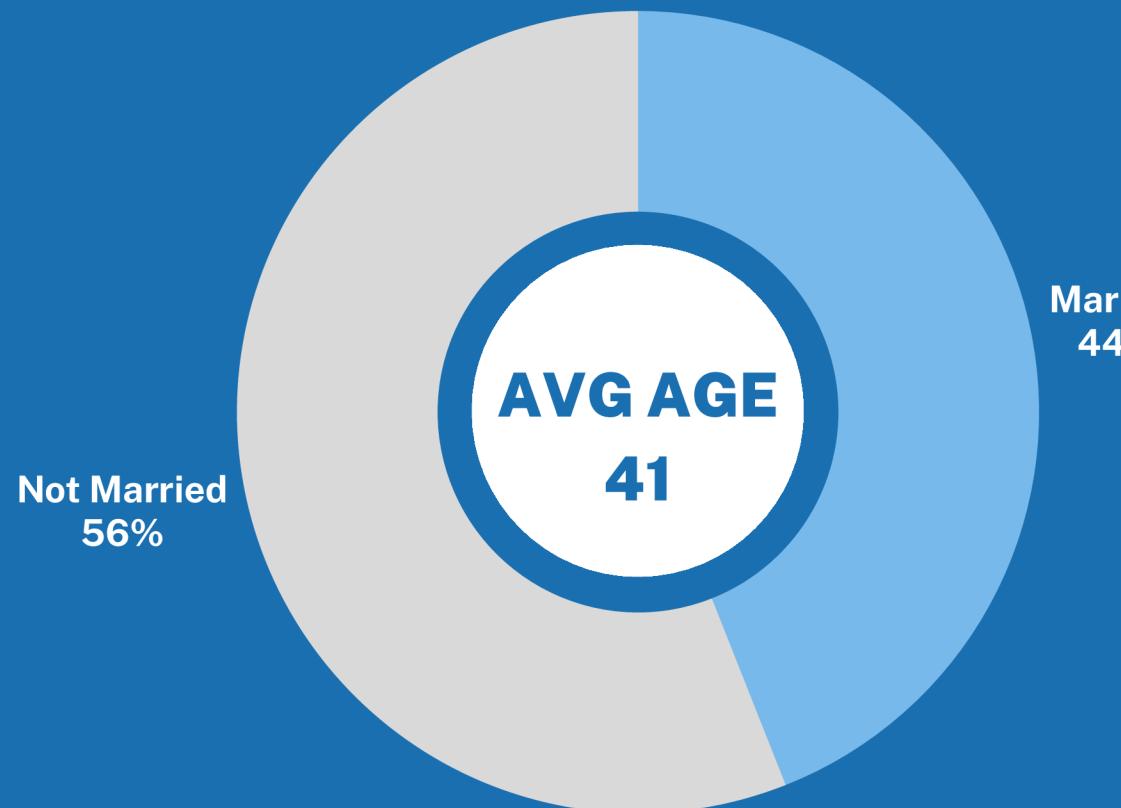
RECOMMENDATIONS

INTRODUCTION

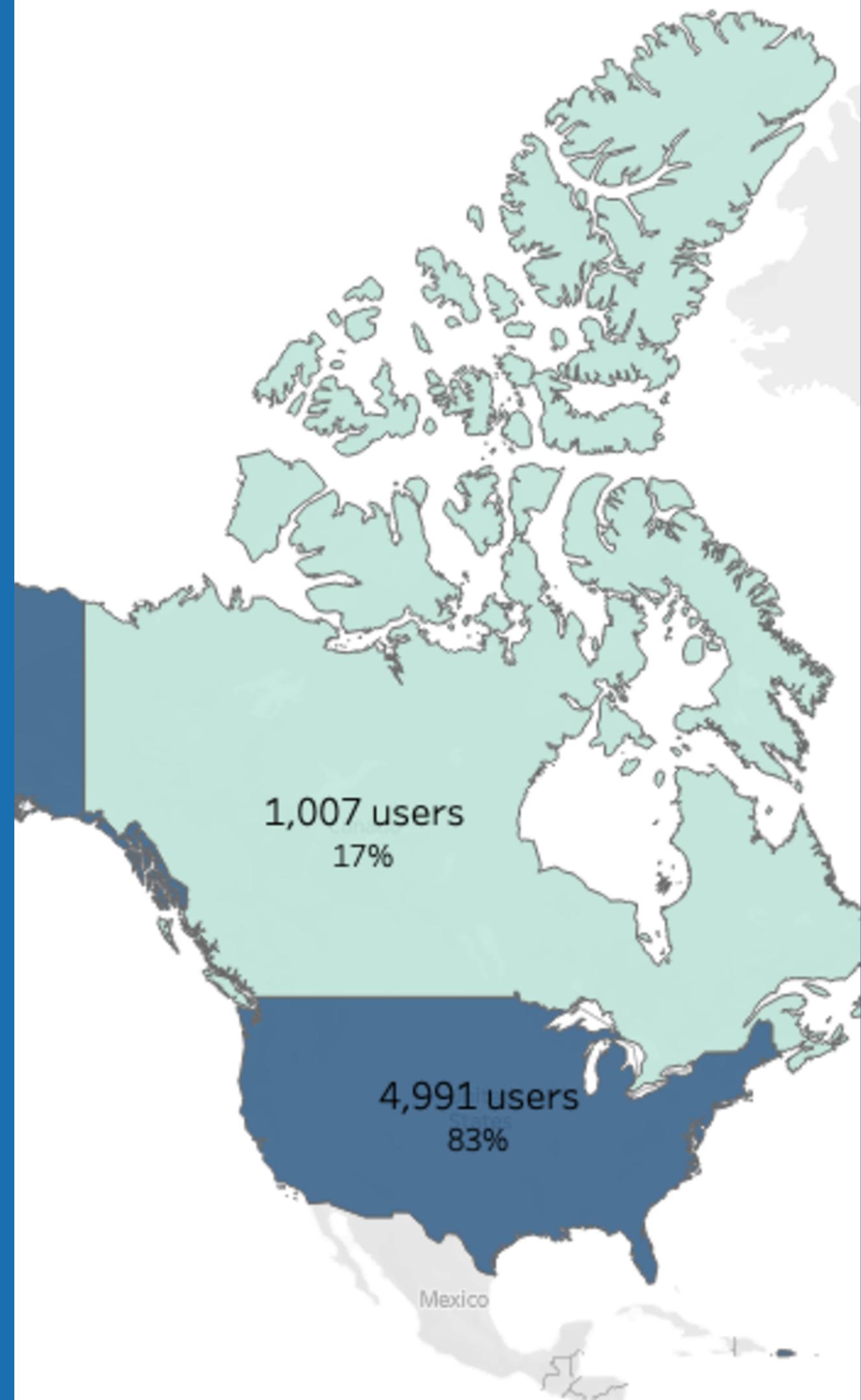
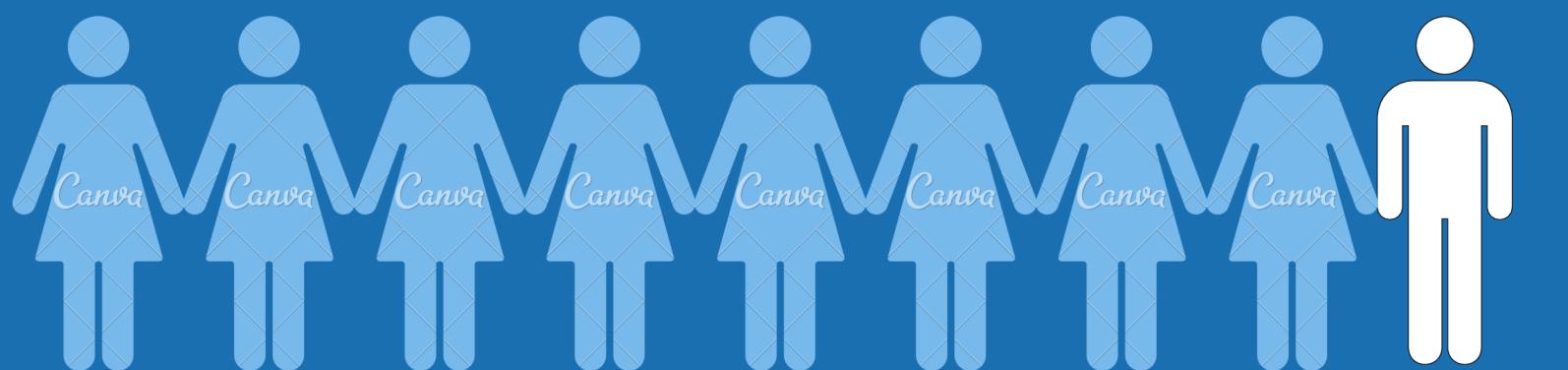
- TravelTide, founded in April 2021, has grown rapidly in the e-booking space with a strong tech-driven inventory but faces challenges in customer retention.
- The company aims to use customer insights to build a personalized marketing strategy and loyalty rewards program.
- The objective is to provides data-driven insights to identify key customer segments and tailor relevant perks to improve retention and engagement.



