

Amazing International Airlines Inc.

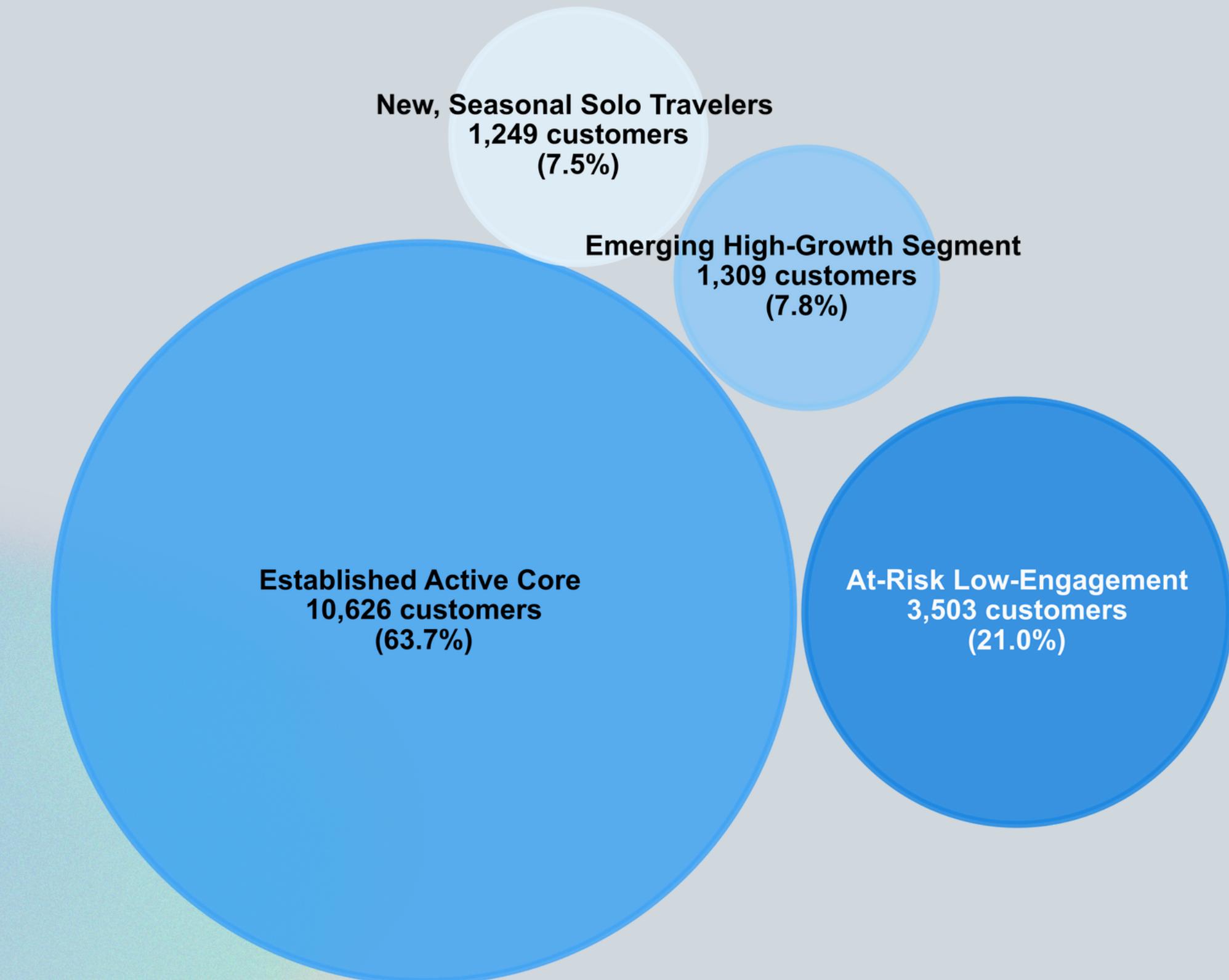
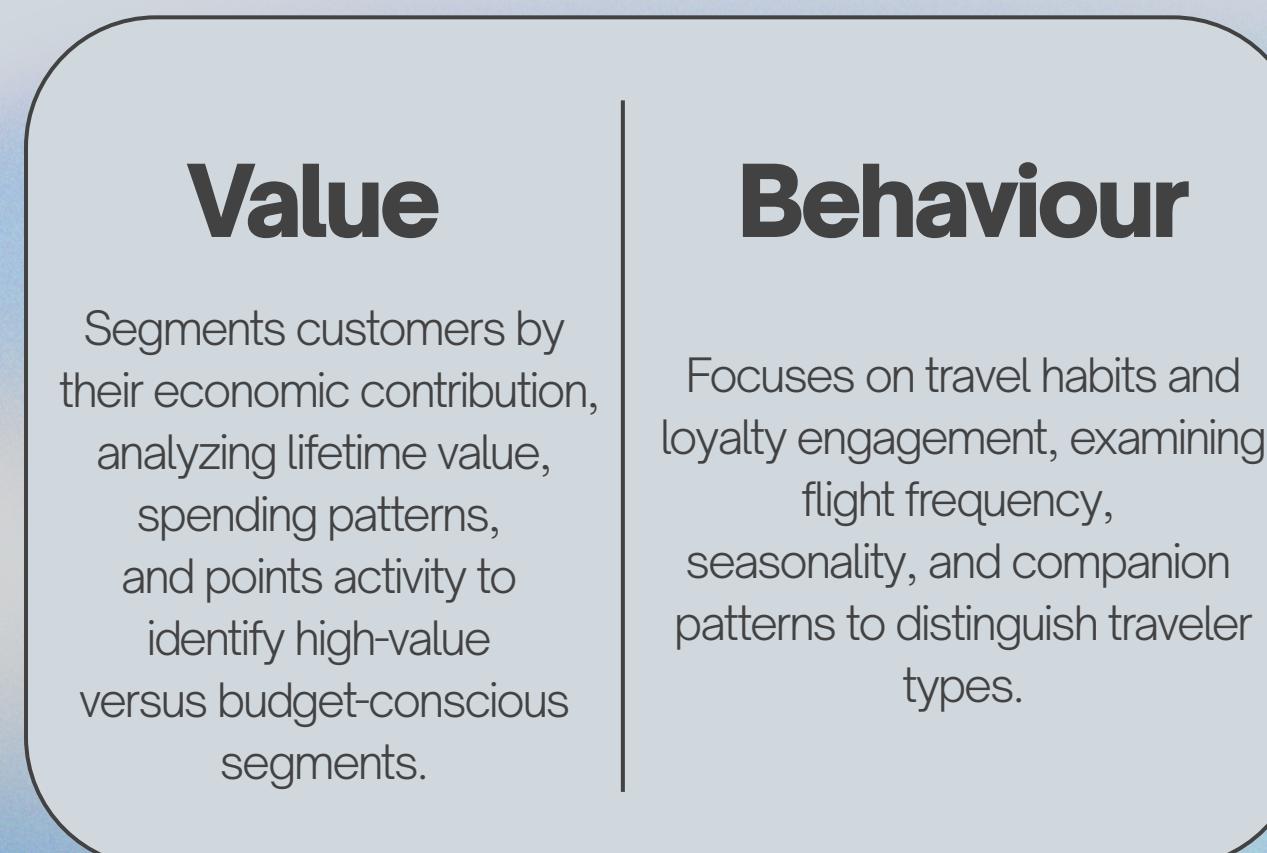
AIAI aims to unlock customer insights through advanced segmentation, enabling targeted marketing strategies and personalized service offerings that drive loyalty and maximize lifetime value.



