



# TravelTide data segmentation project

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# TravelTide rewards' program: One client - one perk

**Objective №1** - to check if our data supports theory that our customers are interested in following perks:

- 1) Free hotel meal
- 2) Free checked bag
- 3) No cancellation fees
- 4) Exclusive discounts
- 5) 1 free night in the hotel with flight

**Objective №2** - to personalize rewards for our customers by assigning each one to one perk.

The cohort included 5998 users.



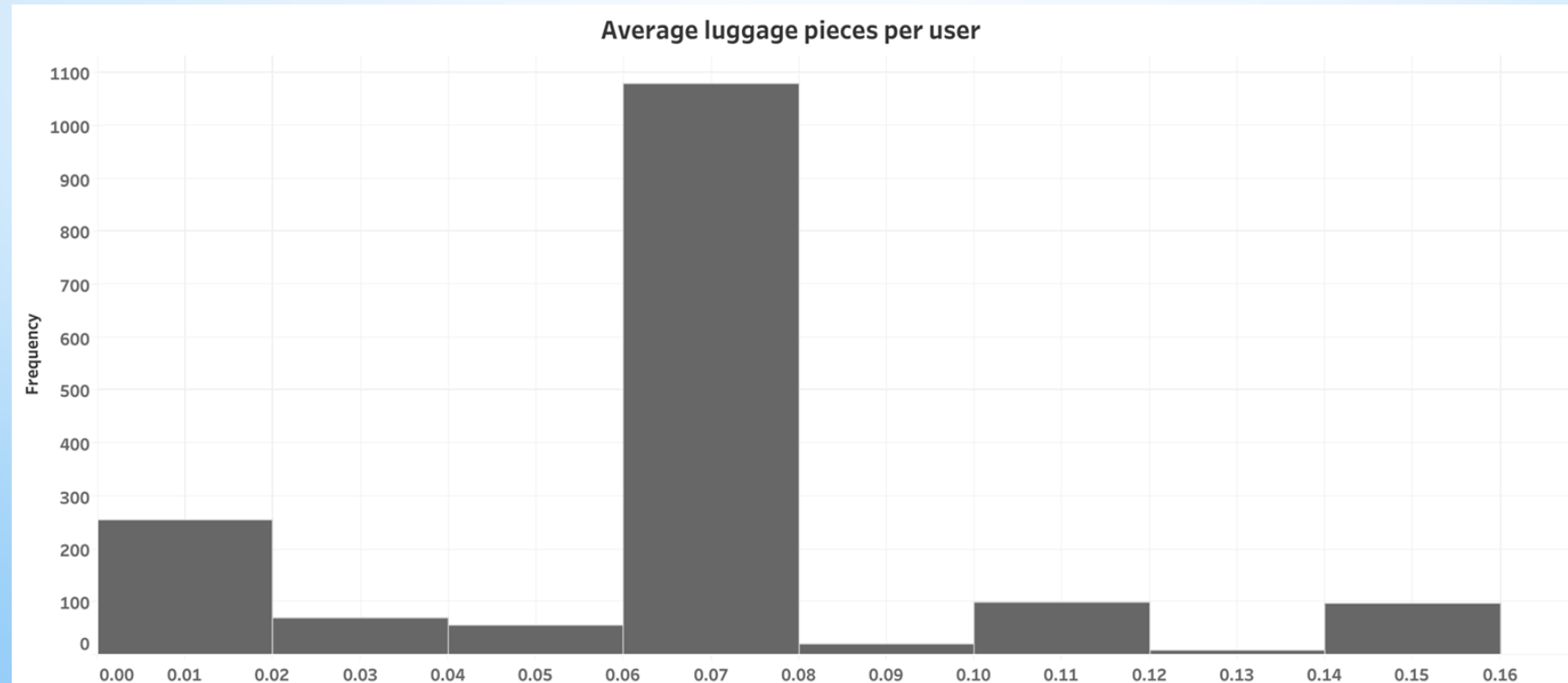
# Theory works!



