

11/03/2025



Market Segmentation: — Hotel H

MsC in Data Science and Advanced
Analytics | Nova IMS

Agenda

1. Meet the Team
2. Hospitality Industry Overview
3. Hotel H:
 - 3.1 Challenges & Opportunities
 - 3.2 Current situation
4. Key Findings & Insights
5. Strategic Business Implications



THE TEAM



Chloé Deschanel

20240693



Diogo Carvalho

20240694



Ingrid Lopez

20240692



Rúben Marques

20240352



Hospitality Industry Overview

Portugal's hospitality industry has **fully recovered**, reaching pre-pandemic levels.



1. Fierce Competition

- Find New Market Segments
- Improve Engagement

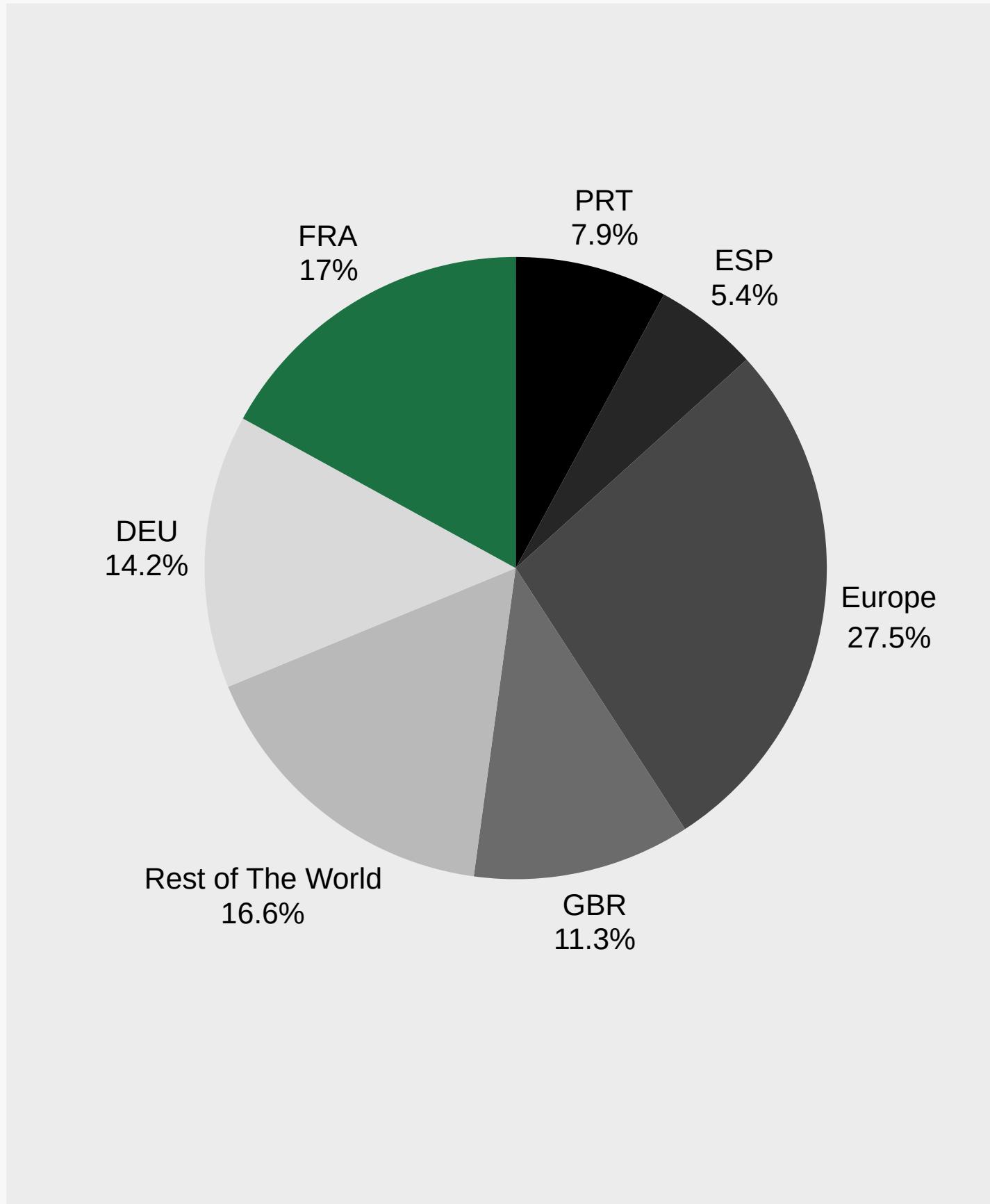
2. Third Party Distribution Channels

- Encourage Direct Booking

Challenges & Opportunities



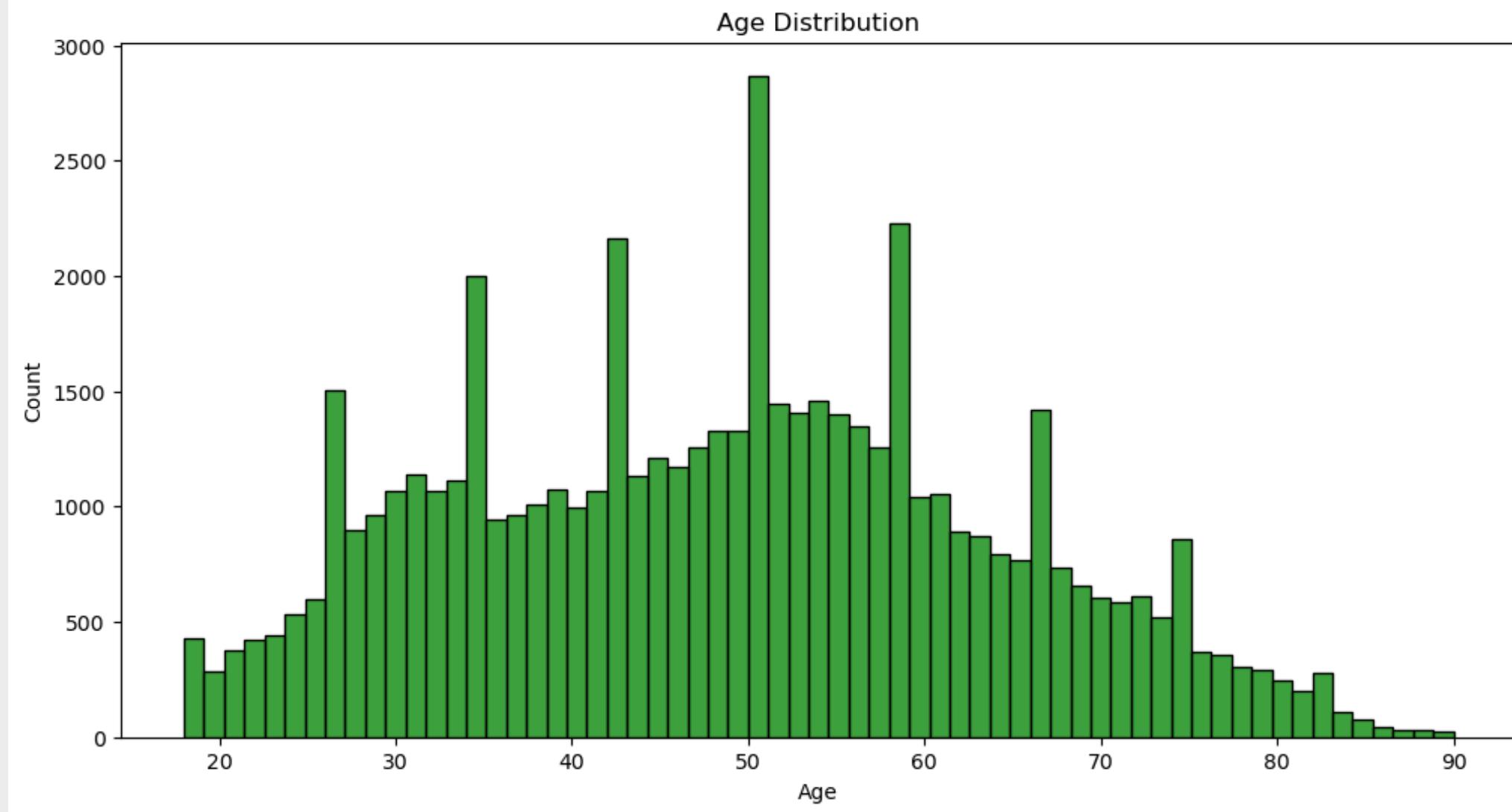
H



Location

France is the most popular nationality.

