Travel Tide Project

MASTERSCHOOL MASTERY PROJECT PRESENTATION

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Introduction

o   *Goal of the project*

o   *Explanation of the customer group divisions*

o   *Definitions of the perks for each customer group*

o   *Age group distribution and perks*

o   *Customer groups according to the countries USA & Canada*

o   *Recommendations*
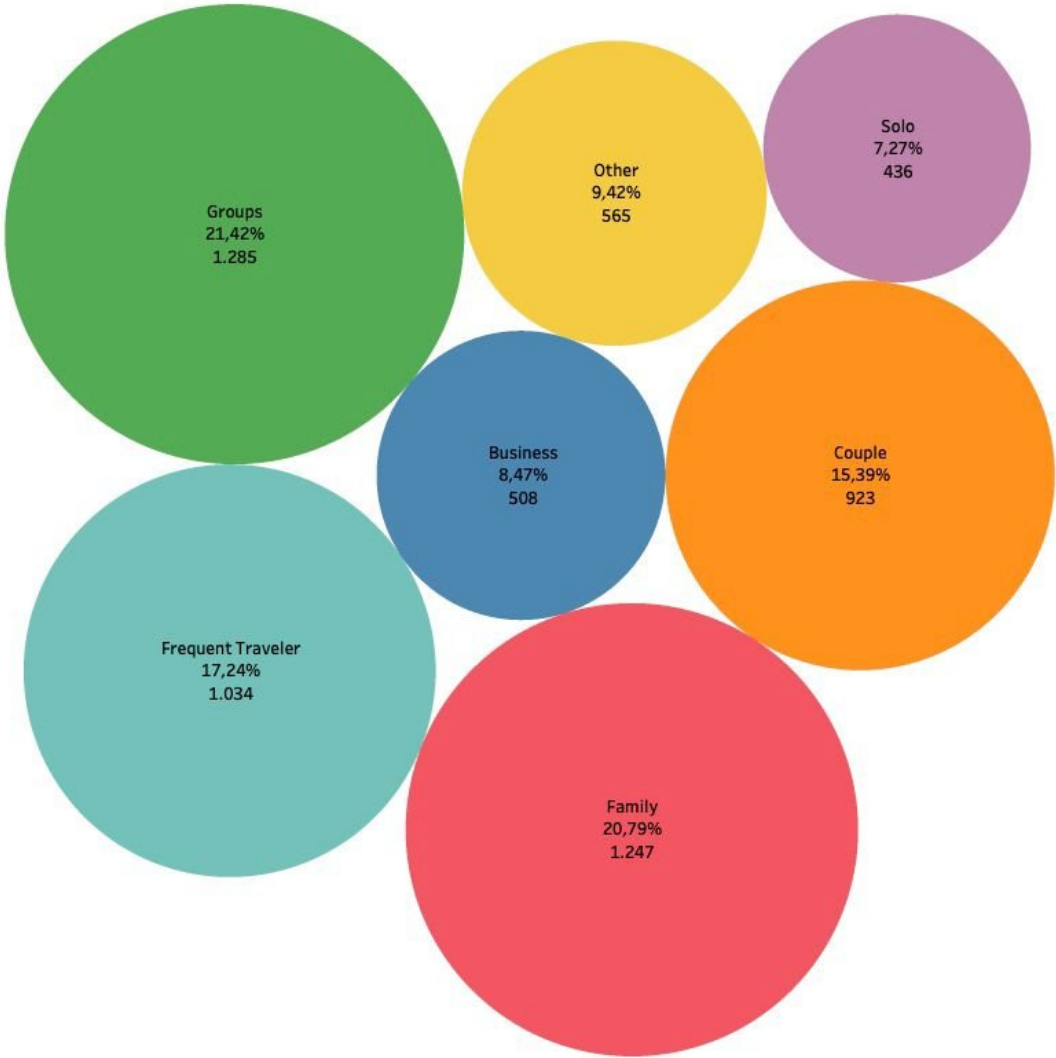
o   *Resources*

TravelTide

Goal of the Project

- Travel Tide, is a growing e-booking platform powered by advanced technology, which is making steady progress in the online travel industry.

- This project aims to develop a customized rewards program that boosts customer loyalty by offering tailored perks.

