TRAVELTIDE

REWARD PROGRAM

PRESENTED BY ELISABETH HADZIC

AGENDA

Introduction

Rewards Program

Active Users

User Segmentation

User Groups

Groups and Perks

Insights & Recommendations

INTRODUCTION

- 1 million users
  - 5.4 million unique app sessions
- To incentivize users to **stay active**, TravelTide wants to implement **a rewards program**
  - Lead: Elena

MAIN GOAL:

- identify **active users** and find good **rewards/perks** for each

ACTIVE USERS

01

Over 1 million users, but not all active lately

02

Elena suggested to include users with **more than 7 sessions since Jan 4, 2023**

03

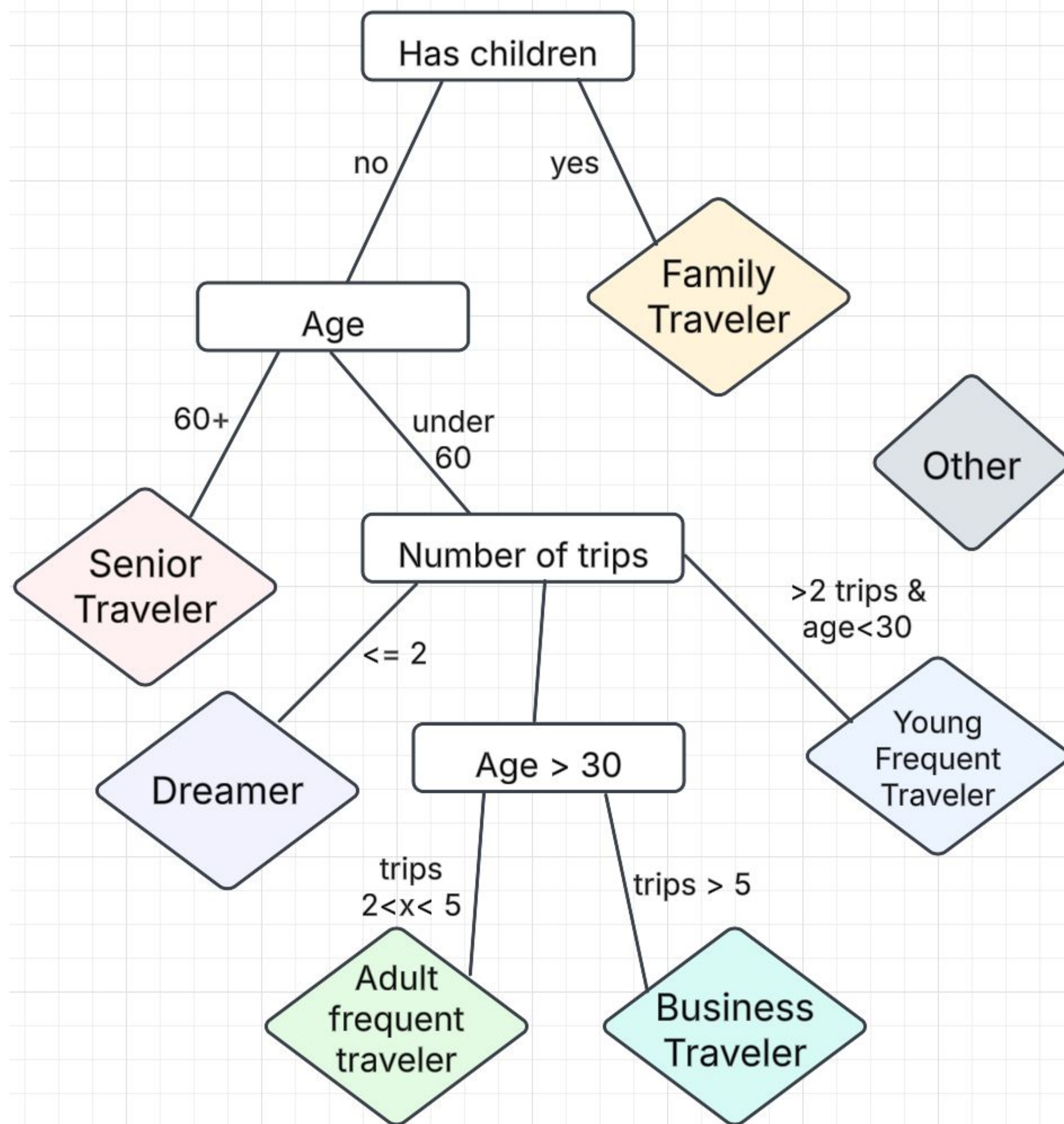**5998** users eligible

TravelTide Launch

Jan 4

Last Available Date

users with >7 sessions
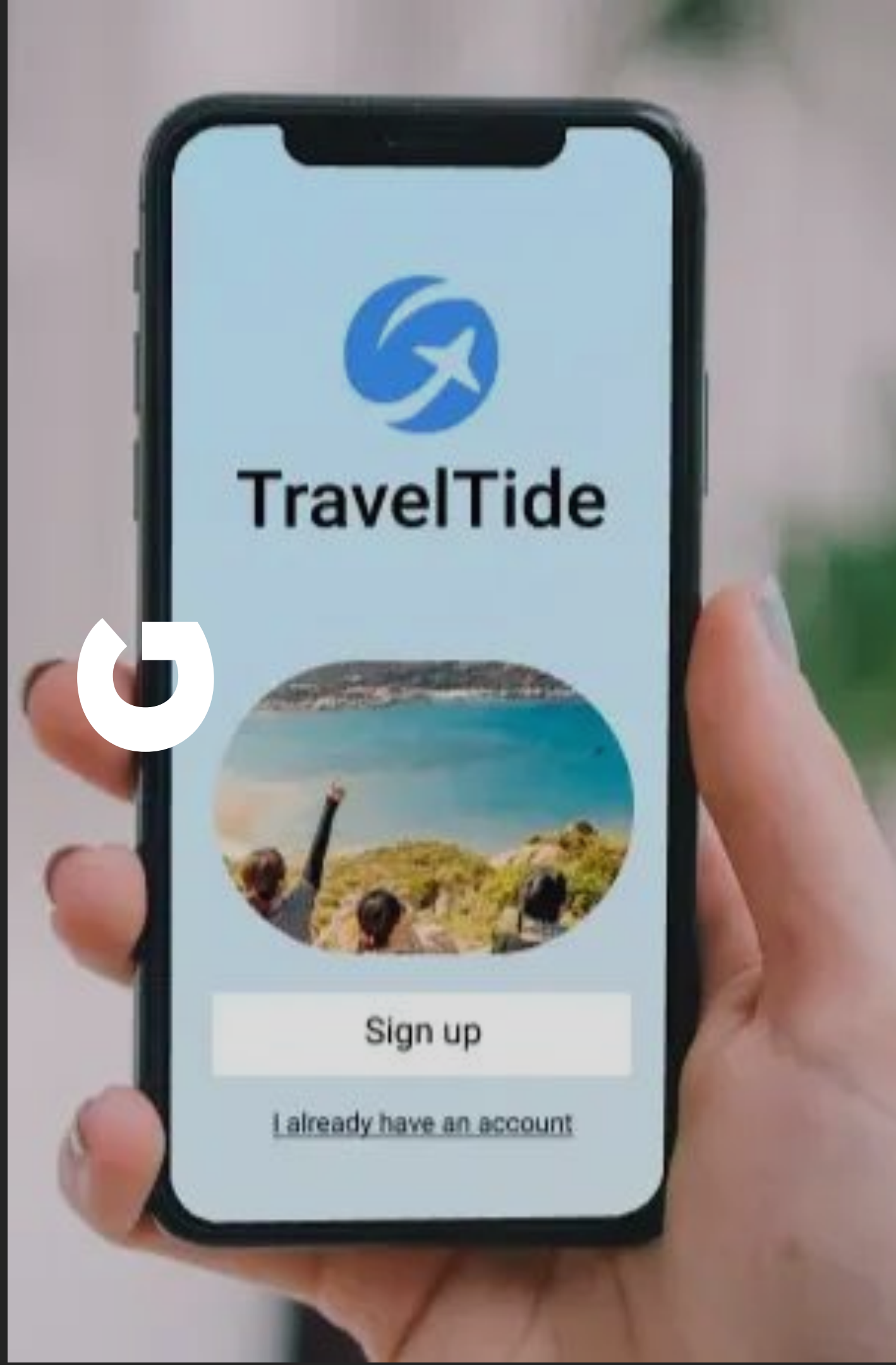
USER SEGMENTATION

