



TRAVELTIDE CRAFTING A PERSONALIZED REWARDS PROGRAM TO BOOST CUSTOMER LOYALTY

DATE: 06 SEPTEMBER 2024
ANALYST: ANJU THOMAS

OBJECTIVES

- ❖ **Enhance Customer Retention**
- ❖ **Validate and Personalize Rewards**
- ❖ **Optimize Marketing Strategies**

DATA OVERVIEW & PREPROCESSING

- ❖ **Data Source:** Sessions from January 4, 2023, to July 23, 2023.
- ❖ **Inclusion Criteria:** Users with more than 7 sessions.
- ❖ **Data Cleaning:**
 - **Outliers:** Identified in `base_fare_usd` and `page_clicks`.
 - **Visualizations:** Box plots and histograms used for outlier detection.

CUSTOMER SEGMENTATION & CLUSTERING

❖ Segmentation Approach:

- **Methods Used:** K-Means and Fuzzy Clustering.
- **Criteria:** Segmentation based on customer behaviour and preferences.

❖ Customer Segments:

- **Budget Travelers**
- **Selective Spenders**
- **Frequent Travelers**
- **Comprehensive Experience Seekers**

PERK DISTRIBUTION ACROSS SEGMENTS

❖ Perk Assignment:

<i>Perks</i>	<i>count</i>
➤ <i>No Cancellation Fee</i>	<i>1253</i>
➤ <i>Free Checked Bags</i>	<i>1180</i>
➤ <i>Exclusive Discount</i>	<i>1113</i>
➤ <i>One Night Free Hotel</i>	<i>791</i>
➤ <i>Free Hotel Meals</i>	<i>703</i>

❖ **Distribution Insight:** Tailoring perks based on segment preferences.

