



# TravelTide

## Rerwards program

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# Personalized Travel Perks: A Data-Driven Approach

**Goal:**

Deliver the right perks to the right travelers using data insights.

**How?**

Analyzing customer behavior to create personalized experiences.

**Why It Matters:**

Boosts customer satisfaction, loyalty, and revenue.



# The cohort



## First filter:

**Sessions** started on 04.01.2023  
+ Data cleansing

3,102,850 Sessions

- Represents engaged users most likely to benefit from tailored perks.

## Second filter:

**Users** who had more than 7 sessions

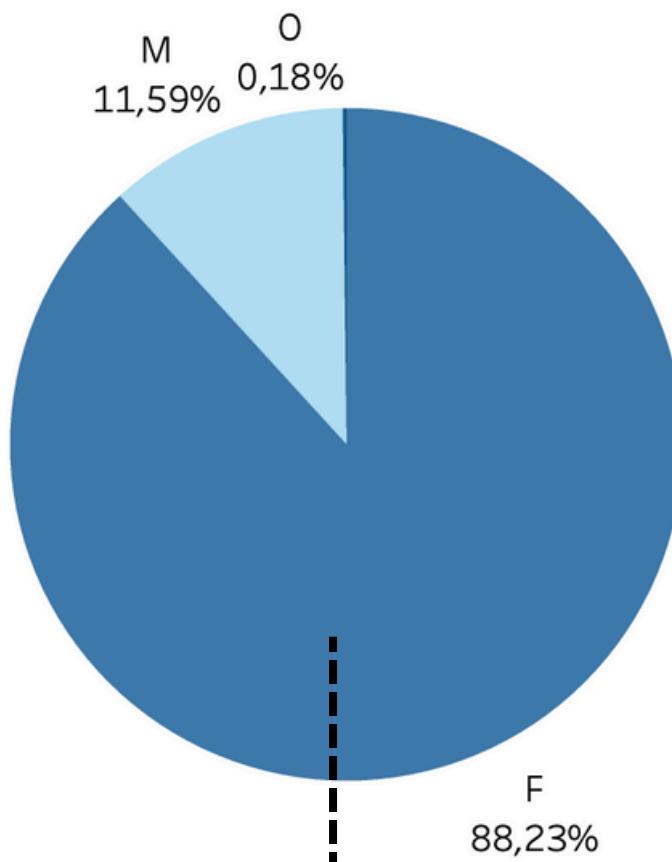
5998 Users

- Ensures data-driven insights lead to real business impact.



