**Executive Summary**

**Project: Personalized Rewards Segmentation for TravelTide**

Since launching in 2021, TravelTide has grown rapidly due to its vast travel inventory and powerful search technology. However, customer retention remains a challenge. Elena Tarrant, Head of Marketing, has proposed a personalized rewards program to address this—our task was to validate her assumptions and identify which customers might be most drawn to specific perks.

We focused on grouping TravelTide users based on behavior and demographics to personalize rewards and increase engagement.

**Key Goals:**

* Identify and group active users based on behavioral and demographic traits.
* Assign each user the most suitable reward (perk).
* Provide actionable insights to optimize TravelTide's rewards program rollout.

**Key Insights:**

* We identified six distinct customer segments, each with unique travel and browsing patterns.
* Behavioral signals (e.g., booking frequency, trip purpose, family indicators) align well with proposed perks.
* Some original hypotheses (e.g., families prefer free baggage) were validated; others (e.g., seniors prefer local museums) needed refinement based on the data.

**Recommendations:**

* Launch the program using personalized messaging tailored to each segment’s top perk.
* Conduct A/B testing across segments to refine perk preferences further.
* Revisit segmentation quarterly to reflect changing travel behavior.