



TRAVEL TIDE

*Customer Segmentation
Data Analysis
By: Dory Granado*



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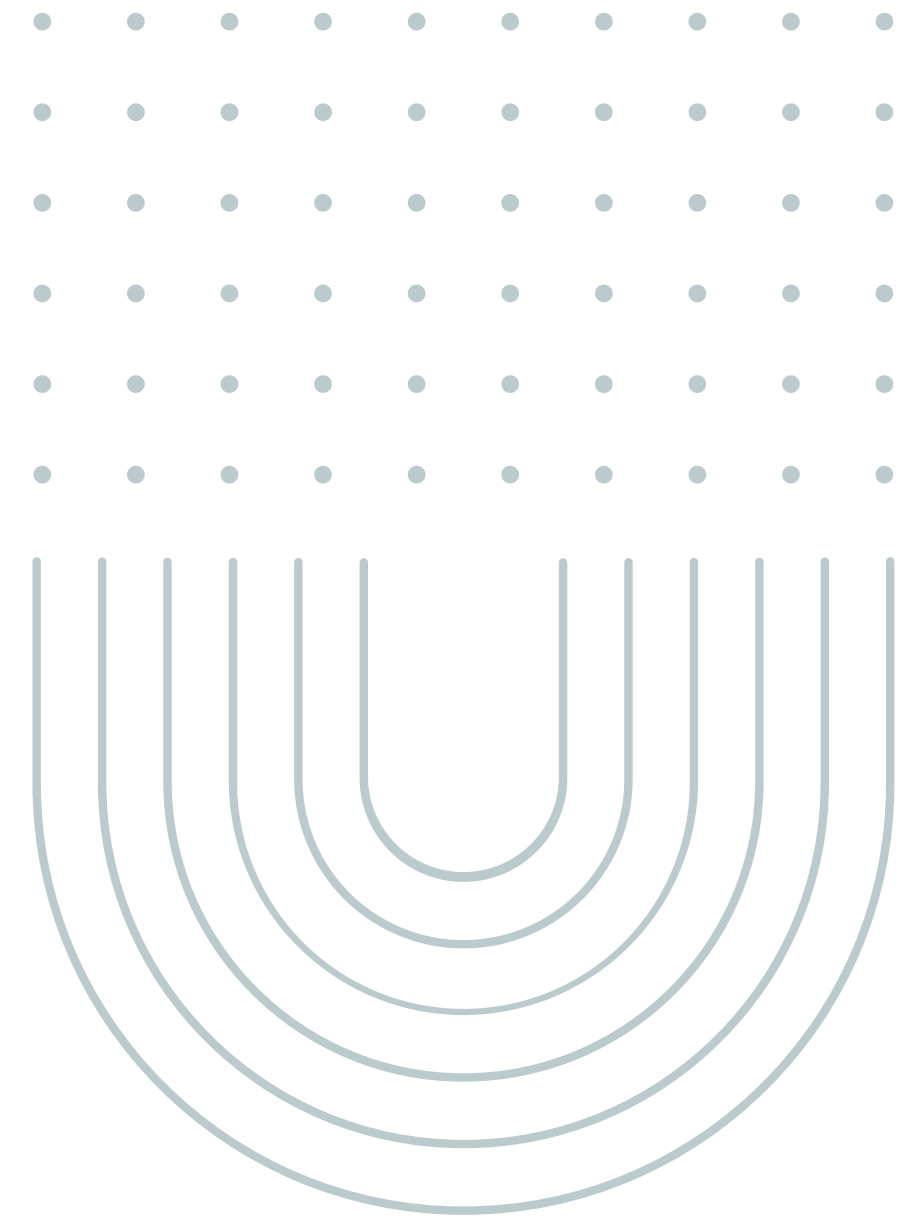
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- Discern probable favorite perks on an individual customer basis
- Probe into travel behavior indicators within the TravelTide database
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- Craft a rewards program aligned with customer preferences
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**OUR
GOAL**

USER SEGMENTATION PER PERK

FREE HOTEL MEAL

These users exhibit a pattern of frequent hotel bookings

Metrics: the proportion of bookings featuring hotel discounts, the average dollars saved per night, and the discount average, providing insights into the financial advantages derived from their hotel choices

FREE CHECKED BAG

This segment comprises users who consistently include checked bags in their flight purchases

Metrics: the average number of checked bags per flight, shedding light on their luggage preferences and travel needs.