# The cohort

Distribution by gender



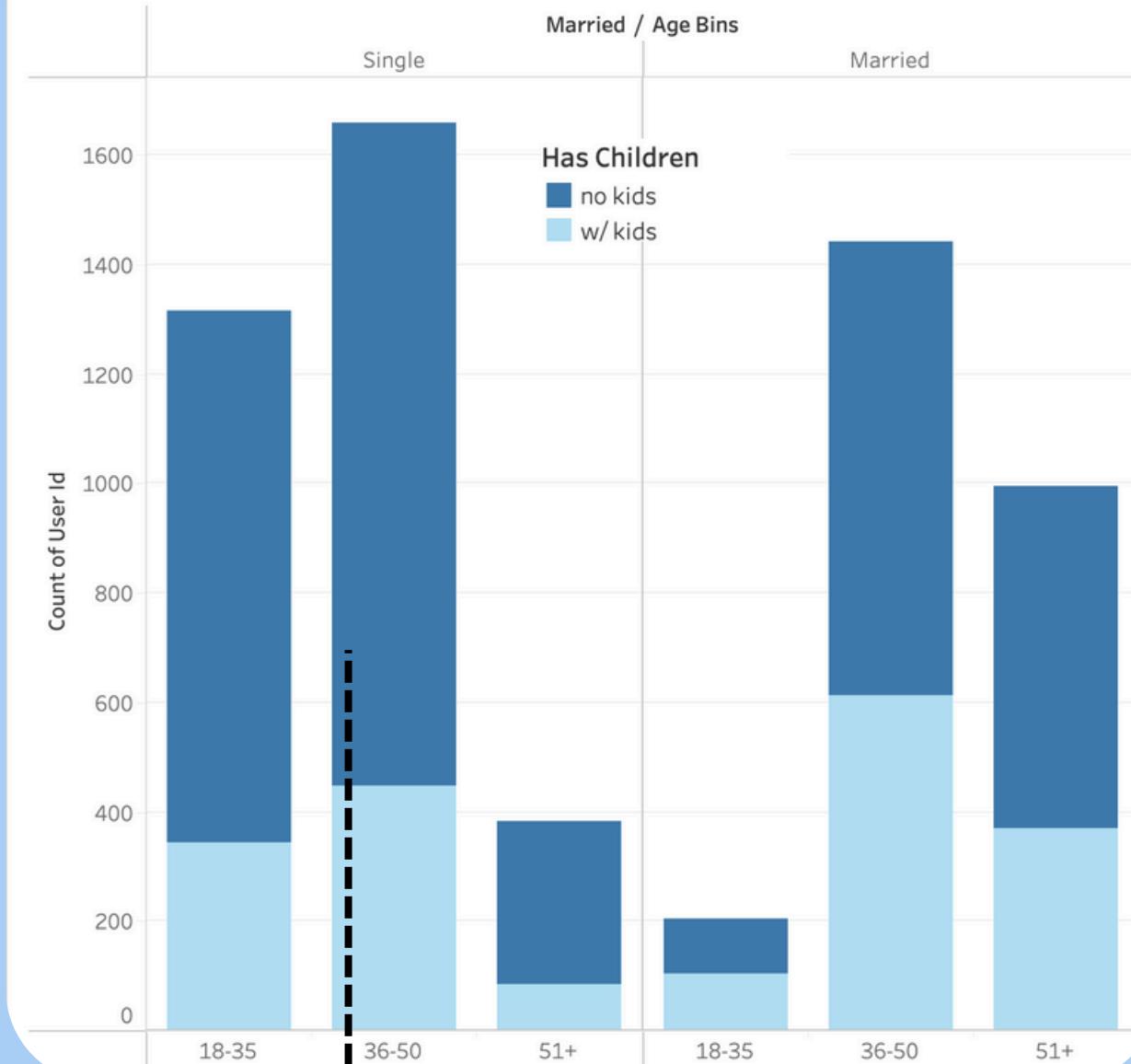
Majority of user is Female

Total users by homecountry



USA is the main country of origin

Age, marital, and parenting status

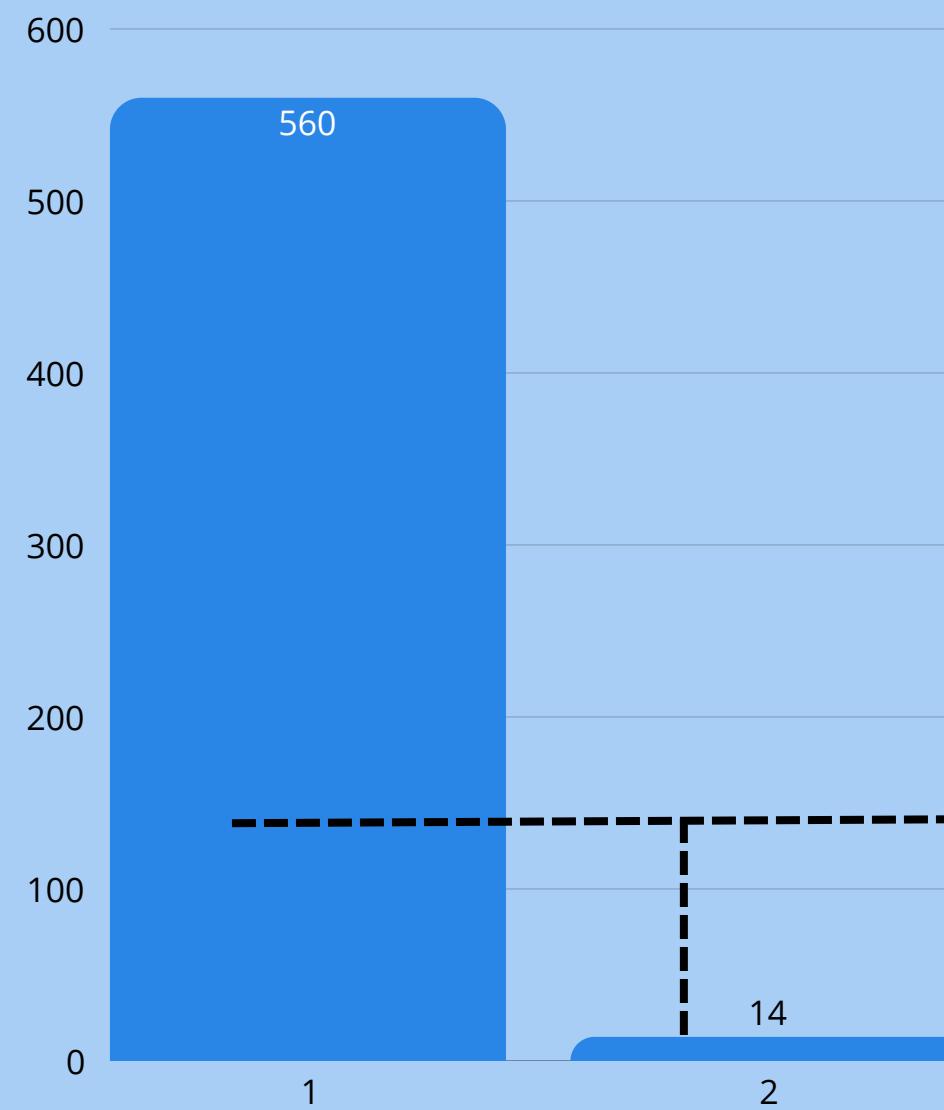


Biggest cohort is single adults with no kids



# Segmentation

## Free Cancellation



High Spending  
Travels mostly weekdays  
Short trips (1 to 4 days)  
Count od users: 251





# Passengers (personas)



**The Jetsetter**

1-Night Free  
Hotel with  
Flight

12%