- To get an individual perk for each customer we used segmentation into groups and decision trees

- After analysis, **7** groups

USER GROUPS

GROUPIN

USER GROUPING

Explored customer demographics
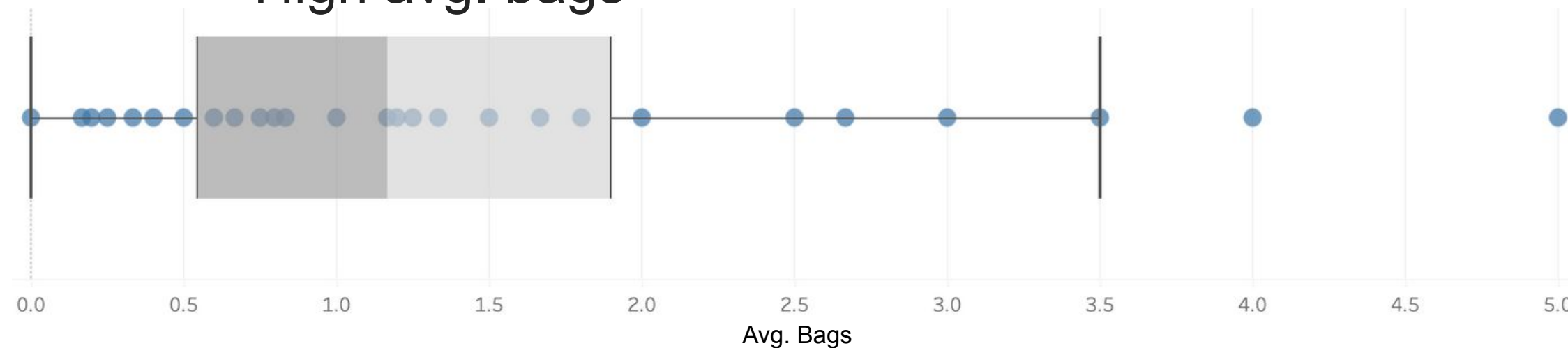
Metrics:

Session behavior

Trip behavior

Customer demographics

Grouped customers by **similarity** in these metrics

FAMILY
TRAVELERS

- All Family travelers have children

- More travelers = more luggage
  - High avg. bags

Avg. Bags

- Popular with international travel: **1,075 trips**
  - Tend to have more luggage

PERK
Free checked bag

- Travel with children

- Travel for longer or farther

SENIOR
TRAVELERS

- Enjoy longer trips
  - Avg. trip length: 6 days
  - Avg. hotel stay: 5.8 nights