- The primary objective is to leverage data-driven insights to create personalized rewards that align with individual customer behaviors and preferences.

Explanation of the customer group division

- **Groups:** Users traveling with larger parties, reflected by higher averages in checked bags, flight seats, and hotel rooms. Typically unmarried, indicating group rather than family travel.

- **Families:** Identified by traveling with children, higher baggage counts, multiple flight seats, and average overall hotel expenses.

- **Frequent Travelers:** Users who fall in the top 25% of all users based on the number of trips taken.

- **Couples:** Travelers with two flight seats, one hotel room, no children, and a marital status of married.

- **Other:** Users whose travel patterns do not align with the defined categories, indicating unique or diverse behaviors.

- **Business Travelers:** Characterized by minimal luggage, short hotel stays, and above-average spending on accommodations.

- **Solo Travelers:** Individuals traveling alone, with moderate spending and fewer overall trips.
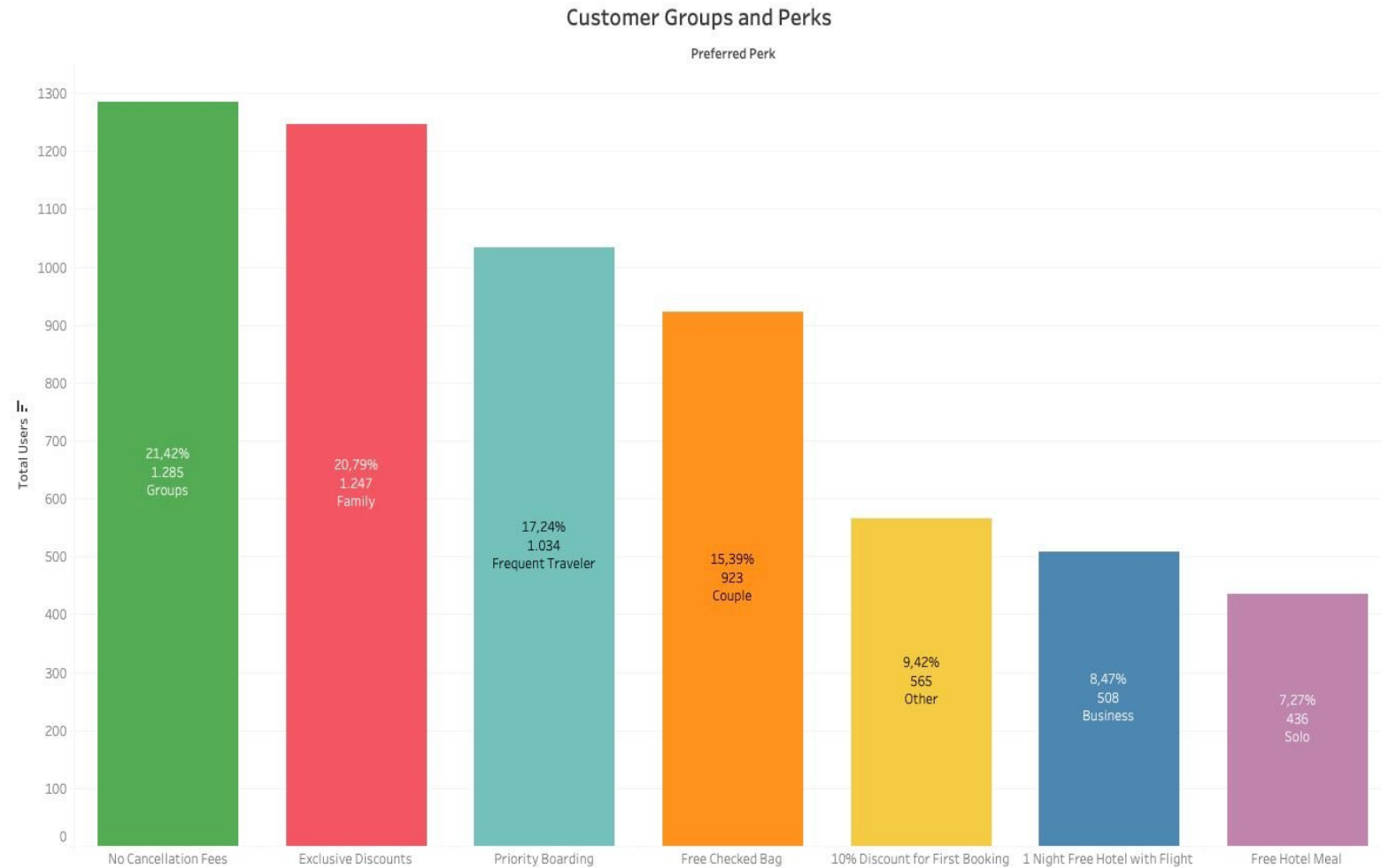
Customer Groups Distribution

