TravelTide Reward Program Analysis

This report supports the development of the rewards program by identifying customer groups and perks that TravelTide can market to their active users. Active users are described as having more than 7 sessions since Jan 4, 2023.

Objectives

- Segment users into meaningful groups to start a strategic, data driven rewards structure to boost engagement and retention.

Methodology

Using SQL, I prepared the data by creating session and user based tables. To segment the users, I created a decision tree to determine which group a user falls under. I visualized insights in Tableau and assigned a perk to each group based on behavioral and transactional variables.

Customer Groups & Perks

Family Travelers - Free checked bag	**Business Travelers -** Airport lounge access
Senior Travelers - Free hotel meal	**Dreamers -** Discount on first travel
Young Frequent Travelers - 1 free hotel night with flight	**Adult Frequent Travelers -** Free flight
Other Travelers - Free seat upgrade	

Key Findings

1. **Negative Nights**
   - **12,067** rows have values **below zero** in the 'nights' column.
   - The **check out time** value occurs **before** the **check in time** value

Recommendations

1. Launch a tiered rewards program customized to each segment's preferences
2. Monitor user engagement and perk redemption to iterate and optimize program
3. Reevaluate how check out time values are populated method to eliminate negative nights
   - A default value is placed for check out time that occurs before the check in time; Result: negative nights