16 K

Analysed Costumers

4 Segments Merging 2 Perspectives



Segment I

New, Seasonal, Solo Travelers

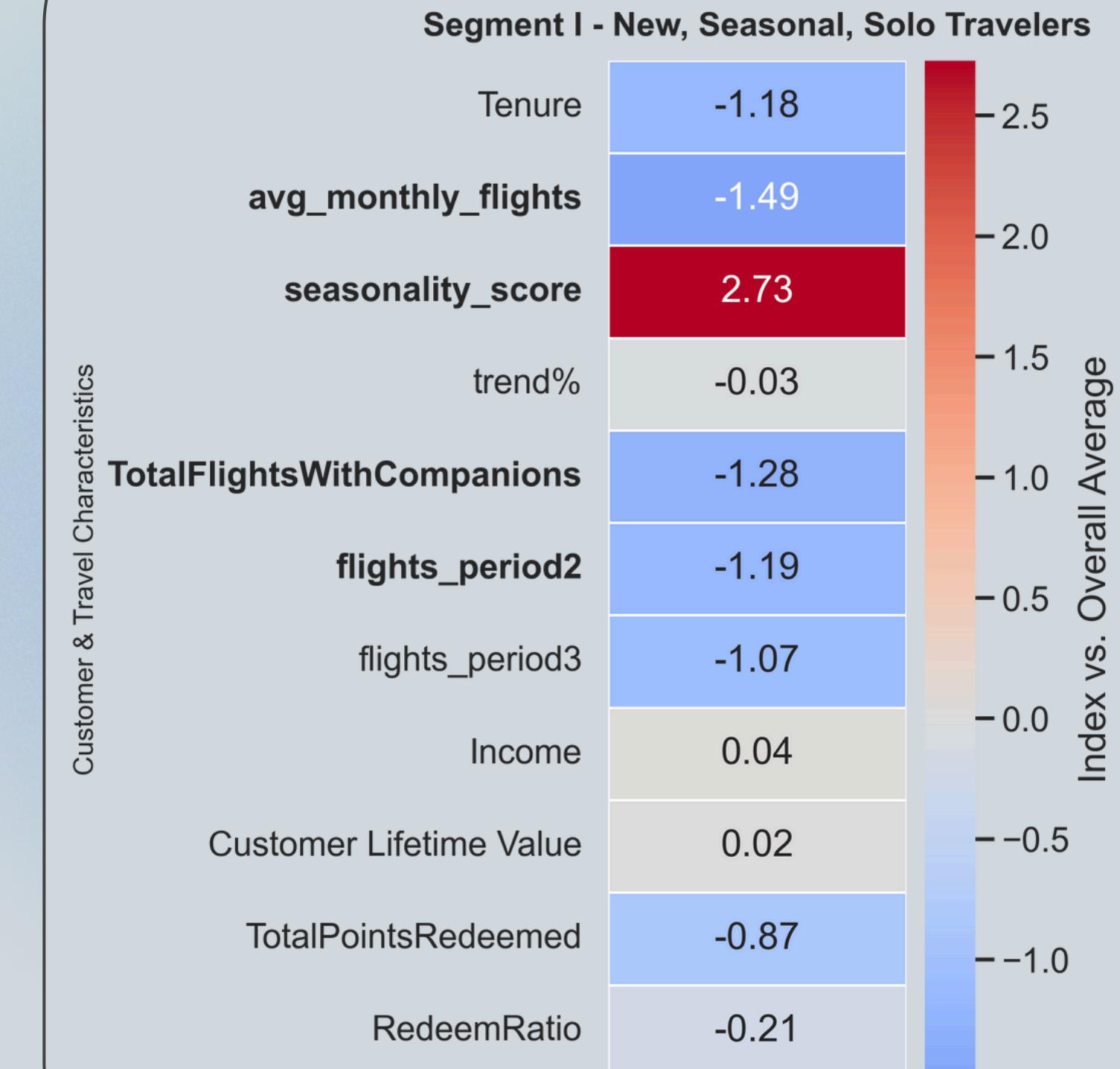
Profile

- Vacation-only travelers with extreme periodicity.
- Low loyalty engagement despite earning points.
- Budget leisure segment with minimal revenue potential.

Business Strategy

- **Seasonal redemption bonus**
 - (double points during peak periods)
- Off-peak flash sales and exclusive vacation packages
- Bundled solo traveler offers (hotel + flight)

KPI: Off-peak conversion rate, points redemption frequency, booking diversification