Groups
21,42%
1.285

Other
9,42%
565

Solo
7,27%
436

Business
8,47%
508

Couple
15,39%
923

Frequent Traveler
17,24%
1.034

Family
20,79%
1.247

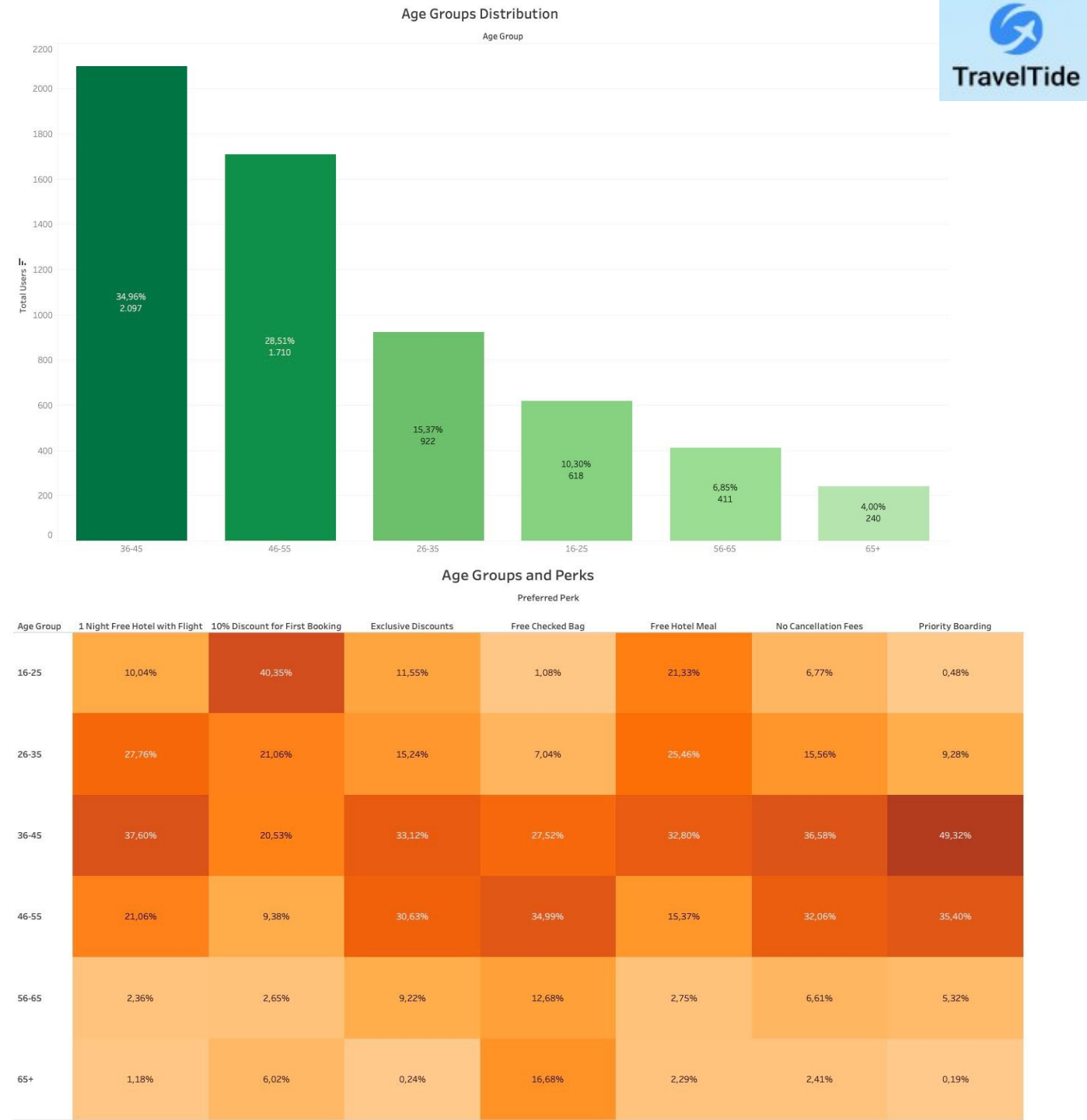# Definitions of the perks for each customer group