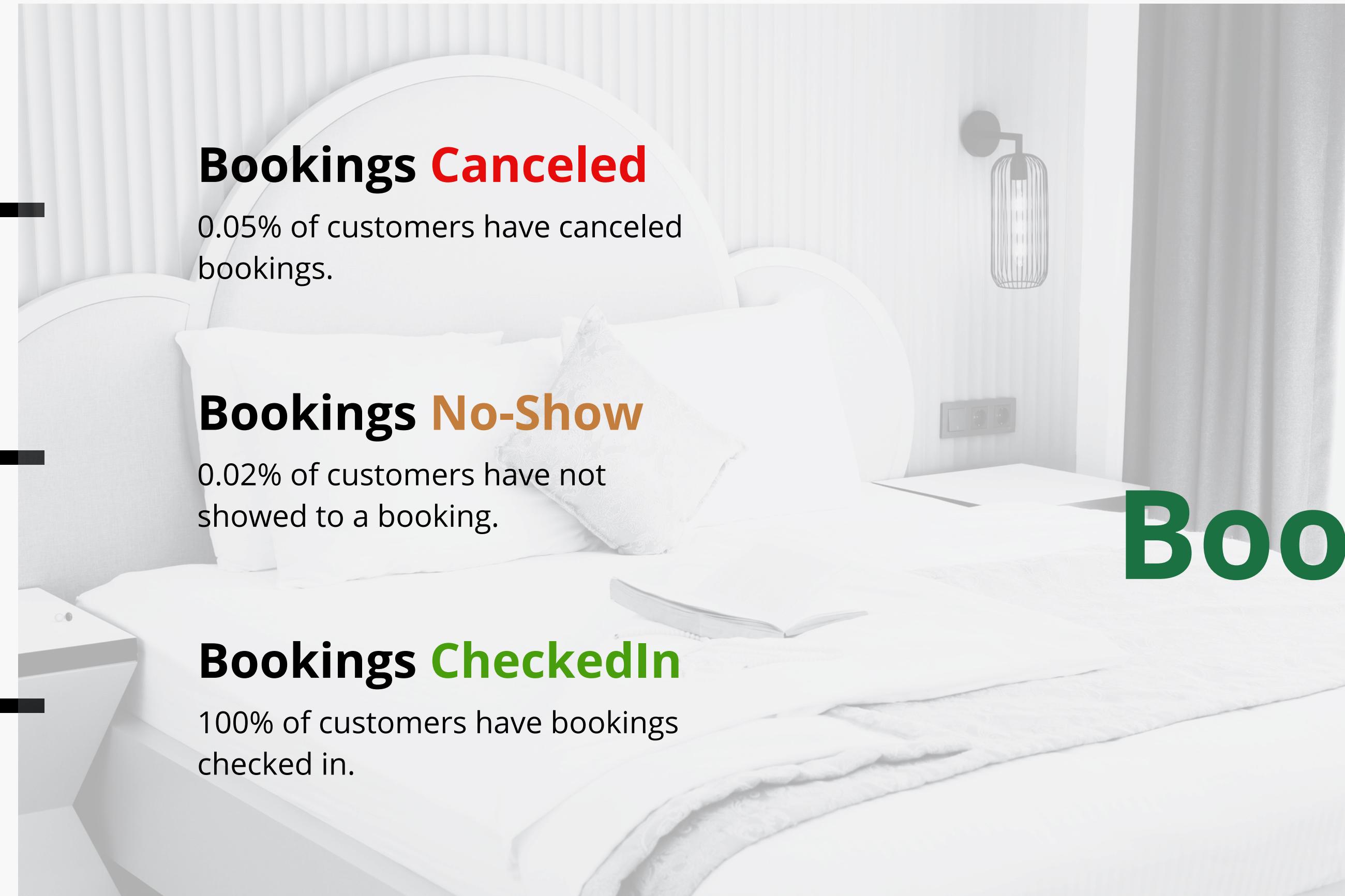




*Ages range from 18 to 90 years.

