Executive Summary
Travel Tide Customer Segmentation
Perks Analysis
Enhancing Customer Experience

Analyst: Djamel Fitas

Introduction:

In response to the dynamic landscape of the travel industry, we initiated in-depth analysis of the Perks Program. The primary goal was to assess the performance and popularity of individual perks, with a focus on aligning offerings with customer preferences.

Objective:

The objective of this analysis was to evaluate the effectiveness and popularity of perks within our Perks Program. We aimed to understand customer preferences, identify high-performing perks, and provide recommendations for optimization

Methodology:

The analysis employed a two-fold approach. Firstly, customer data was meticulously categorized based on demographic characteristics such as age group and geographic location. Secondly, thresholding, fuzzy and K-Means segmentation methods were implemented to rank customers and distinct their affinity towards specific perks

Key Findings:

- ✓ **Free Cancellation fee:** This perk garnered the highest customer interest, indicating its significance in enhancing the travel experience.
- ✓ **Free Hotel Meals and Checked Bags:** These perks also demonstrated strong appeal, suggesting they should be prominently featured in marketing efforts.
- ✓ **One Night Free Hotel with Flight:** Optimization opportunities exist to further increase its adoption among qualified customers**.**
- ✓ **Exclusive Discounts:** Targeted marketing towards specific customer groups cam amplify the attractiveness of exclusive discount.
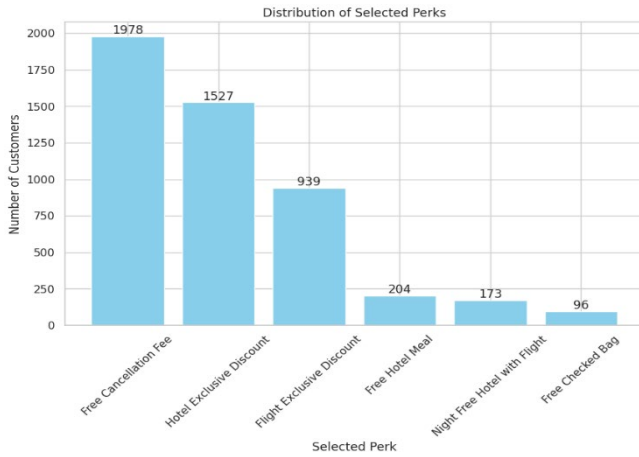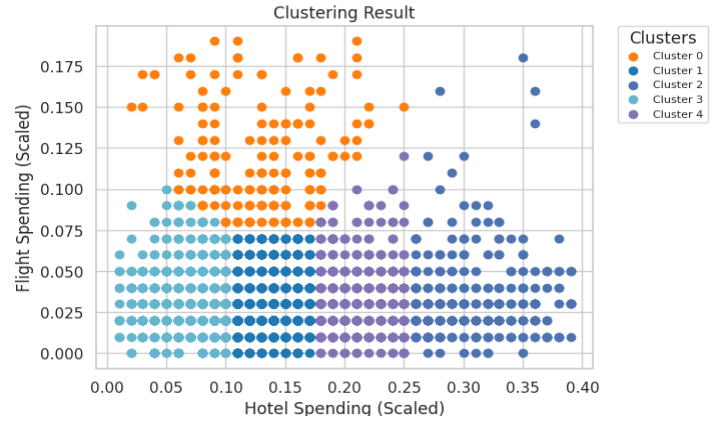
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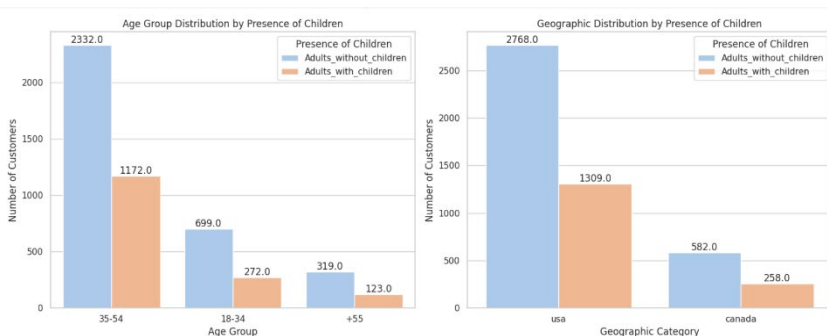
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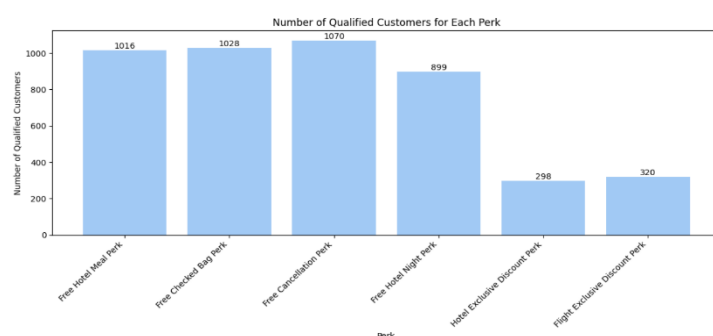
Fuzzy Segmentation	K-Means

Recommendations:

➢ **Promote Free Cancellation Fee:** This perk garnered the highest interest among customers, highlighting the flexibility and peace of mind it offers could be a strong selling point

➢ **Emphasize Free Hotel Meal and Checked Bag:** These perks also had significant interest. Consider building these together of featuring them prominently in marketing materials.

➢ **Optimize Night Free Hotel with Flight**: While this perk had a decent number of qualified customers, there might be room for optimization. Consider tailoring this offer to specific demographics or destinations

➢ **Targeted Marketing for Exclusive Discounts:** Flight and hotel exclusive discounts attracted a smaller segment. Consider targeting specific customers groups, like frequent travellers or those seeking luxury experiences.

➢ **Regularly Evaluate and Adjust Perks:** Customer preferences may change over time. Regularly collect feedback and monitor perk performance to ensure offerings remain aligned with customer needs