

Executive Summary – TravelTide Personalized Rewards Program

Overview

TravelTide, a digital travel platform, launched a project to design a personalized rewards program aimed at increasing customer retention and boosting repeat bookings. The strategy focuses on offering relevant perks based on user behavior and demographics, enhancing user experience and loyalty.

Goal

To identify key user segments and assign meaningful, behavior-aligned perks that drive engagement and conversion.

Approach

A multi-step data-driven methodology was followed:

- **Data Filtering:** Focused on users with more than 7 sessions since January 4, 2023 — resulting in 5,998 active users.
- **Metric Computation:** Behavioral metrics like Booking Rate, Cancellation Rate, Lead Time, Discount Usage, and ADS per km were calculated using SQL.
- **Segmentation:** Users were grouped into 8 distinct segments (e.g., Frequent Travelers, Bargain Seekers) based on behavioral patterns.
- **Perk Matching:** Each segment was assigned a customized perk (e.g., free baggage, priority check-in) most relevant to their travel habits.

- **Demographics & Visualization:** Tableau dashboards provided insights into age, gender, and location differences among segments.

Key Segments & Sample Perks

- *Frequent Travelers:* Priority Check-in & Boarding
- *Premium Planners:* Extended Cancellation Window
- *Baggage Enthusiasts:* Additional Free Checked Baggage
- *Curious Shoppers:* Discount Incentives

Outcomes & Recommendations

- Successfully created actionable, interpretable segments
- Designed perk strategies aligned with segment behavior
- Recommend A/B testing of perks to validate engagement impact
- Suggest ongoing refinement as user behavior evolves

Next Steps

Implement the program in a phased rollout, monitor engagement metrics, and iterate based on real-time feedback and user satisfaction.