Segment II

Emerging High-Growth Travelers

Profile

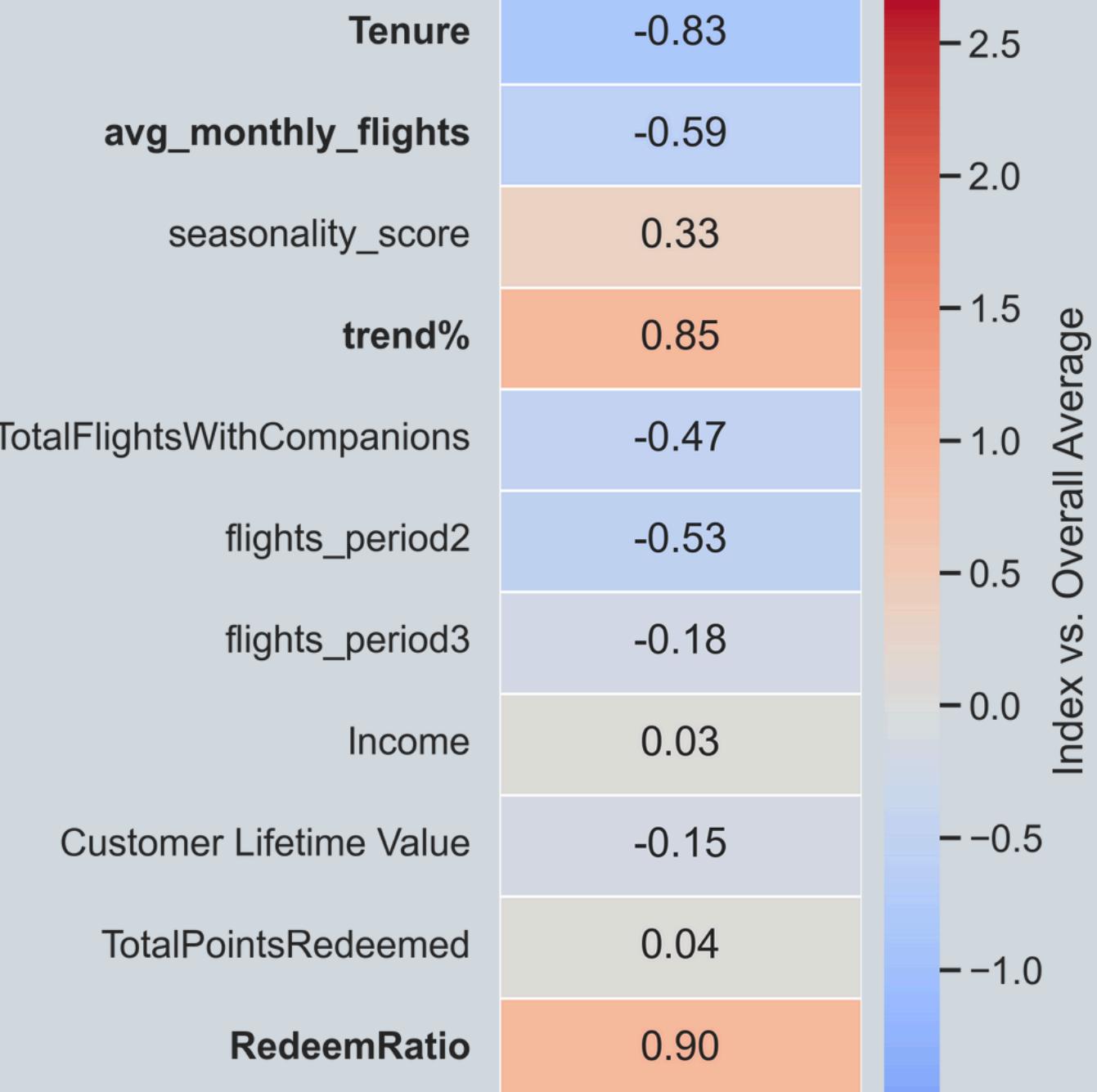
- High-potential emerging customers with rapid engagement growth.
- Active loyalty program participants leveraging points strategically.
- Highest future ROI potential despite current moderate CLV.

Business Strategy

- Fast-track status upgrades and early VIP benefits
- Bonus point multipliers for next 6 months
- Personalized growth milestone rewards
- Referral incentives to leverage program enthusiasm