NO CANCELLATION FEES

Users in this category actively confirm cancellations in their bookings

Metrics: the percentage of booked hotels and flights that were canceled, offering a comprehensive view of their commitment to flexibility in travel plans

EXCLUSIVE DISCOUNTS

These users are dedicated to securing reduced flight costs

Metrics: the proportion of flight bookings with discounts, average dollars saved per km traveled, and the average percentage discount, providing a detailed analysis of their pursuit of cost-effective travel options

ONE NIGHT FREE HOTEL WITH FLIGHT

This segment represents users who prefer the convenience of booking both flights and hotels simultaneously

Metrics: the proportion of bookings involving both flight and hotel in comparison to the overall booking volume, offering insights into the popularity of bundled travel arrangements

INDEXES FORMULAS USED

FREE HOTEL MEAL (HOTEL HUNTER)

Proportion of Hotel bookings w/discount \times Average Hotel Discount \times
Average dollar saved per night (scaled min/max)

FREE CHECKED BAG (AVERAGE BAGS PER FLIGHT)

Average bags per flight per user (scaled min/max)

NO CANCELATION FEE (CANCELATION RATE)

Proportion of canceled bookings compared to all bookings (scaled min/max)

EXCLUSIVE DISCOUNT (BARGAIN HUNTER)

Proportion of flight bookings \times Average flight discount \times
Average Dollars saved per km (scaled min/max)

ONE NIGHT FREE HOTEL W/FLIGHT (COMBINED BOOKINGS)

Proportion of booking (flights and hotels) compared to all bookings (scaled min/max)

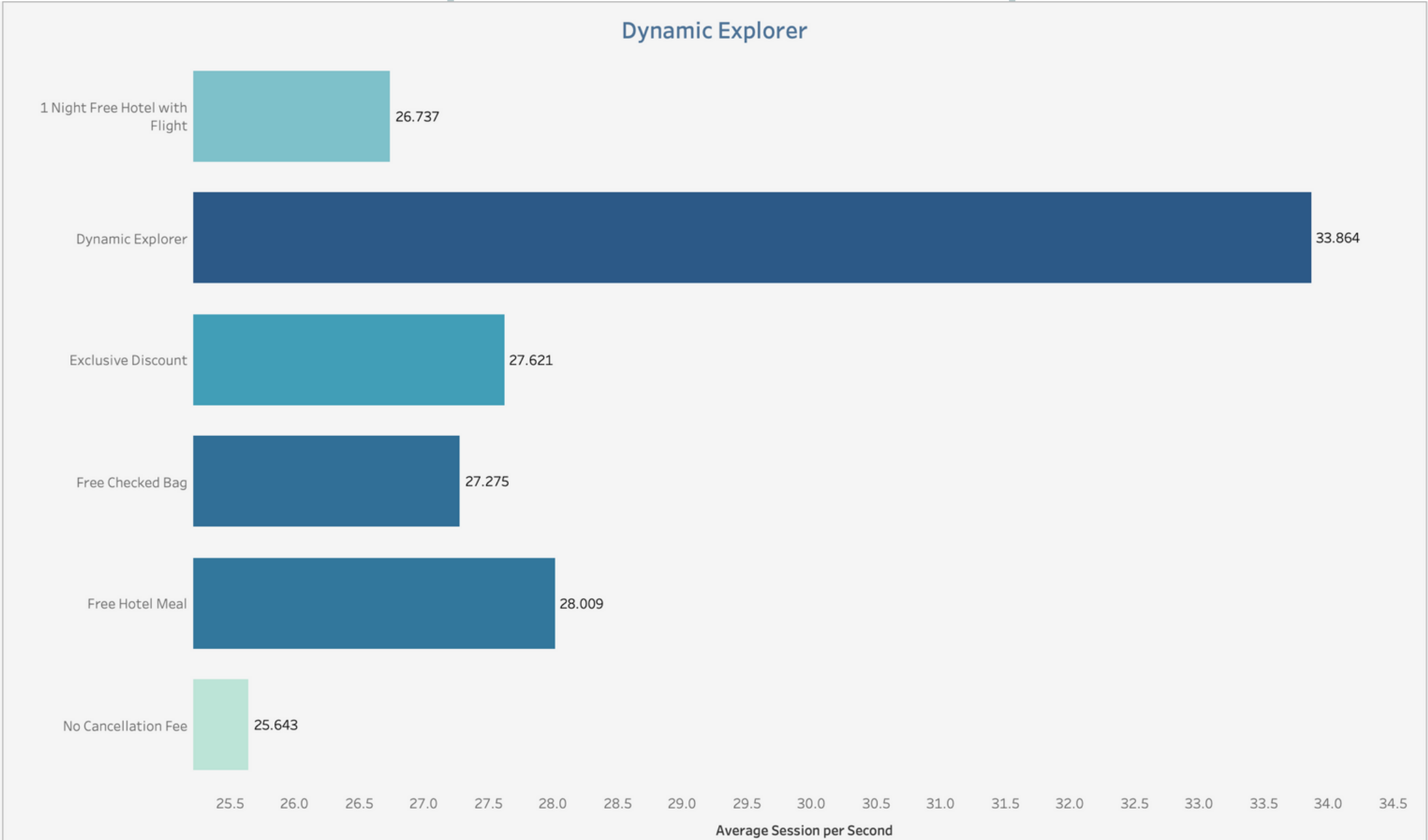
USER ACTIVITY (DYNAMIC EXPLORER)

