

TravelTide Executive Summary

Introduction and background

E-booking startup TravelTide is a hot new player in the online travel industry. It has experienced steady growth since it was founded at the tail end of the COVID-19 pandemic (2021-04) on the strength of its data aggregation and search technology, which is best in class.

Objectives

TravelTide has rapidly grown due to its industry-leading travel inventory and search technology but struggles with customer retention due to its narrow focus on core capabilities.

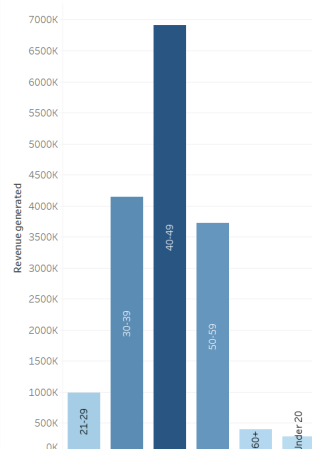
To address this, CEO Kevin Talanick has hired marketing expert Elena Tarrant to enhance customer loyalty through strategies like rewards programs, aimed at driving repeat business and adding value to the TravelTide experience.

Methodology

1. Data exploration using SQL to familiarize myself with the data, find anomalies and decide how to deal with them.
2. Filtered the dataset for customers with more than 7 sessions since 4ht Jan 2023, and that have not cancelled any bookings.
3. Created different columns and also used the 'Cases' in SQL in order to segment the customers.
4. Downloaded the final data as csv and used it to create visualizations in Tableau.
5. I also used Google sheets to make a presentation of my findings

Key findings

Revenue per age group



Groups revenue

Groups	Avg Sessions	Total Booked Hotel	Total booked Flights	Total Revenue
Middle-aged frequent traveller	8	6,381	12,333	7,230,520
Family Traveller	8	4,358	7,941	5,093,827
Dreamer	8	1,785	3,129	1,953,515
Business traveller	9	1,176	2,314	1,245,255
Young frequent traveller	9	407	659	520,225
Senior Traveller	8	415	514	395,723

Most of the revenue is generated from the age group “40-49”. Middle aged frequent travellers are the highest contributors to revenue, while the seniors and the under 20 tend to have similar characteristics in terms of bargaining, distance travelled, number of bookings, etc.

Recommendations

The limited data available may not accurately reflect TravelTide's actual customer base, making the current segmentation less reliable. To optimize customer segmentation and assign suitable perks, it is recommended to gather more comprehensive data and conduct controlled tests for validation.