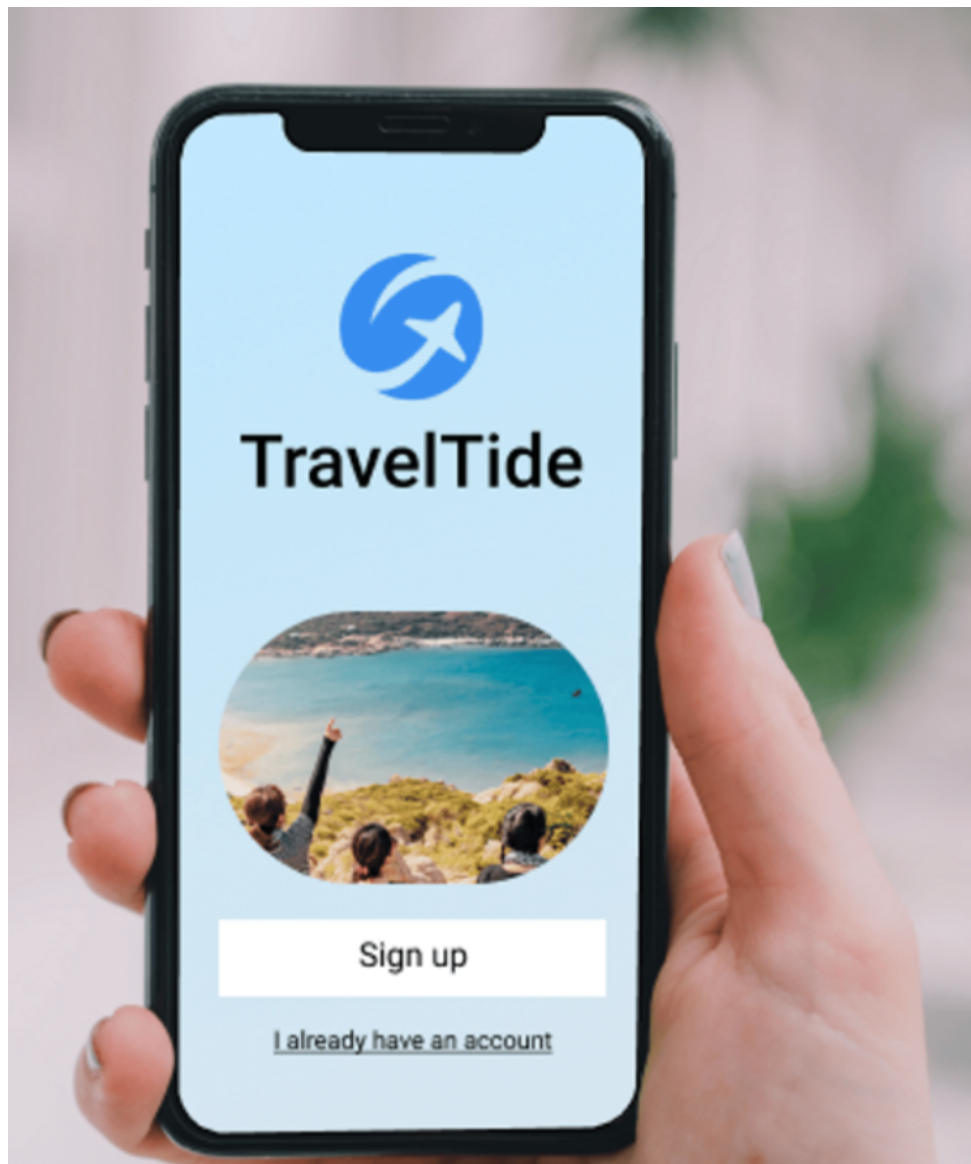# Travel Tide

Customer Segmentation

Executive Summary

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Data Analysis Overview: Our Data Analysis, driven by criteria set by the Head of Marketing, focuses on filtering and aggregating data to understand user behavior within the Travel Tide App. This segmentation approach aids in differentiating customers based on their behaviors, aligning with our mission to enhance the Travel Tide experience.

Context: With the CEO and Head of Marketing's objective to boost company growth through a rewards program, our focus narrows to customers actively using the platform since January 4, 2023, with a minimum of seven transactions. As Data Analysts, we aim to validate Elena's perk preferences hypothesis and identify individual favorite perks, delving into the TravelTide database for insights on travel behavior indicators.

Customer Segmentation:

- Free Hotel Meal: Users frequently booking hotels.
- Free Checked Bag: Users including checked bags in flight purchases.
- No Cancellation Fees: Users confirming cancellations in bookings.
- Exclusive Discounts: Users seeking reduced flight costs.
- One Night Free Hotel with Flight: Users booking both flight and hotel simultaneously.
- Dynamic Explorer: (Additional perk) Users frequently checking the app.

Conclusion: Unlocking Growth Opportunities for Travel Tide: Our customer segmentation analysis reveals distinct personas with unique preferences and behaviors within Travel Tide. Notable segments, such as the 1-Night Free Hotel with Flight, Dynamic Explorer, Exclusive Discount, Free Checked Bag, Free Hotel Meal, and No Cancellation Fee, provide key insights. Targeted marketing, user experience refinement, and strategic partnerships are proposed to maximize growth opportunities.

Recommendations:

- Tailored Marketing Campaigns: Address unique value propositions of each segment, emphasizing perks like the 1-night free hotel, exclusive discounts, and hassle-free cancellations.
- Enhanced User Experience: Refine user experience with intuitive search functionalities and personalized recommendations, aligning with the preferences of the Dynamic Explorer segment.
- Strategic Partnerships: Strengthen collaborations with hotels and airlines, securing exclusive discounts and enhancing ancillary offerings like free checked bags and hotel meals.

Looking Forward: Aligning Travel Tide's strategies with segment preferences positions the platform for sustained growth. The synergy between targeted marketing, user experience refinement, and strategic partnerships will undoubtedly propel Travel Tide to new heights in the competitive e-booking landscape.