

DA109 - Mastery Project Feedback

Submissions:

- Link to the project folder: ✓
 - Read Me file
 - CSV file ✓
 - Folders with Code✓
 - (Bonus) -Github Repository ✗
- Executive Summary ✓
- Detailed Report ✓
- Video presentation ✓

Presentation Feedback:

Strengths:

- **Clear and structured approach** – Well-organized flow from problem identification to data analysis, segmentation, and recommendations.
- **Effective segmentation** – Identifies four traveler segments with distinct booking habits and assigns tailored perks.
- **Practical recommendations** – Suggests A/B testing and personalized marketing emails to optimize conversions.
- Engaging delivery – Clearly explains insights and strategic decisions in a professional manner.

Areas for Improvement:

- **Perk differentiation could be stronger** – Some rewards are standard (e.g., discounts), and introducing experience-based perks may add value.
- **Limited discussion on business impact** – Estimating retention improvement or revenue growth would strengthen recommendations.

Overall:

A well-structured and data-driven presentation with strong segmentation and feature engineering. Enhancing perk variety, business impact estimation, and model explanation would improve clarity and effectiveness.

Documentation Feedback:

Strengths:

- **Comprehensive and well-structured report** – Clearly outlines business objectives, data preparation, segmentation, and perk assignment.
- **Strong data analysis and feature engineering** – Incorporates demographic, travel behavior, and spending efficiency metrics to improve segmentation.
- **Scalability considerations** – Acknowledges the need for continuous data updates to refine segmentation over time.

Areas for Improvement:

- **Perk distribution is skewed** – A large proportion of users receive the general 5% discount, which limits the impact of personalized rewards.
- **Business impact estimation is missing** – No quantitative assessment of how the perks influence customer retention or revenue growth.
- **Limited engagement insights** – While booking and spending behaviors are analyzed, user engagement metrics (clicks, time spent, interactions) could provide a deeper understanding.

Overall:

A highly detailed, data-driven report with strong segmentation and model-based perk assignment. Addressing perk distribution imbalances, adding business impact projections, and refining model performance for premium perks would enhance its effectiveness.