

Executive Summary

Traveltide, a digital travel platform with over 1.6 million users and more than 5 million unique sessions, launched a strategic initiative to boost user engagement and trip bookings through personalized perks. This project aimed to identify active users, segment them based on behavioral and demographic metrics, and assign tailored incentives to encourage further platform use.

Our analysis focused on a filtered cohort of 5,998 active users, selected based on session frequency (7+ sessions) and recent activity (post-Jan 1, 2023). Using a rule-based segmentation strategy, we grouped users into distinct customer personas such as Dreamers, Family Travelers, Business Travelers, and more. Each segment was analyzed for its characteristics and assigned a suitable perk aimed at enhancing engagement, conversion, or retention.

The results provide both operational insights and marketing strategies, including recommendations on which user groups to prioritize for marketing efforts. For example, Dreamers are highly engaged but unconverted users — ideal for first-travel incentive campaigns. Meanwhile, Business Travelers offer high retention value, and Family Travelers exhibit seasonal booking patterns worth targeting during peak travel windows.