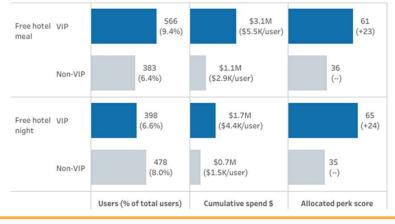
## **Executive Summary**

- ☐ Five perks to elevate customer retention & value
- □ 5,998 customers from Jan-Jul 2023 get a perk each
- Custom behavioral metrics crafted to score, rank and match user preferences
- □ 'Exquisite' perks like free hotel meal & free hotel night¹ signify status. VIPs prioritized based on loyalty², spend ratios, unit prices paid and transaction size. They get an average 23-pt boost. 20% of customers (1.2k) are VIPs; 80% of them receive exquisite perks
- □ VIPs spend over twice as non-VIPs, driven by volume, higher prices (and less discounting)
- K-Means analysis: high cancellation rates overlap with discounting, thus free to cancel<sup>3</sup> & special travel offer<sup>4</sup> may not be distinct perks, behaviorally speaking







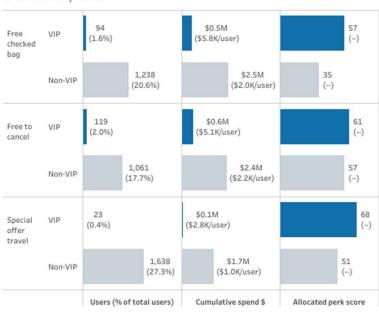


## Standard perks









(1) 1 night free hotel with flight; (2) Days since sign up; (3) Previously 'no cancellation fees';

(4) Previously 'exclusive discounts'