- The data supports Elena's theory about the reward program's perks which could potentially interest our customer base, in more or less direct way.
- It means that, for instance, we don't really need a hotel's meal order rate straightforward metric for identifying customer, interested in a free meal.

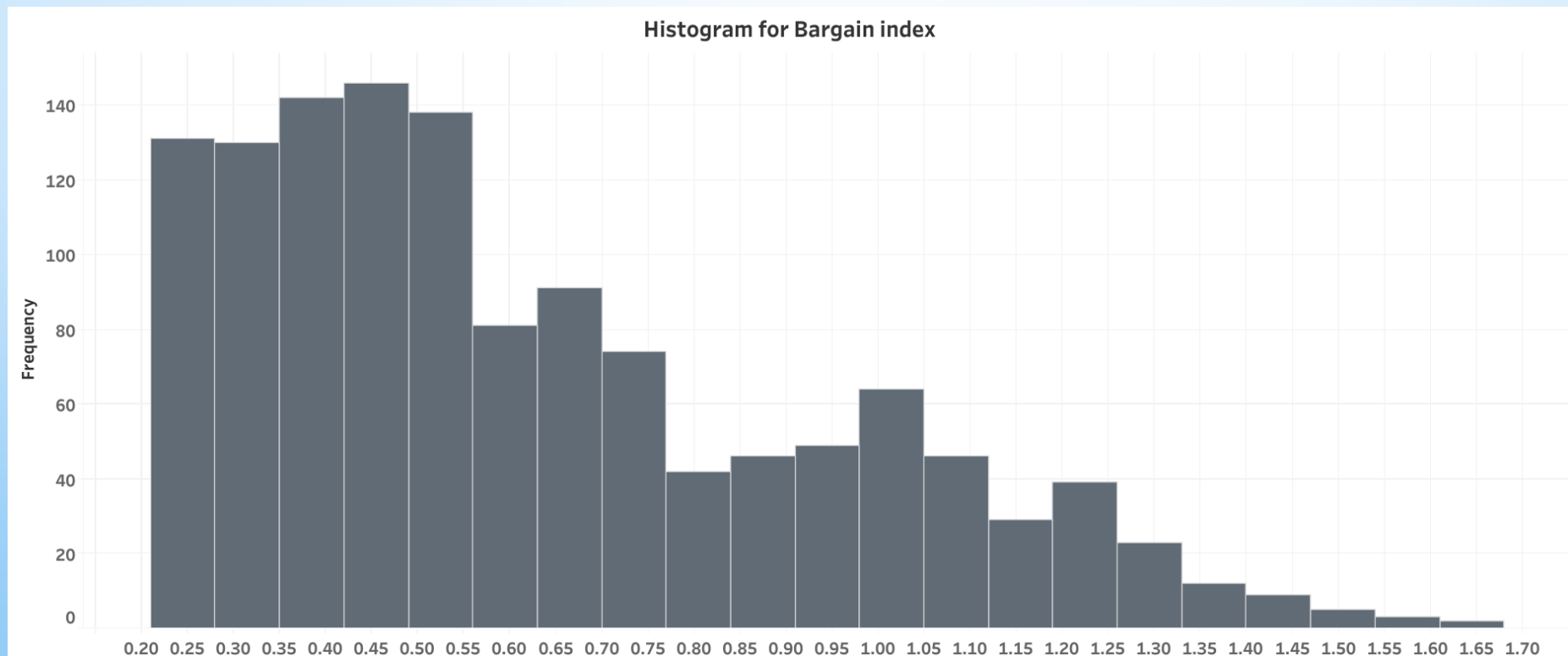
# And the winner is...