Extra perk added
Average session number/hr/user (scaled max) \times Average session duration per user (scaled max)

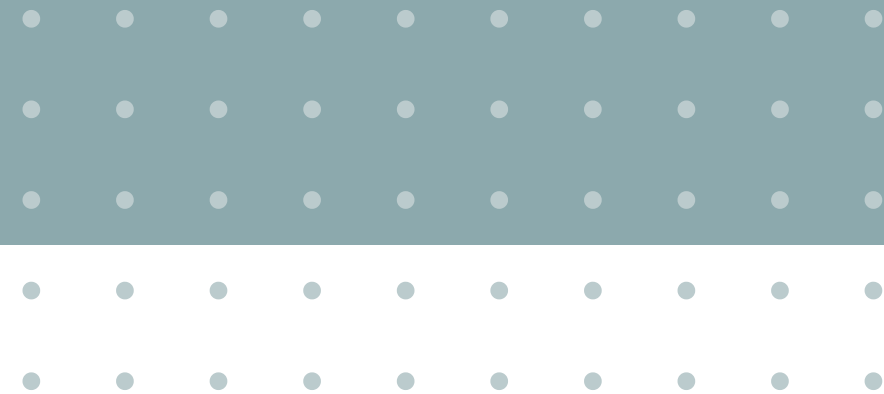
*this will be discussed futher

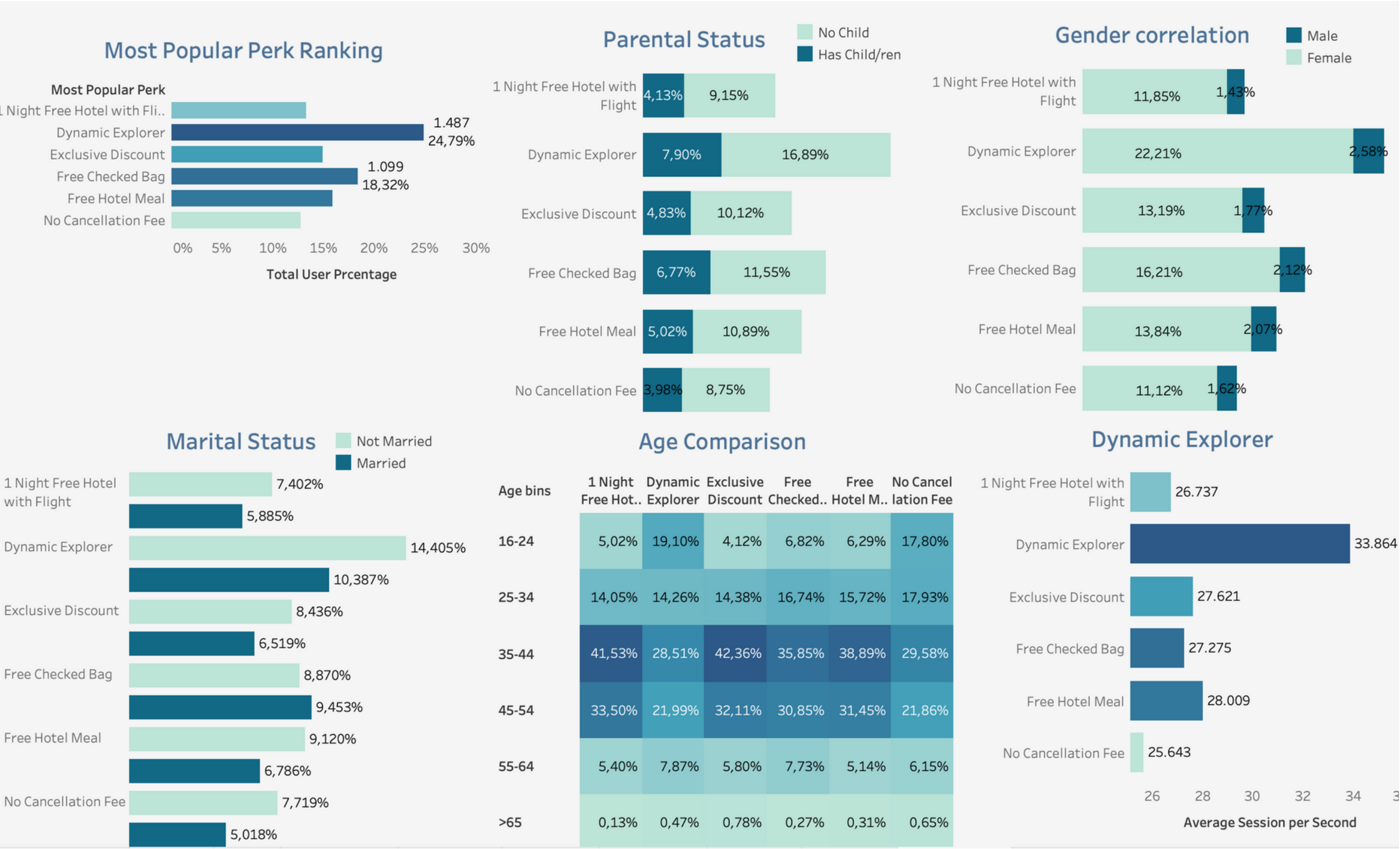
DYNAMIC EXPLORER

In examining this table, we delved into the significance of cross-analyzing the count of users who engaged with the site alongside potential discounts. The findings reveal a substantial potential within this market segment, characterized by users who not only lingered on the site but also exhibited a prolonged exploration period, indicating a promising avenue for further engagement and conversion.



RANKING AND DEMOGRAPHIC ANALYZATION







RECOMMENDATIONS

1-Night Free Hotel with Flight

A notable segment, enticed by the prospect of a complimentary night's stay. Targeted marketing efforts should spotlight the synergies between flight bookings and this enticing hotel offer to maximize conversion within this group

Free Hotel Meal

The culinary aspect plays a pivotal role for this segment. Amplify partnerships with hotels and curate packages that not only encompass accommodation but also tantalizing dining experiences

Free Checked Bag

Baggage perks resonate strongly with this segment. Strengthening partnerships with airlines and spotlighting the seamless luggage experience could further solidify Travel Tide's appeal