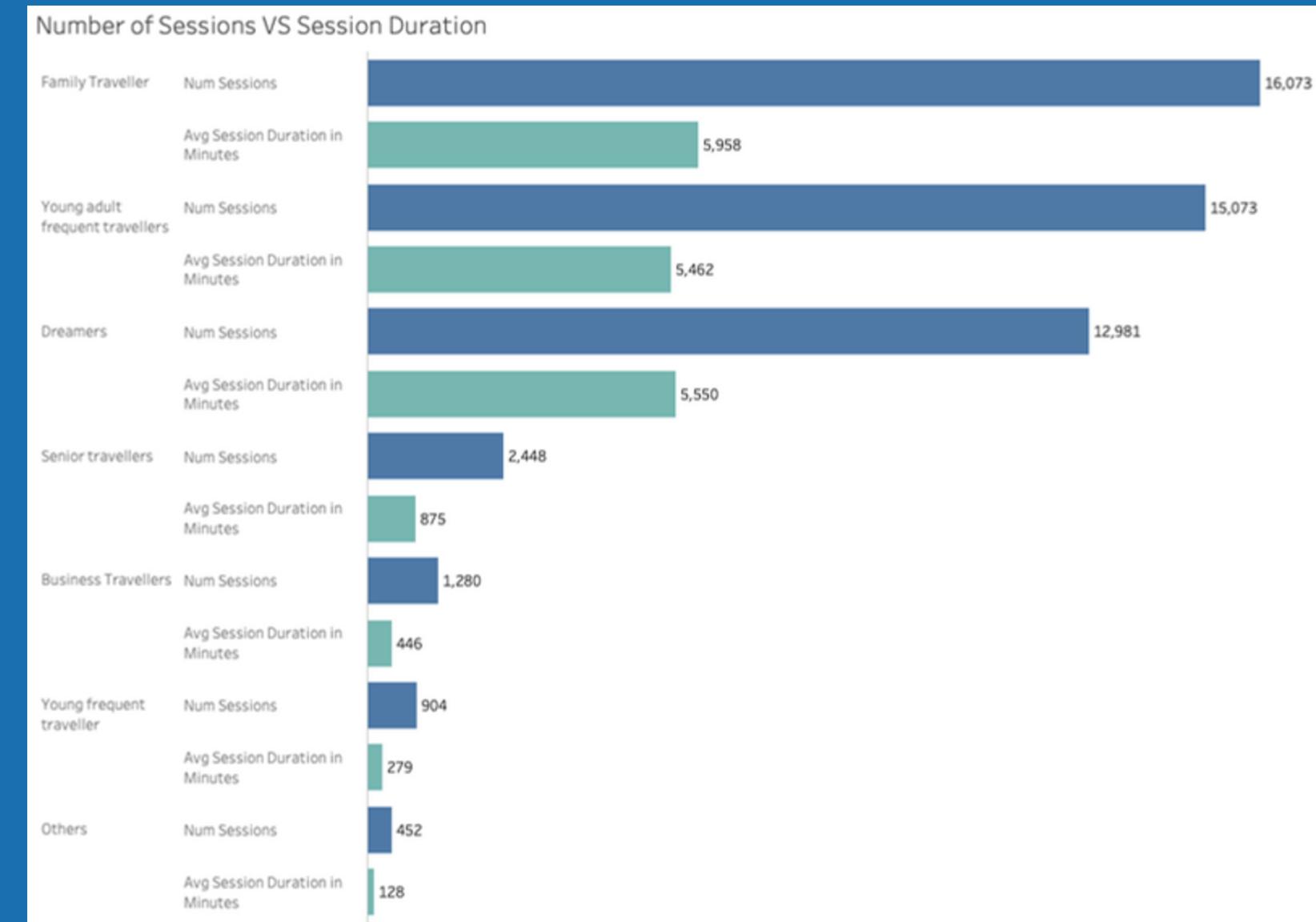