KPI: Month-over-month flight growth, CLV progression, program engagement rate

Segment II - Emerging High-Growth Travelers



Index vs. Overall Average

Segment III

Established Active Core Travelers

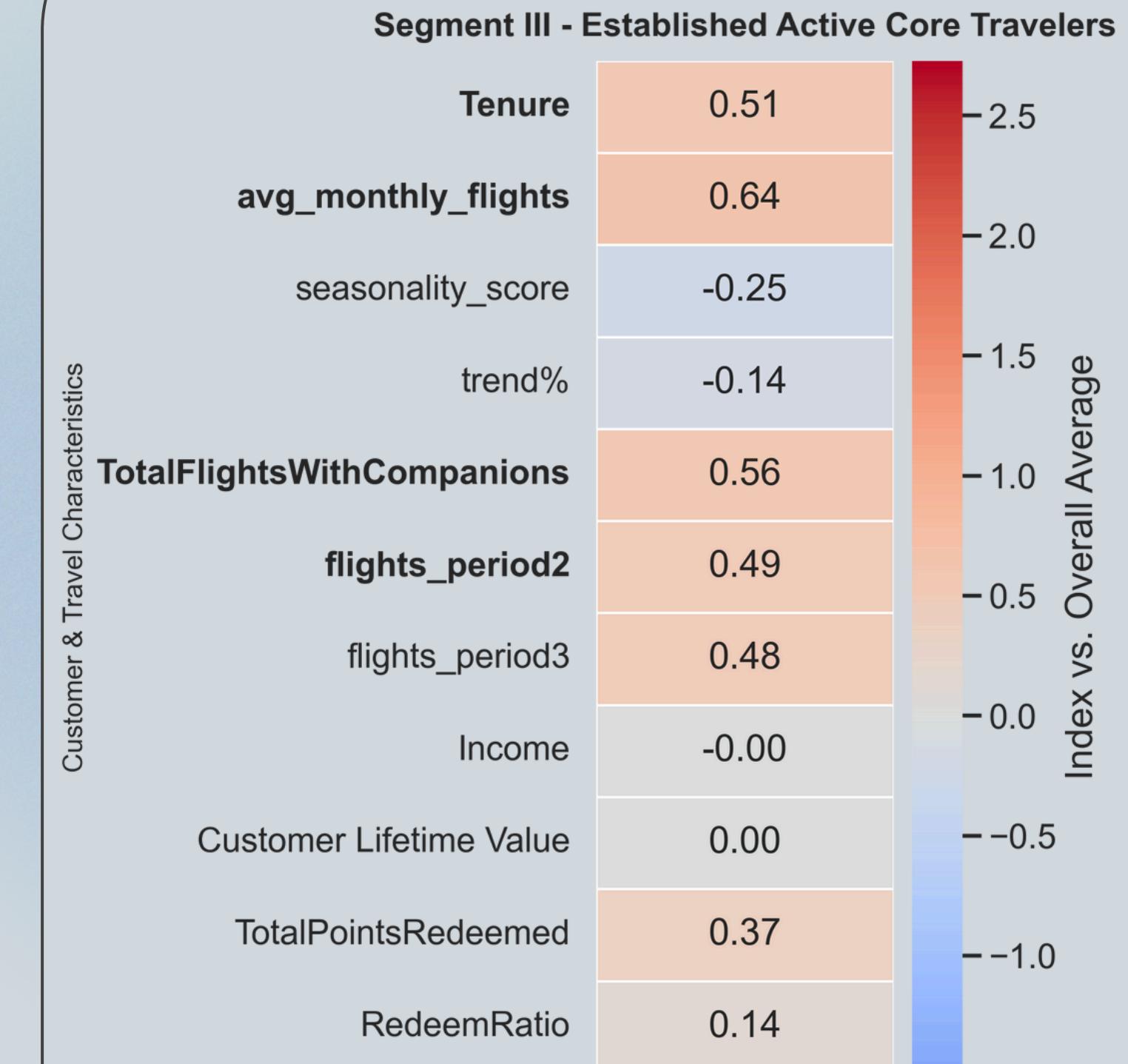
Profile

- Largest segment (63.7% of base).
- Core customer base with consistent year-round travel, frequent companion bookings, and active loyalty program engagement.
- Stable revenue contributors representing the business backbone.

