

DATAGENIX

DATA ANALYSIS FOR TRAVEL TIDE
ON CUSTOMER ANALYSIS,
SEGMENTATION AND PERKS
DISTRIBUTION

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PROCESS



Data cleaning
Feature Engineering
Customer Segmentation & Perks distribution
Data Visualization
Observations and Insights

Data Overview

- Data used for Flights, Sessions, Hotels, and Trips

Key variables/features.

- **Data Sources:** Given by Elena of Travel Tide as a URL on the messages sent to Datagenix
- **Preprocessing:** Data was cleaned using Excel to remove irrelevant duplicate data, and define dates and other parameters for effective analysis as defined by Elena.
- **Tools used are:** PostgreSQL, Tableau, and Excel Spreadsheet



IMPORTANT FEATURES

Customer Segmentation

Customer Segmentation

Customer segmentation is the process of dividing a company's customers into groups based on shared characteristics, such as behavior, demographics, or preferences. This helps businesses tailor their products, services, and marketing efforts to meet the specific needs of each group more effectively.

Feature Engineering

Feature Engineering

feature Engineering

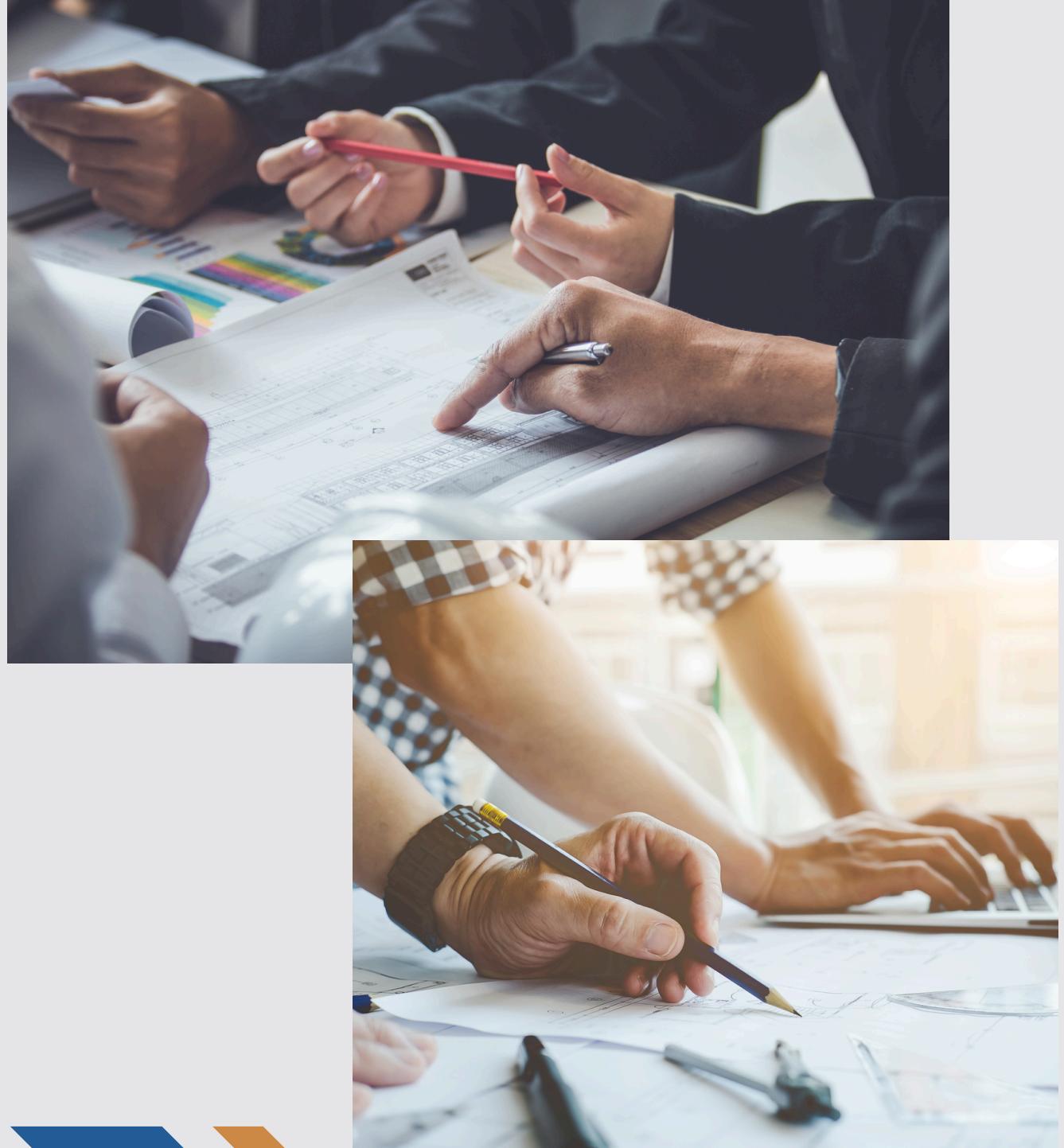
Feature engineering is used to transforming given data into more useful inputs that could help traveltides understand patterns and make accurate and informative decisions

Perks Distribution & Data Visualization

Perks distribution & Data Visualization

Perks Distribution: Perks distribution refers to the way benefits or rewards, such as discounts, upgrades, or loyalty points, are allocated or used by customers.

Data Visualization: Data visualization is the process of representing data in visual formats like charts, graphs, and maps, making it easier to understand and analyze patterns, trends, and insights.



Conclusion

This report structure provides a comprehensive roadmap for exploring the critical relationship between a data-driven approach, personalized perks, customer retention, and revenue growth for Travel Tide. Presenting data visually and supporting the narrative with actionable insights makes the findings more accessible and persuasive to the audience.



A complex network graph composed of numerous small, glowing blue and white circular nodes connected by thin, translucent blue lines. The graph is set against a dark navy blue background and is visible on the left side of the slide.

THANK YOU

DATAGENIX SERVICES

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