**The Flexer**

No Cancellation  
fees

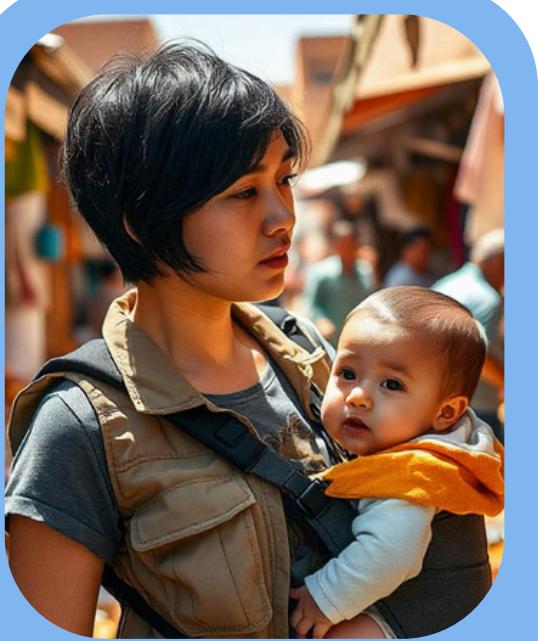
5%



**The Lounger**

Free Hotel Meal

20%



**The Packmaster**

Free Checked  
Bag

25%



**The Bargainer**

Exclusive  
Discounts

33%



**Others**

Suggestion:  
10% Discount on  
next booking

5%



# The Jetsetter



**PERK:** 1-Night Free Hotel with Flight

## High-Value Frequent Traveler

- Engagement: High
- Spending Category: High
- Behavior: Likely a business traveler or luxury traveler who books frequently and spends significantly.

