



Travel Tide: Find Your Own Way!

User Segmentation and Retention Strategy – Mastery Project 2026

Executive Summary & Objective

Our objective was to transform a massive dataset of over 5 million sessions into a representative user-based table, focusing on 5,998 active users.

Our ultimate goal is to **strengthen user retention** and prevent churn by **assigning tailored perks** to specific behavioral cohorts identified through meticulous analysis.

We identified 7 groups of representative travellers!

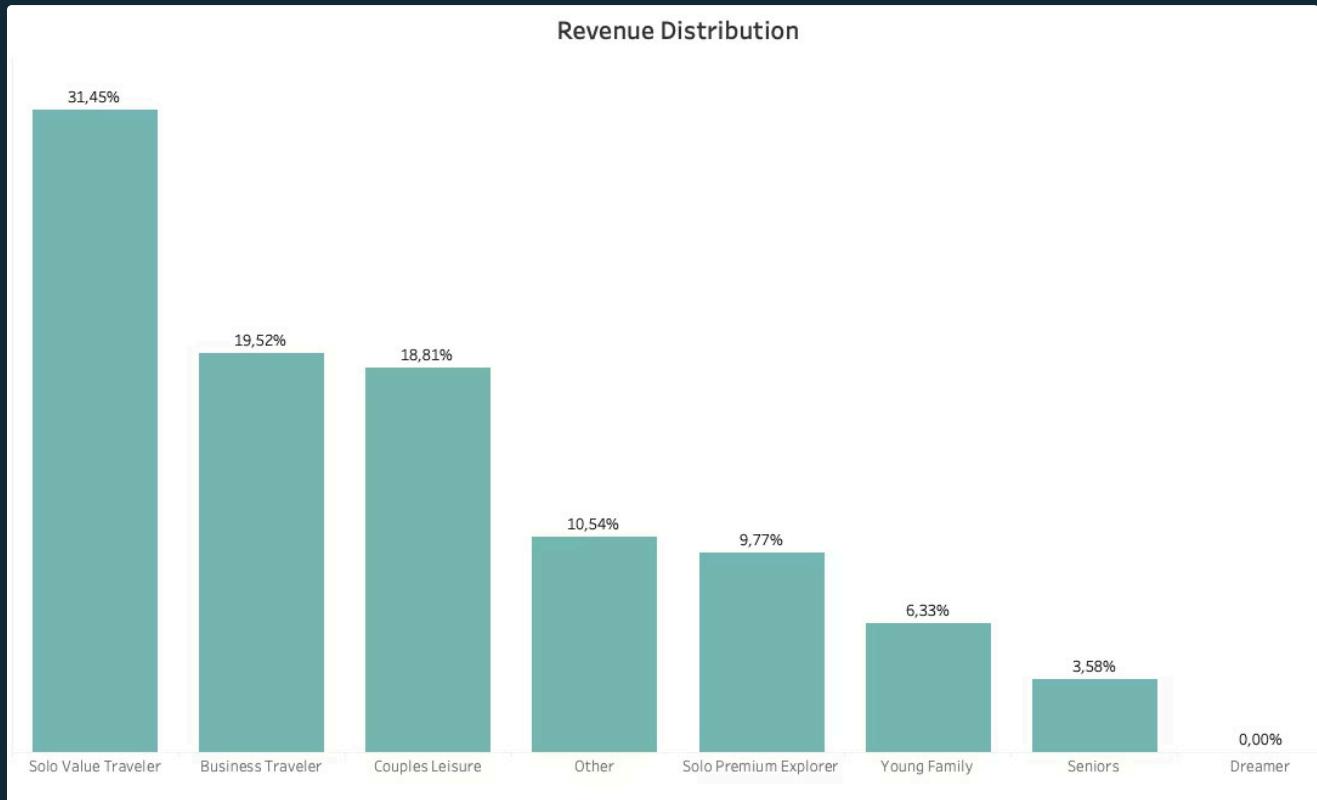
Methodology

We utilized advanced SQL for data cleaning and Tableau for visual business intelligence to ensure robust insights.

Data Integrity

Resolved logical errors like negative hotel nights and filtered out cancellations to focus on valid trip patterns, ensuring accurate segmentation.

Our Clients' Contribution to Revenue



The revenue distribution chart illustrates the financial impact of our diverse client segments. Each group plays a crucial role in our overall success.

Key segments include:

- **Young Family**
- **Business Traveler**
- **Solo Value Traveler**
- **The Dreamer**
- **Couples Leisure**
- **Solo Premium Explorer**
- **Seniors**

Their varied preferences and spending habits are reflected in their contributions.

	user_segment	users	avg_trips_per_user	avg_spend_per_trip	segment_total_spent	avg_total_spent_per_user
1	Dreamer	230	0.0	(NULL)	0.00	0.00
2	Young Family	158	2.3	1866.02	586670.52	3713.10
3	Couples Leisure	738	3.1	831.67	1743019.41	2361.81
4	Solo Premium Explorer	572	2.1	803.77	904963.02	1582.10
5	Business Traveler	613	3.9	761.78	1808720.80	2950.60
6	Seniors	420	1.4	571.80	331401.84	789.05
7	Solo Value Traveler	2351	3.0	403.07	2913632.64	1239.32
8	Other	916	2.4	392.15	976024.86	1065.53

Solo Value Traveler: The Revenue Backbone

31.45%

of Total Revenue

The **Solo Value Traveler** segment forms the "Revenue Backbone" of Travel Tide, representing our largest user group.