KEY INSIGHTS & RECOMMENDATIONS

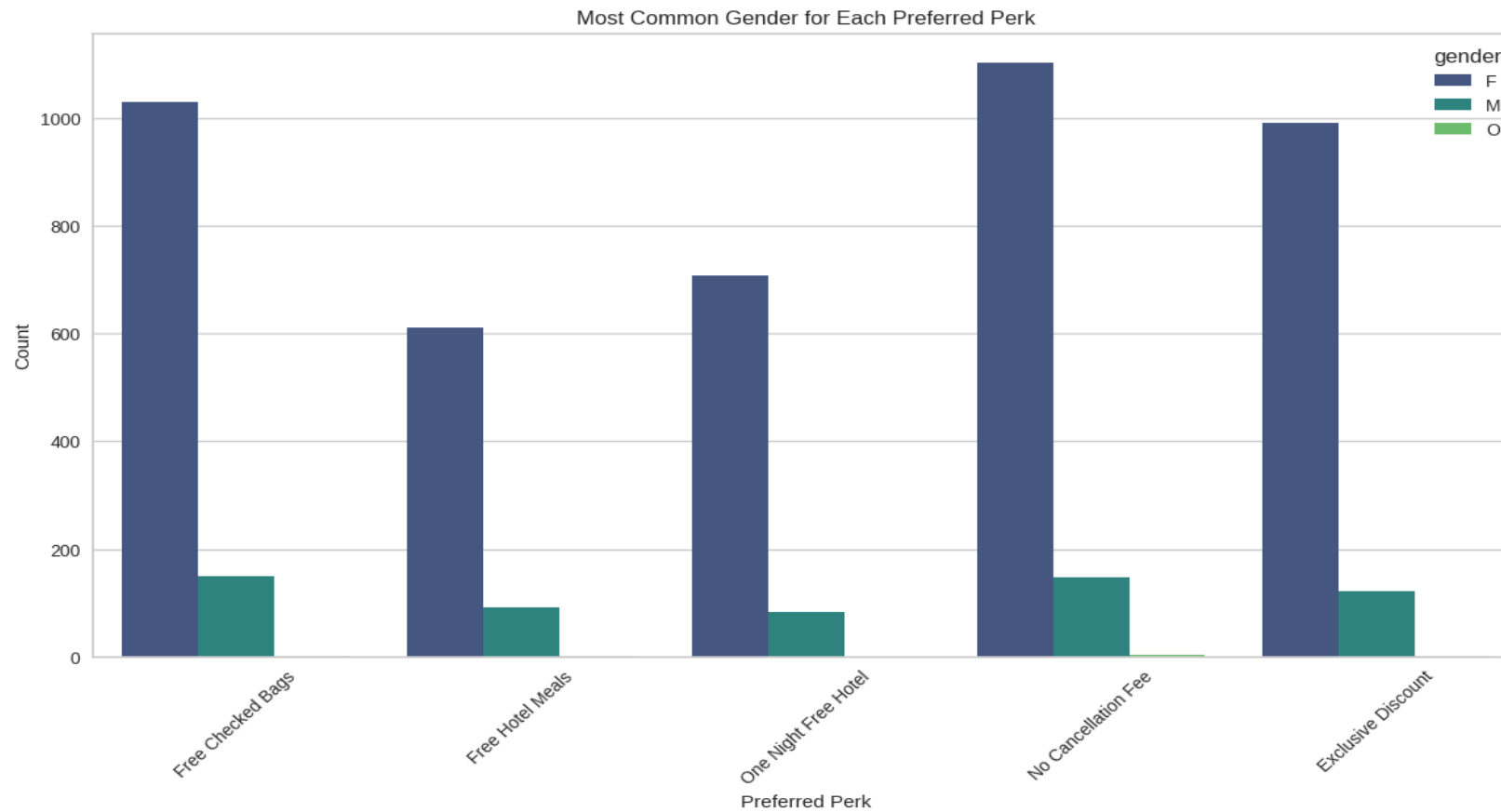
❖ **Key Insights:**

- Customer segments have distinct perk preferences.
- Personalization enhances customer engagement and loyalty.

