Segmentation of users at TravelTide

SCHEDULE

- Context & objectives

- Metrics & analysis

- Results

- Recommendation

- Q&A

CONTEXT & OBJECTIVES

Segmentation:

✈ Exclusive discount

🏨 One night free hotel

🍴 Free hotel meal

🧳 Free checked bag

📋 No cancellation fees

Users sign the reward program

METRICS & ANALYSIS

U$ saved/km and discount

U$ saved/hotel and discount

nights/trip

bags checked/flight

flight canceled/booked

RESULTS

35 – 50 ⬆ **10%**

Women not married ⬆ **7%**

Biggest group

Married ⬆ **5%**

16 – 21 ⬆ **18%** || 35 – 50 ⬇ **27%**

RECOMMENDATION

Marketing team should work on the segmented groups

- Specific email

- Meet data team to analyze

THANK YOU!