- The most popular perk, with 1,673 users assigned, is the "Free Checked Bag" perk. The message is clear: we should pay special attention on enhancing customers' travel comfort perks.
- But distributions doesn't seem normal, not even close. Is there any other perk with similar number of customers assigned? **Yes!**



# Quantity is not entity!

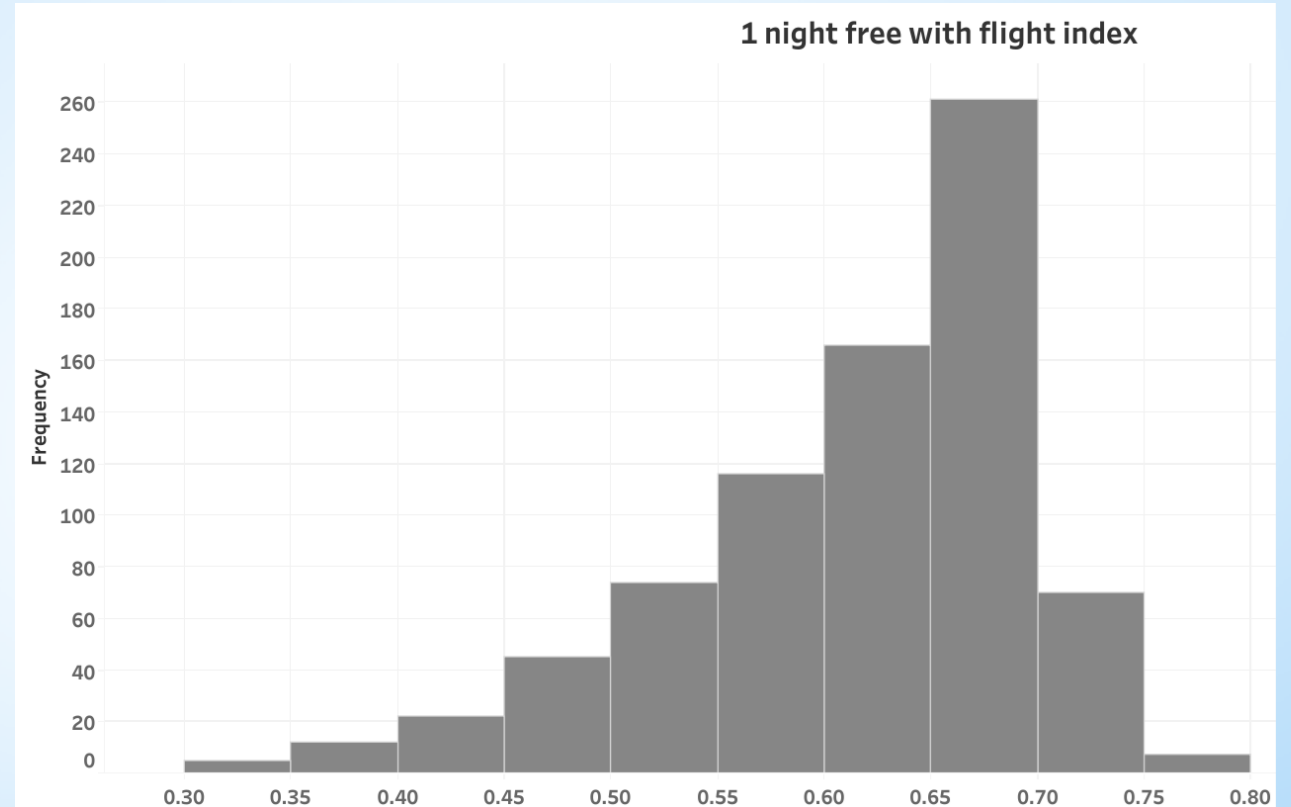
- With 1,302 users assigned, the "Exclusive Discounts" perk, as indicated by the Bargain Hunter Index is more evenly spread out among users, making it more stable and reliable choice for further development.



# Perk-“outsider”

With 857 clients assigned, the "1 Night Free Hotel with Flight" perk appears to be the least popular.

This tells us that we should prioritize other types of offers over those related to long-distance flights and 1+ night stays.



A decorative graphic in the bottom-left corner consisting of several overlapping lines in dark blue, medium blue, and light blue, forming a stylized corner or frame.

**Thank you!**