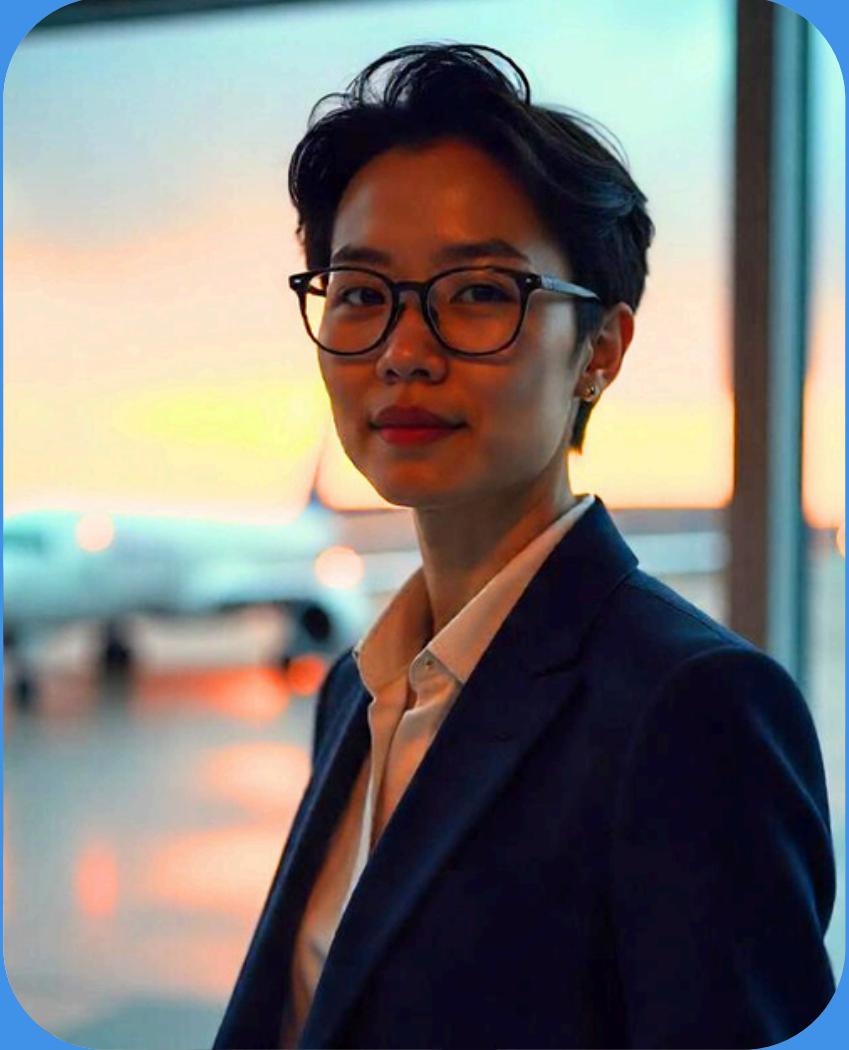
## Potential Customer Profile:

- Business executives
- Frequent flyers with premium airline/hotel memberships
- Affluent leisure travelers

12%



# The Flexer



**PERK:** No Cancellation Fees

## Risk-Averse or Short-Trip Traveler

- Cancellation Classification: High (frequently cancels trips)
- Travel Pattern: Mostly weekday travel, short trips
- Behavior: Prefers flexible bookings, likely due to business commitments or unpredictable schedules.

## Potential Customer Profile:

- Business travelers who often reschedule meetings
- Weekend vacationers who book spontaneously
- Customers wary of rigid cancellation policies

5%



# The Lounger



**PERK:** Free Hotel Meal

## **Hotel-Oriented Long-Stay Traveler**

- Hotel Bookings Classification: High or Average
- Trip Duration: Medium or Long stays
- Behavior: Stays at hotels often and for longer durations, making dining perks attractive.