The hotel's database includes
customers across various age groups,
with an average age of 49 years





Bookings Canceled

0.05% of customers have canceled bookings.

Bookings No-Show

0.02% of customers have not showed to a booking.

Bookings CheckedIn

100% of customers have bookings checked in.

Bookings

H

Key Findings & Insights

4 Segments

- Established, Budget Conscious Customers
- High-Spending, Planners
- Standard, Consistent Customers
- Older, High-Commitment Customers



18,593 customers (largest segment)

~ 2 months lead time

Lowest revenue contribution

Few special requests

**Established,
Budget-
Conscious
Customers**



H

15,848 customers

Over 1 year planning

Highest revenue contribution

Special requests

High-Spending, Advanced Planners



H

15,002 customers

~ 2 months lead time

**Balance standard and
customised experience**

**Standard,
Consistent
Customers**



6,191 customers (smallest segment)

Oldest customers (~55 years old)

Long lead time

**Older, High-
Commitment
Customers**



H

Budget-Conscious Long-Term Guests

- Targeted promotions & loyalty programs

High-Spending Early Planners

- Premium experiences & exclusivity

Standard & Consistent Customers

- Sustained engagement & retention

Loyal Senior Guests

- Comfort & personalized services

Strategic Business Implications



Data Scientists

- Maintain & refine model
- Ensure segments reflect real behavior
- Collaborate with marketing.

Data Engineers

- Manage data pipelines
- Integrate external source
- Ensure clean & structured data.

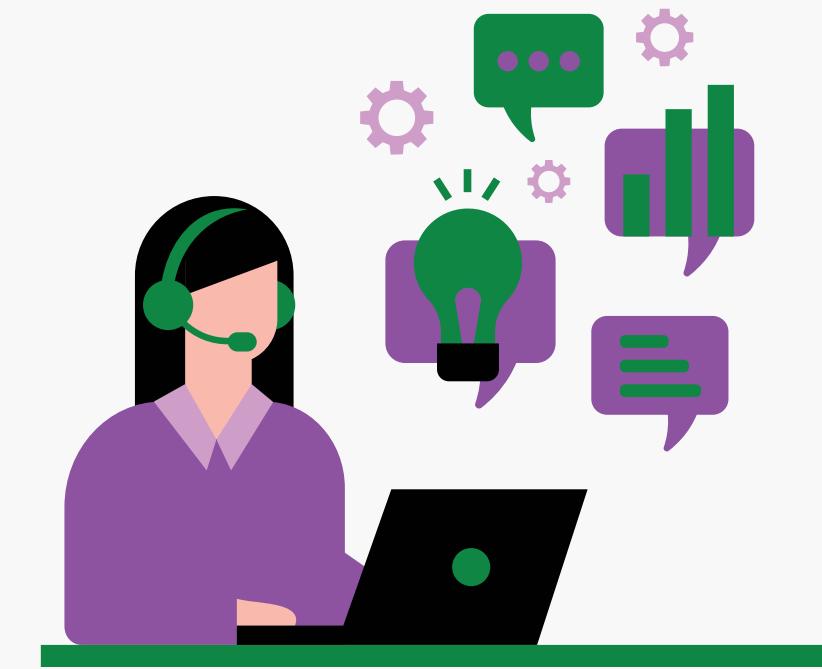
Software Developers

- Implement model
- Integrate with sales & operations
- Ensure usability.

IT Specialists

- Ensure security
- Compliance (GDPR),
- System stability.

Personnel



Ongoing Evaluation

- Ensure segmentation remains accurate & useful
- Track customer trends & behavior shifts
- Adjust strategies based on data insights

Key Behavioral Metrics to Monitor

- Changes in booking lead time
- Changes in length of stay
- Changes in revenue contribution

Strategic Adjustments Based on Insights

- Adjust marketing & pricing for behavior shifts
- Refine discounts & promotions for booking trends
- Evaluate loyalty programs & revenue impact

Proactive Monitoring for Long-Term Success

- Align strategies with long-term business objectives
- Drive continuous improvement in marketing

Monitoring



Thank you!

H