Customers prioritize flexibility and cost savings when making travel decisions.

Tailored perks resonate strongly with group and family travelers, while frequent and business travelers are drawn to perks that emphasize convenience and efficiency.

Customer Groups and Perks

Preferred Perk

- No Cancellation Fees — 21,42% 1.285 Groups
- Exclusive Discounts — 20,79% 1.247 Family
- Priority Boarding — 17,24% 1.034 Frequent Traveler
- Free Checked Bag — 15,39% 923 Couple
- 10% Discount for First Booking — 9,42% 565 Other
- 1 Night Free Hotel with Flight — 8,47% 508 Business
- Free Hotel Meal — 7,27% 436 Solo

Total Users

Age group distributions and perks

• 16-25: Highly attracted to a 10% discount on their first booking, reflecting a strong sensitivity to pricing.

• 26-35: Shows a preference for bundled offers like free hotel meals and a complimentary hotel night with flight bookings.

• 36-45 & 46-55: Prioritize convenience and flexibility, favoring perks such as priority boarding, no cancellation fees, and exclusive discounts.

• 55-65 & 65+: Display a lower overall interest in perks but still appreciate exclusive discounts and no cancellation fees, emphasizing reliability in their travel choices.

30.11.2024

Age Groups Distribution

Age Group

Age Group	Total Users	Percentage
36-45	2.097	34,96%
46-55	1.710	28,51%
26-35	922	15,37%
16-25	618	10,30%
56-65	411	6,85%
65+	240	4,00%

Age Groups and Perks

Preferred Perk

| Age Group	1 Night Free Hotel with Flight	10% Discount for First Booking	Exclusive Discounts	Free Checked Bag	Free Hotel Meal	No Cancellation Fees	Priority Boarding
16-25	10,04%	40,35%	11,55%	1,08%	21,33%	6,77%	0,48%
26-35	27,76%	21,06%	15,24%	7,04%	25,46%	15,56%	9,28%
36-45	37,60%	20,53%	33,12%	27,52%	32,80%	36,58%	49,32%
46-55	21,06%	9,38%	30,63%	34,99%	15,37%	32,06%	35,40%
56-65	2,36%	2,65%	9,22%	12,68%	2,75%	6,61%	5,32%
65+	1,18%	6,02%	0,24%	16,68%	2,29%	2,41%	0,19%

Customer groups according to the countries USA & Canada

The chart shows that most Travel Tide customers are from the U.S., with Groups and Families being the largest segments, followed by Frequent Travelers and Couples.

Smaller segments like Business, Solo, and Other have higher Canadian representation, highlighting growth potential in Canada.

Key opportunities include targeting group and family travelers in the U.S. and expanding business and solo traveler engagement in Canada.

