Travel Tide

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Alishia Baker

Masterschool Data Analytics Team

Overview

When it comes to Travel Tide's customers, I have identified two major groups; active travelers and occasional travelers. The perks are assigned to encourage the occasional traveler to book more often and the active travelers to continue being active by offering them perks that enhance their experience, both by way of the rewards program.

Goals

1. Validating the perks given by Elena will attract customers to join the rewards program.

2. Segment the customers based on what we believe their favorite perk is and personalize the invitation email accordingly.

Methodology

Based on Elena's request on which customers to include in the cohort, I initiated a simple request for data of users with seven or more sessions after the New Year's holiday (2023-01-04) until the last date available in the database. I transferred this database into a spreadsheet, simplified the data and started grouping with the use of pivot tables, each assigned to a perk. This segmented the customers with a categorization strategy and assigned each user appropriately with a personalized perk. To support my findings I created a few visualizations to illustrate why these perks match best with the appropriate customer.
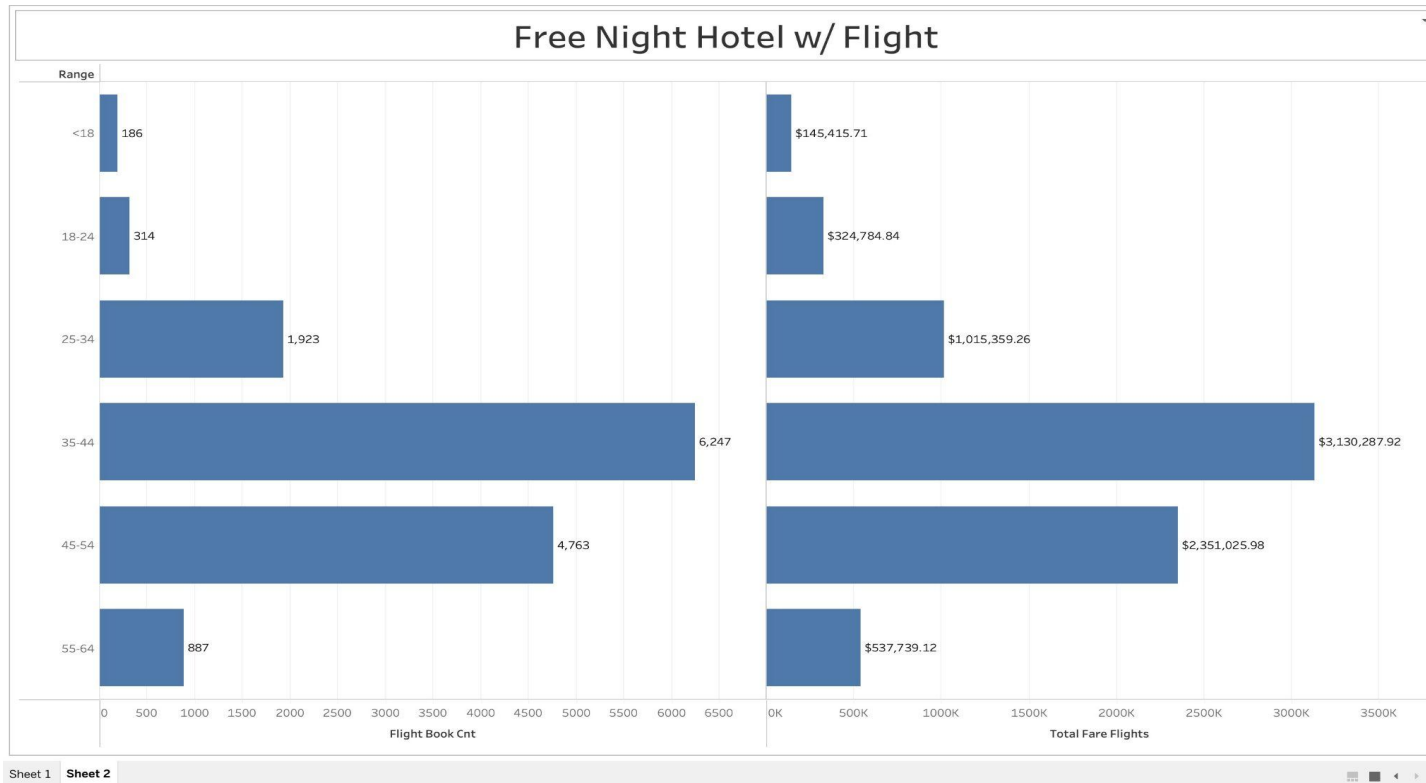
Key Findings

The data reveals that the most active travelers are users aged 35-54, within this group is the largest portion of users that are married and have children. Clearly, travel is almost

certain within this group and the rewards program perks such as: **no cancellations**, a **free checked bag**, **free night hotel with flight** and **free hotel meal** would be an added benefit to enhance their already active travels. Users that are less active are between the ages of 18-34 and 55+, therefore the **exclusive discounts** perk would entice travel more, with 55+ being at the priority of this entire group. I mention 55+ because although they have a smaller group count than most of the other age categories, the average dollar saved amongst this group is the highest out of all groups.

range	AVERAGE of avg_hotel_disc ount	SUM of total_hotel_us d	AVERAGE of avg_flight_di scount	SUM of total_fare_flights	SUM of children(Y =1)	SUM of married (Y=1)	COUNT of user_id	AVG dollar saved per user
<18	10.6%	$22,169.00	14.2%	$145,415.71	62	1	243	$9.70
18-24	11.5%	$39,698.00	13.4%	$318,561.43	119	36	395	$11.60
25-34	11.3%	$297,984.00	13.7%	$1,020,683.99	285	178	935	$36.00
35-44	11.2%	$964,927.00	14.2%	$3,120,612.03	699	862	2127	$50.80
45-54	11.2%	$734,553.00	14.2%	$2,359,261.60	637	1087	1676	$49.00
55-64	10.9%	$131,500.00	13.8%	$540,078.07	156	478	622	$66.76

Familial Status		
As a whole set	48% have children	79% are married
Ages 35-54	35% have children	51% are married

Since the start of the year 2023, users between the ages of 35-54 have spent the most in flight fares as well as had the highest flight booking count, therefore throwing in a free night stay at a hotel would be a great incentive to get them to join the rewards program. Like I mentioned above, they are the most active users and travel will happen inevitably amongst this group, so adding in the personalized perks other than exclusive discounts would give them more reason to join the program and get rewarded for their travel. If you want to customize this even further you can make it exclusive to the users that have had two or more flights booked since the New Year.

Free Night Hotel w/ Flight

Range	Flight Book Cnt	Total Fare Flights
<18	186	$145,415.71
18-24	314	$324,784.84
25-34	1,923	$1,015,359.26
35-44	6,247	$3,130,287.92
45-54	4,763	$2,351,025.98
55-64	887	$537,739.12

Sheet 1   **Sheet 2**

Recommendations

After full analysis and categorization I recommend that Travel Tide assign the **exclusive discounts** perk to users aged 55+, it's clear that these users utilize discounts the most. To encourage more travel I feel that you can also offer this perk to users grouped from ages 25-34, since they are not as active yet but as studies show they will be moving into a more active travel age group in the near future.

The remaining perks: **no cancellations**, a **free checked bag**, **free night hotel with flight** and **free hotel meal** would be ideal to offer amongst Travel Tide's most active users in respect to their more specific behavioral categories to encourage these travelers to start getting some rewards for their activities.