Business Strategy

- Maintain fresh redemption options and exclusive family/group travel benefits
- Introduce companion bonus programs and multi-traveler discounts
- Launch VIP recognition for tenure milestones

KPI: Retention rate, companion booking frequency, redemption satisfaction



Segment IV

At Risk, Low Engagement Travelers

Profile

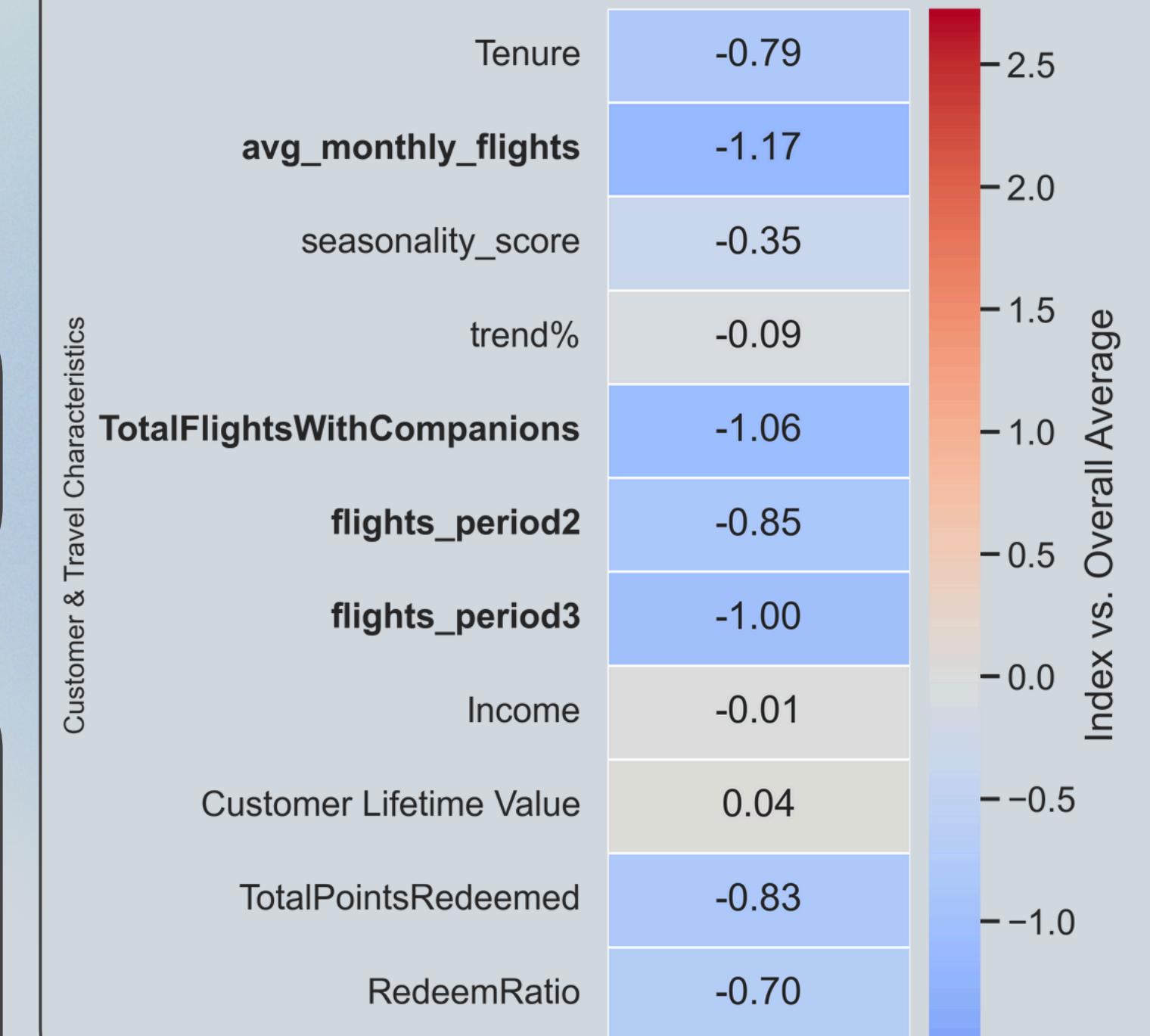
- At-risk segment with minimal engagement from the start.
- Despite low activity, maintains slightly positive CLV.
- Critical churn intervention priority to prevent high-value customer loss.