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Home Country - Customer Groups
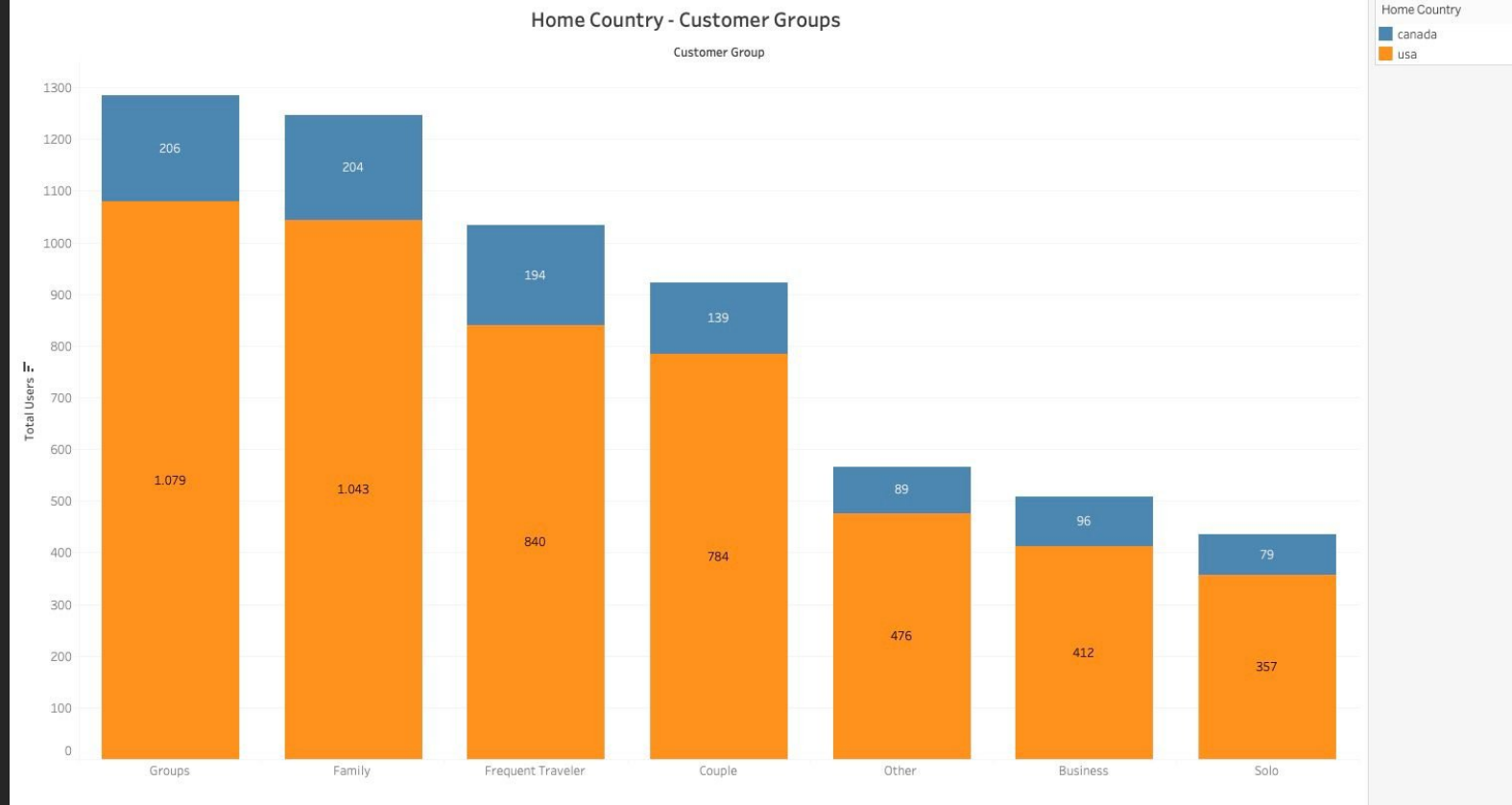
Recommendations

• Customized Rewards: Design perks tailored to specific customer segments to boost engagement and loyalty, ensuring each group receives rewards that align with their preferences.

• Flexible Updates: Regularly assess the performance of perks and analyze customer behavior to make data-driven adjustments, optimizing the program's impact.

• Tier-Based Benefits: Implement a tiered reward structure where frequent travelers can access exclusive benefits, encouraging more bookings and long-term commitment.

• Insight-Driven Optimization: Leverage A/B testing and customer feedback to refine rewards and adapt the program to evolving customer needs and expectations.

Resources

• Github Link

https://github.com/Oytuncevre/Travel-Tide-Project

• Tableau dashboard
https://public.tableau.com/app/profile/oytun.cevre/viz/TravelTideProjectFinal_17329676612960/Dashboard1?publish=yes

• Report & SQL
https://colab.research.google.com/drive/1B2Q_RfRPNx_iBsvHQh0d1gTnzxDI5jN7?usp=sharing

Thank you for listening

If you have further questions please feel free to contact me.

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