Exclusive Discount

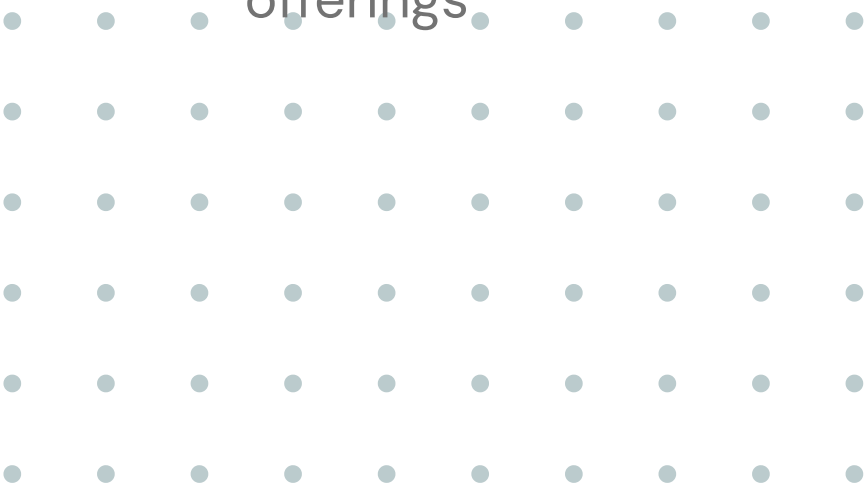
A cohort drawn by the allure of exclusive discounts. Crafting targeted promotions and loyalty programs could further cement their allegiance, enhancing their lifetime value for Travel Tide

No Cancellation Fee

The peace of mind offered by the absence of cancellation fees is a significant draw.Crafting targeted promotions and loyalty programs could further cement their allegiance, enhancing their lifetime value for Travel Tide

Dynamic Explorer

With almost a quarter of our users falling into this category, their engagement is evident. Capitalize on this enthusiasm by refining search functionalities, personalized recommendations, and timely notifications to keep them actively exploring Travel Tide offerings.



RECOMMENDATIONS

Tailored Marketing Campaigns

Design targeted campaigns addressing the unique value propositions of each segment. Highlight the 1-night free hotel offer, exclusive discounts, and hassle-free cancellation policies to attract and retain users

Enhanced User Experience

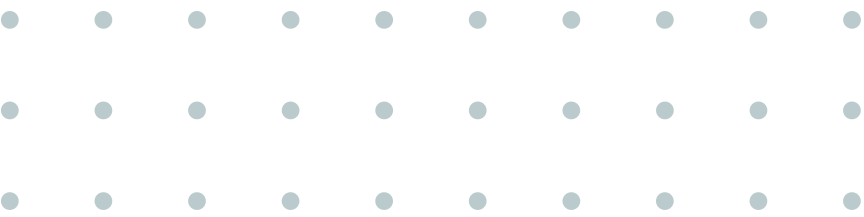
Invest in refining the user experience, with a focus on intuitive search functionalities, personalized recommendations, and a seamless booking process. This aligns with the preferences of the Dynamic Searcher segment

Strategic Partnerships

Strengthen partnerships with hotels and airlines to not only secure exclusive discounts but also to enhance ancillary offerings such as free checked bags and hotel meals

Additional Takeaway

By aligning Travel Tide's strategies with the nuanced preferences of these segments, we position 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



APPENDIX

CODES USED IN THE PROJECT

[https://github.com/dorygran/
Travel-Tide-Mastery-
Project-
2-/blob/0801fbf0e19975fd2c
a427b474e764b691e260df/T
ravel_Tide.ipynb](https://github.com/dorygran/Travel-Tide-Mastery-Project-2/blob/0801fbf0e19975fd2ca427b474e764b691e260df/Travel_Tide.ipynb)

THANK YOU

Tableau Dashboards

[https://public.tableau.com/sh
ared/J3673K48R?:display_co
unt=n&:origin=viz_share_link](https://public.tableau.com/sh
ared/J3673K48R?:display_co
unt=n&:origin=viz_share_link)

DASHBOARD