Business Strategy

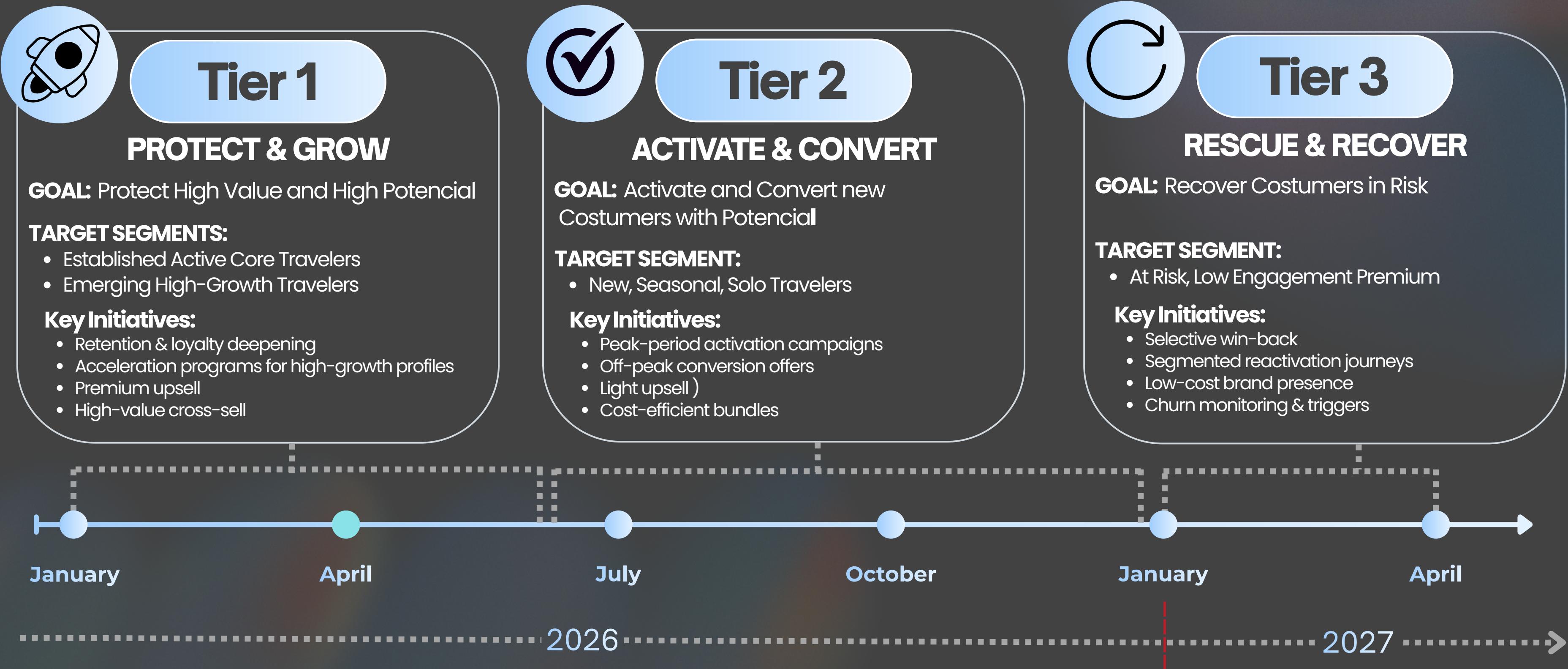
- Premium subset: Immediate personal outreach, service recovery, exclusive win-back offers
- Low-value subset: Automated reactivation campaigns, point expiration warnings, limited-time incentive
- Identify root causes through surveys (service issues, competitor switching, life changes)

KPI: Reactivation rate by value tier, churn rate reduction, win-back ROI

Segment IV - At Risk, Low Engagement Travelers



Implementation timeline



Business Impact

01

Revenue & Value Optimization

Focuses commercial efforts on customers with the highest lifetime potential, protecting core revenue while accelerating future value creation.

02

Smarter Marketing Investment

Improves ROI by reallocating spent from mass campaigns to targeted, engagement-led initiatives with structurally higher returns.

03

Cost Control & Churn Risk Reduction

Reduces cost leakage from low-value actions and enables selective retention of high-value customers at risk, improving margin discipline.

04

Actionable & Scalable Decision-Making

Provides a behaviour-driven segmentation that can be directly embedded into CRM and campaign execution, ensuring consistency at scale.

Presented by:

Pedro Santos - 20250399

Miguel Correia - 20250381

Pedro Fernandes - 20250418

Tiago Duarte - 20250360

Thank
You

for your time
and attention