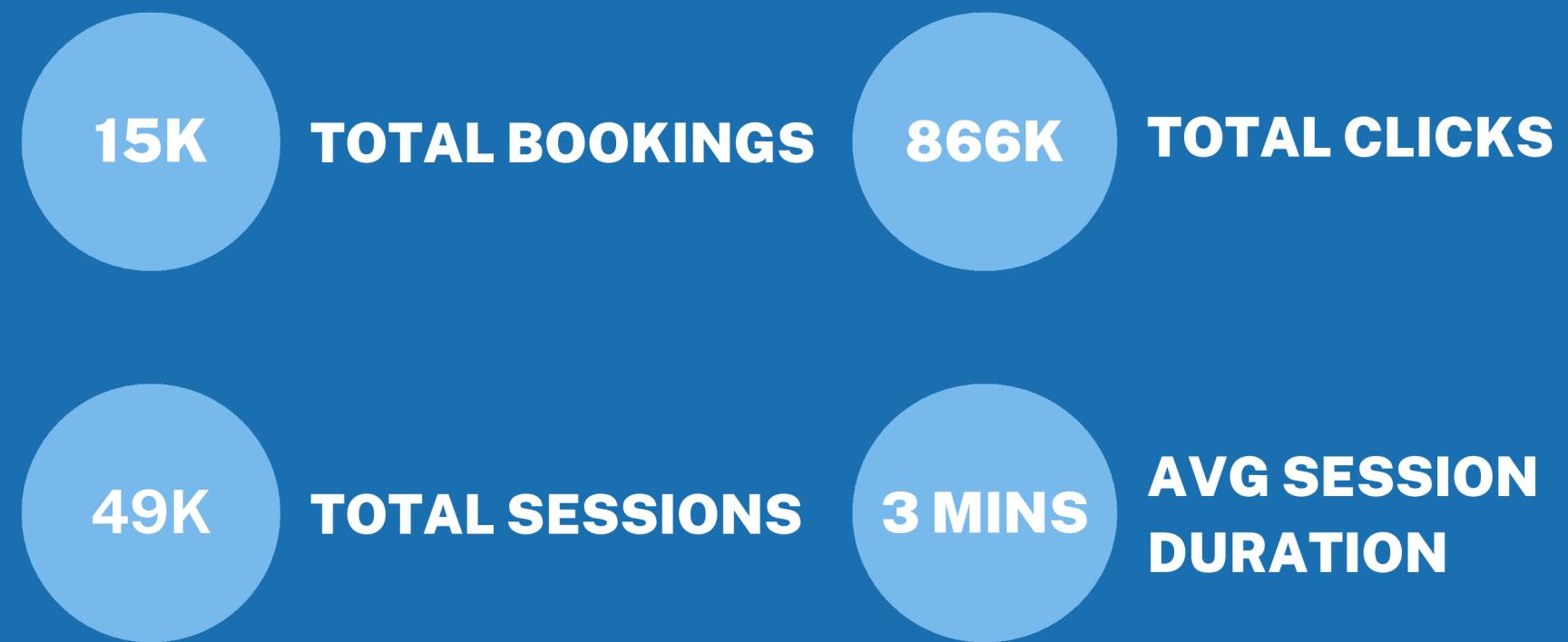
DEMOGRAPHICS