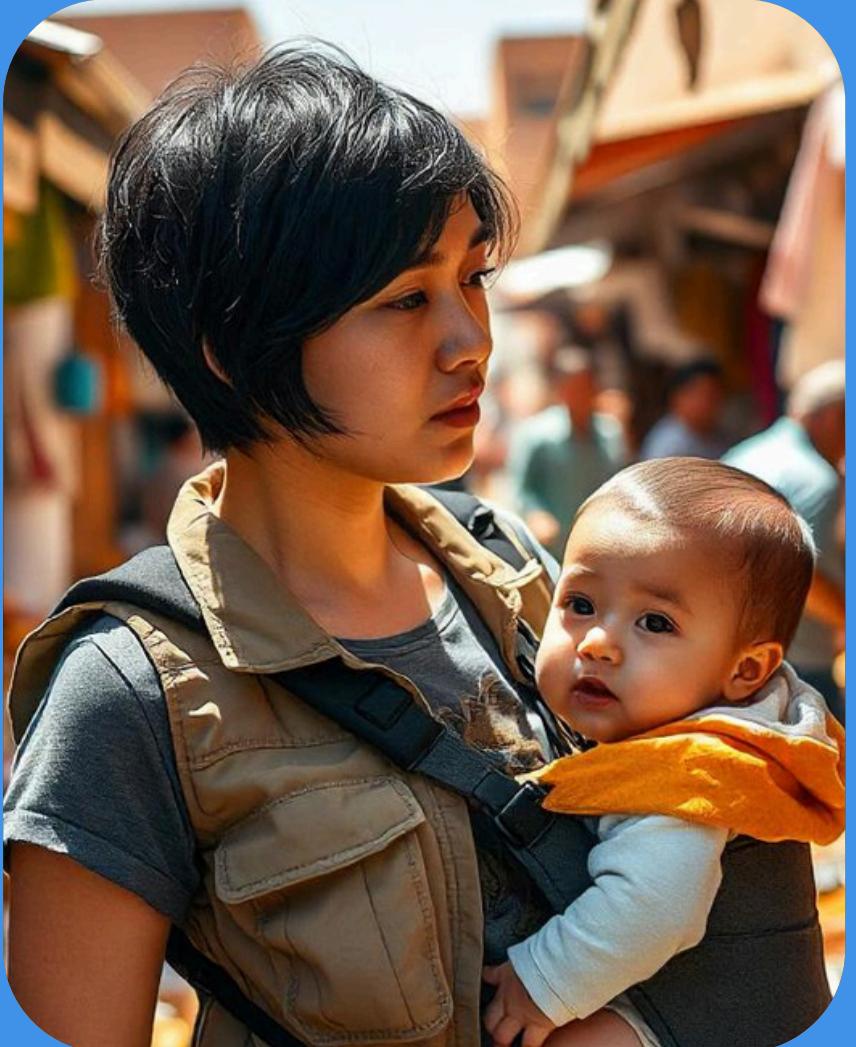
## **Potential Customer Profile:**

- Vacationers on extended stays
- Digital nomads working remotely from hotels
- Budget-conscious travelers who value meal savings

20%



# The Packmaster



**PERK:** Free Checked Bag

## **Family Traveler or Heavy Packer**

- Checked Bags Classification: High
- Alternative Criteria: Average or Low Spending + High Travel Frequency
- Behavior: Travels with more luggage, possibly with family members or for longer trips.

## **Potential Customer Profile:**

- Families with kids needing extra luggage
- Travelers bringing equipment (photographers, skiers, surfers, etc.)
- Budget travelers who avoid baggage fees but travel often

25%



# The Bargainer



**PERK:** Exclusive Discounts

## **Deal-Seeker or Budget Traveler**

- Discount Behavior: High Discounts Received + High Discount Exposure
- Alternative Criteria: Engagement High/Average + Travel Frequency Average/Low
- Behavior: Highly engaged but price-sensitive, making them respond well to discounts / or spend more time in searching/comparing.

## **Potential Customer Profile:**

- Budget-conscious travelers looking for the best deals
- Occasional travelers who book when discounts are available
- Younger travelers (students, solo backpackers)

33%



# Perk assignment order

**Key Rule: Once a traveler qualifies for a perk, we stop!**



1

Jetsetter?

2

Flexer?

3

Lounger?

4

Packmaster?

5

Bargainer?



None?



10%



# Customer Segmentation & Key Recommendations

- Identified 5 key traveler personas based on behavior, spending, and engagement.
  - Personalized perk assignment enhances customer experience and increases loyalty.
  - Data-driven segmentation helps target marketing efforts effectively.
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- Refine Perk Allocation – Test & optimize offers based on engagement and conversion rates.
  - Tailor Marketing Strategies – Use segmentation insights for personalized promotions.
  - Monitor Behavioral Shifts – Continuously update segmentation with new booking trends.