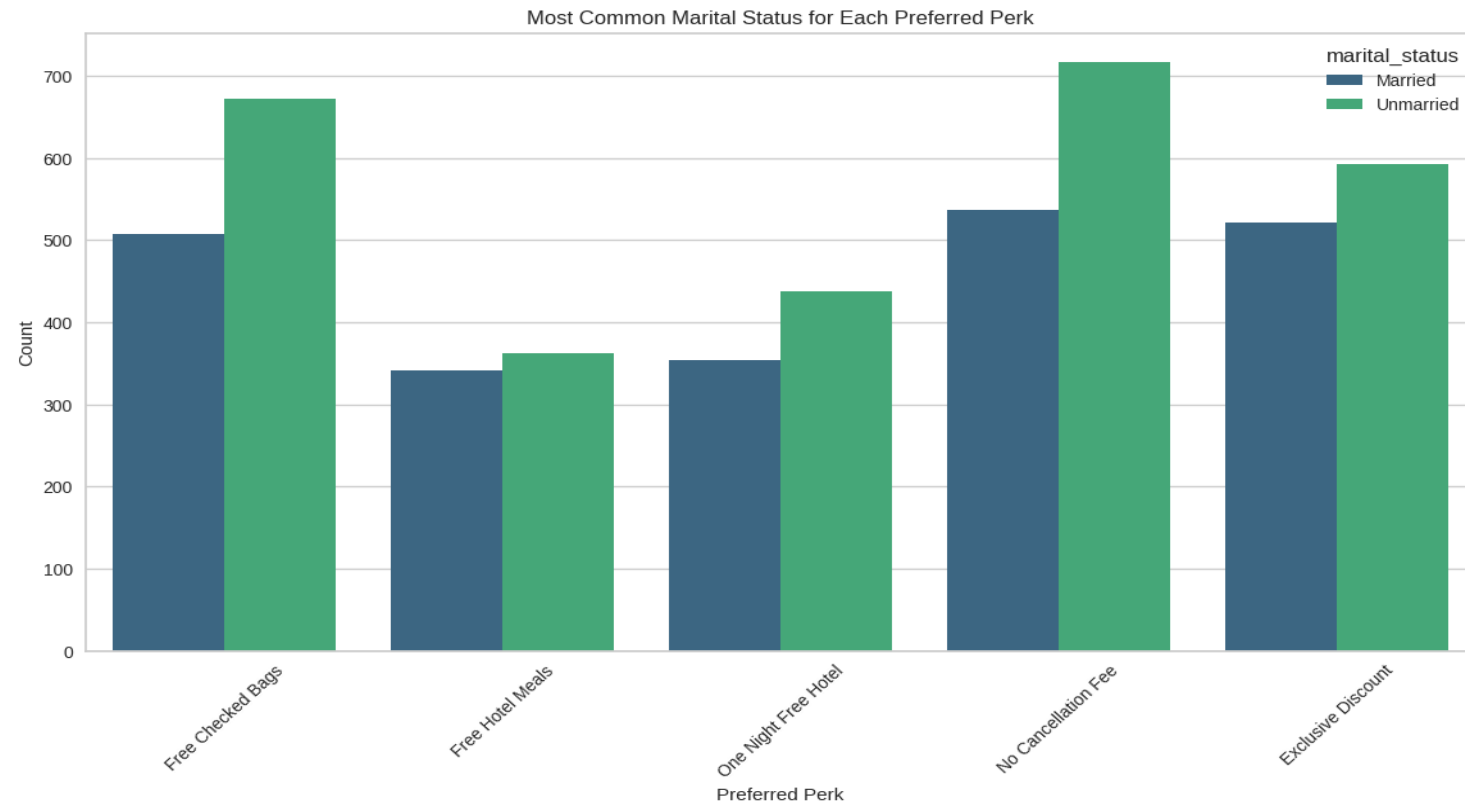
❖ **Recommendations:**

- **Multi-Tiered Perks**
- **Targeted Marketing**
- **Location-Based Customization**