GENDER

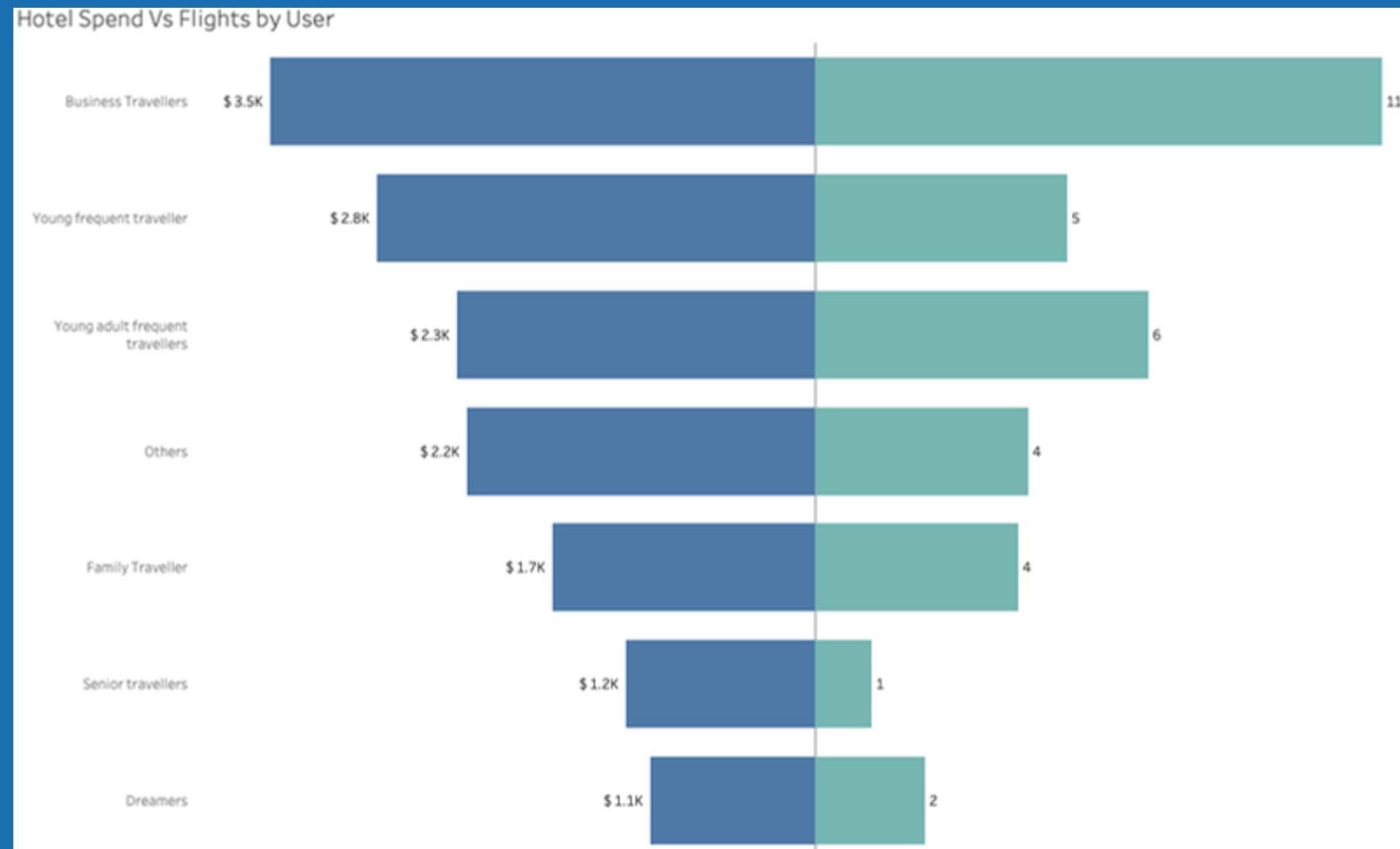


USER BEHAVIOR ON THE WEBSITE



TOP SPEND GROUPS

- Business Travelers are the highest spenders, averaging \$3,500 on hotels and 11 flights per user.
- Young Frequent Travelers spend an average of \$2,800 on hotels and 5 flights per user.
- Young Adult Frequent Travelers spend an average of \$2,300 on hotels and book 6 flights per user.



PERKS BY CUSTOMER GROUP

Customer Group	Assigned Perks	Rationale
Family Travelers	Free Hotel Meal, No Cancellation Fee, Free Hotel Night	Value flexibility and family-oriented services.
Young Adult Frequent Travelers	Free Hotel Night, Priority Boarding, Free Checked Bag	Appreciate loyalty rewards and convenience perks.
Young Frequent Travelers	Free Checked Bag, Complimentary Hotel Meal, Milestone-Based Rewards	Growing loyalty; milestone incentives enhance engagement.
Dreamers	Free Checked Bag, Free Hotel Meal, Occasional Upgrades	Price-sensitive and aspirational; perks drive aspiration into action.
Business Travelers	Lounge Access, Priority Boarding, Hotel/Airport Pick-Up	Prioritize efficiency and comfort during travel.
Senior Travelers	Free Hotel Meal, No Cancellation Fee, Pick-Up Service	Require comfort and stress-reducing services.
General Travelers	Free Checked Bag, No Cancellation Fee, Free Hotel Meal	Simple, value-driven perks encourage repeat bookings.

RECOMMENDATIONS

- US & Canada Focus: Prioritize US marketing; tailor for Canadian growth.
- Female Perks: Offer wellness perks for 88% female users.
- Family Deals: Bundle offers for families and married users.
- Loyalty Rewards: Incentivize frequent bookings, especially young adults and business travelers.
- Value Offers: Provide discounts and flexible options for key segments.
- Business Perks: Add perks like early check-in for business travelers.
- Optimize: Track engagement and refine perks as needed.

THANK YOU