

Customer Segment For TravelTide

- The table displays the distribution of perks among TravelTide users, highlighting the number of users benefiting from each specific perk.
- Among the observed perks, "Free Checked Bag" and "Exclusive Discounts" are the most widely utilized, with 2074 and 1864 users, respectively. "Free Hotel Meal" and "1 night free with flight" perks are claimed by 1007 and 743 users respectively, while "No Cancellation Fees" has been availed by 310 users.
- This insight sheds light on the popularity and engagement of various perks within the customer base, guiding TravelTide's strategy to refine and tailor their rewards program.