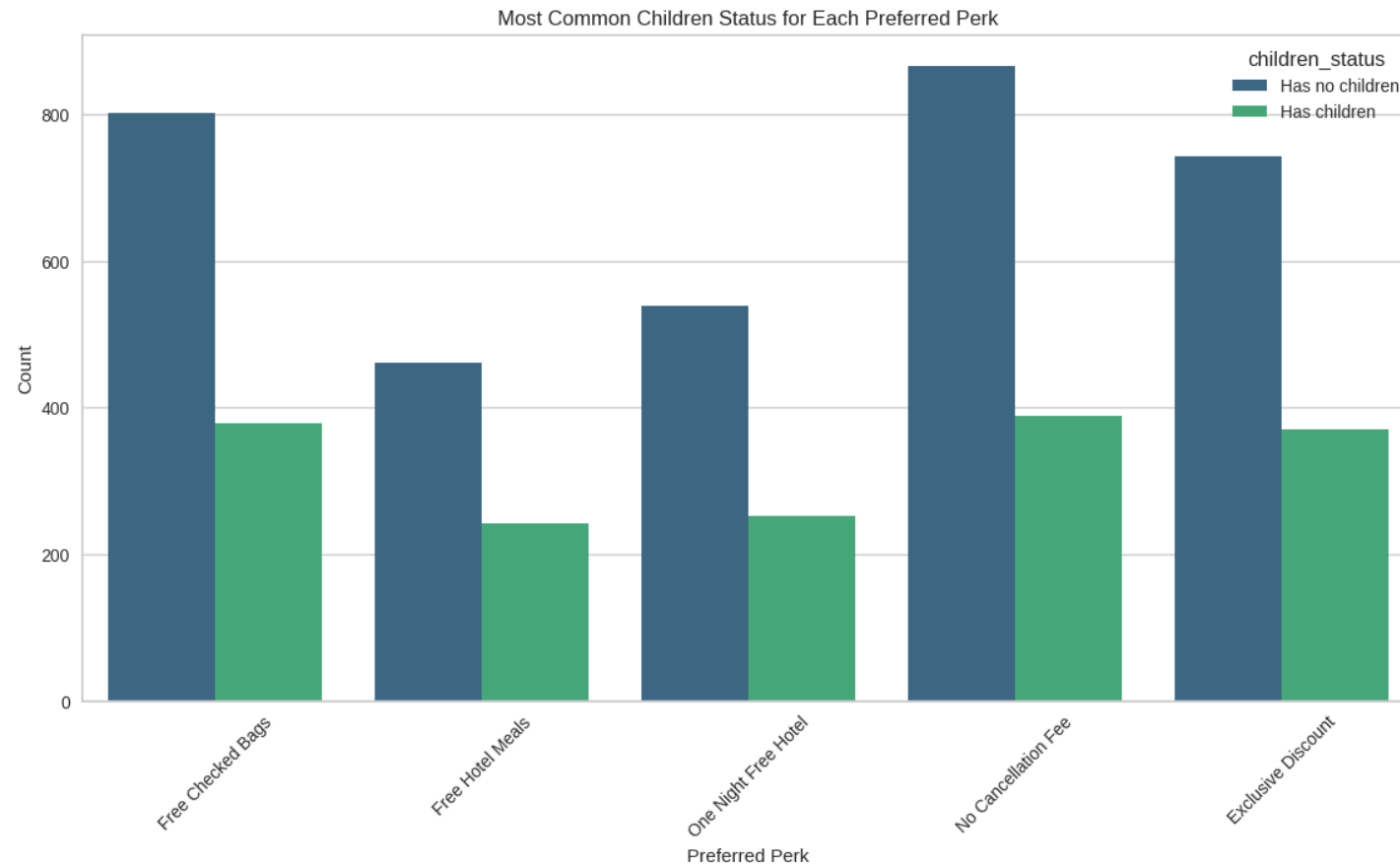
PREFERRED PERK: GENDER



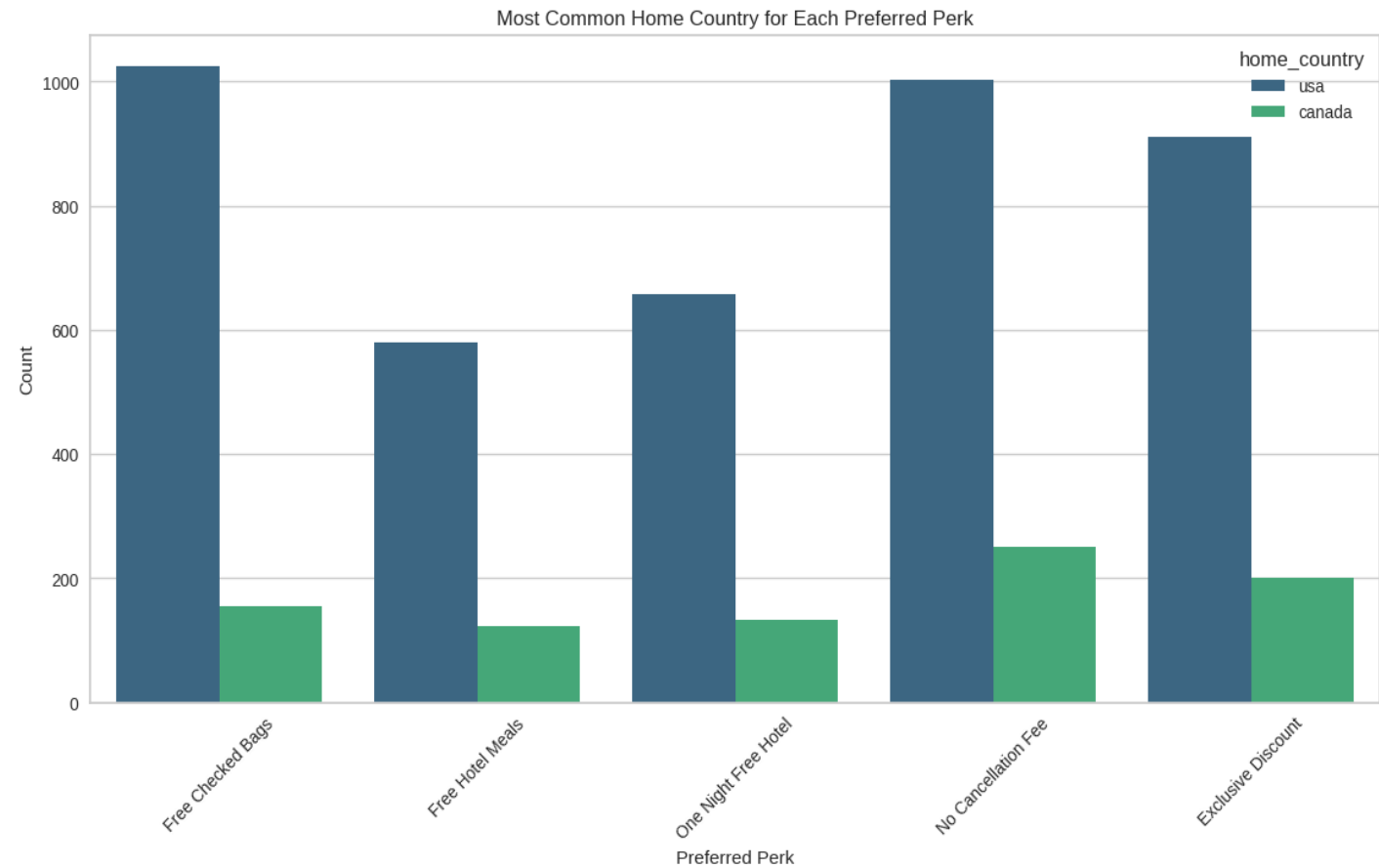
PREFERRED PERK: MARITAL STATUS



PREFERRED PERK: CHILDREN STATUS



PREFERRED PERK: HOME COUNTRY



THANK YOU!