- **Key Stats:** This segment comprises **2,351 users**, making them a substantial portion of our customer base.
- **Average Spend:** With an average spend per trip of **\$403**, they are the most price-sensitive among active travelers.
- **Retention Perk:** We propose offering **1 night free budget hotel with long flights** to appeal to their value orientation.



Strategy: Implement utility-based rewards that resonate with their cost-conscious approach, securing loyalty within this high-volume segment.

Business Traveler: The Frequent Flyers

19.52%

of Total Revenue

The **Business Traveler** segment consists of our most frequent travelers, integral to consistent revenue.

- **Key Stats:** Averaging **3.9 trips per user**, they are responsible for nearly **20% of total revenue**.
- **Retention Perks:** To maintain their high engagement, we will offer **No Cancellation Fees** and **Exclusive Discounts** such as complimentary VIP airport lounge access.



Strategy: Focus on providing flexibility and comfort, ensuring their travel experiences are seamless and stress-free to encourage continued high-frequency bookings.



SEGMENT 5

Couples Leisure: The Experience Seekers

The **Couples Leisure** segment comprises reliable travelers who consistently choose Travel Tide for their shared experiences.

\$832

Average spent per Trip

- Key Stats:** They average **3.1 trips per user**, indicating strong loyalty and repeat business.
- Revenue Contribution:** This segment is our third-largest revenue contributor, accounting for **18.81%** of the total.
- Retention Perk:** Offering a **Free Dinner on the first Night** to enhance their romantic or shared experience.

Strategy: Focus on enhancing the "experience" aspect of their travel, providing memorable moments that encourage repeat social bookings and word-of-mouth referrals.

Solo Premium Explorer: The Luxury Individual

\$804

Average spent per Trip

The Solo Premium Explorer segment represents high-spending individual travelers who prioritize quality and luxury.

- **Key Stats:** They spend nearly **double per trip** compared to Solo Value Travelers, showcasing their premium preferences.
- **Revenue Contribution:** This segment contributes **9.77%** of our total revenue, a significant portion for a niche group.
- **Retention Perk:** Provide **Exclusive Discounts** such as complimentary VIP airport lounge access and premium upgrades.



Strategy: Maintain premium margins by offering luxury-focused amenities and personalized services that cater to their sophisticated tastes, reinforcing their choice for high-end travel.

Young Family: The Highest Spenders

\$1,866

Average spent per Trip

The **Young Family** segment represents our highest-spending travelers per trip, making them a crucial group for revenue growth.

- **Key Stats:** They average **2.3 trips per user** with the highest **Average Spend per Trip:** An impressive **\$1,866**, indicating a willingness to invest in quality travel experiences.
- **Retention Perk:** We propose offering a **Free Lunch at arrival** to provide immediate high-value gratification and maximize satisfaction.



Strategy: Provide immediate, high-value rewards to acknowledge their premium spending and ensure a delightful start to their journey, fostering long-term loyalty.

Seniors: The Comfort-Oriented Niche

The **Seniors** segment represents niche travelers who prioritize comfort and peace of mind.

- Key Stats:** With **420 users**, they have the lowest frequency among bookers at **1.4 trips per user**.
- Retention Perk:** Offer **24h Tele-Service** to provide constant support and immediate assistance.

\$572

Average spent per Trip

Strategy: Increase travel confidence by providing robust support and peace of mind, ensuring a seamless and secure journey that caters to their specific needs and preferences.



The Dreamer: Unlocking Potential Bookings

0%

Current Revenue Contribution

The **Dreamer** segment represents a unique opportunity: users who actively browse but have **zero bookings**.

- **Key Stats:** This cohort includes **230 potential users** currently contributing **0% revenue**, making them a prime target for activation.
- **Behavioral Insight:** These users show interest but haven't converted, indicating a need for a strong initial incentive.
- **Retention Perk:** A compelling **First Trip 20% Off** offer to convert browsing into booking.



Strategy: Incentivize their first conversion with an attractive discount, activating these dormant users and unlocking a new revenue stream.

Strategic Next Steps for Enhanced Retention



Targeted Marketing

Develop campaigns specific to each segment, highlighting their unique perks and value propositions.



Performance Monitoring

Continuously track the impact of retention perks on churn rates and overall user lifetime value.



Feedback Loop

Establish mechanisms to gather feedback from each segment to refine and optimize perk offerings.



Innovation & Expansion

Explore new perks and services to further differentiate Travel Tide and attract new users within these segments.

By meticulously understanding and catering to the distinct needs of each user segment, Travel Tide can foster deeper loyalty, significantly reduce churn, and drive sustainable growth. Our data-driven approach ensures that every retention effort is strategic and impactful.



Travel Tide: Find Your Own Way!

Thank You for Your Attention.