PERK
Free Hotel Meal

- Mr. & Mrs. Smith
  - 78, 74 years old, married since 1970
- Users since 2022
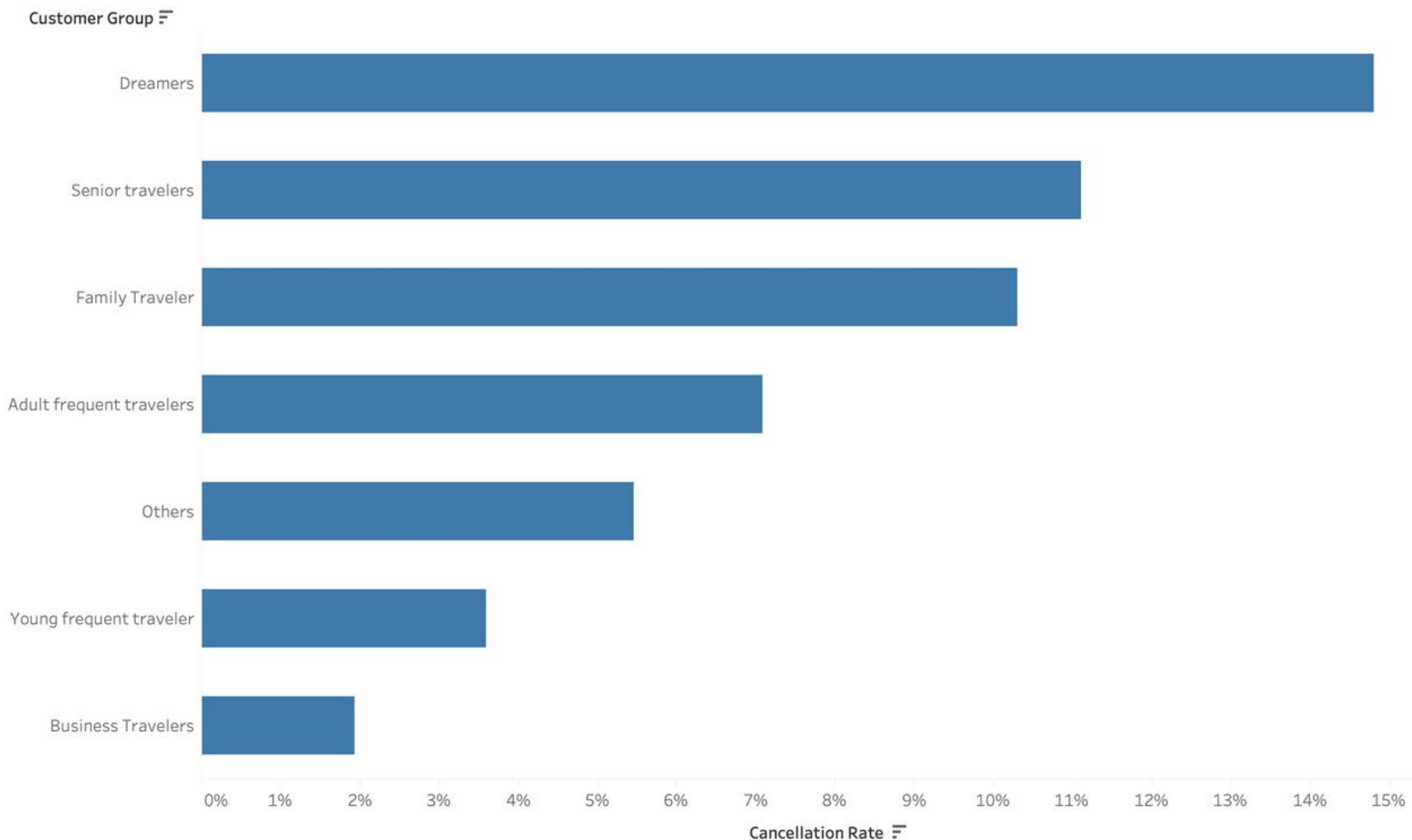 - 6 travels, 12 flights with us

- Travel mainly for work
  - Company usually pays for flight and hotel

- Example: User ******
  - Lots of trips and flights
    - 8 trips, 12 flights since Jan 4, 2023
  - Short and domestic flights
    - 1,362 avg. km flown
    - All in USA

BUSINESS
TRAVELERS

PERK Airport lounge access
• Premium, quiet spot for work, business, and food • Lots of time spent in and out of airports

Number of trips & flights per group
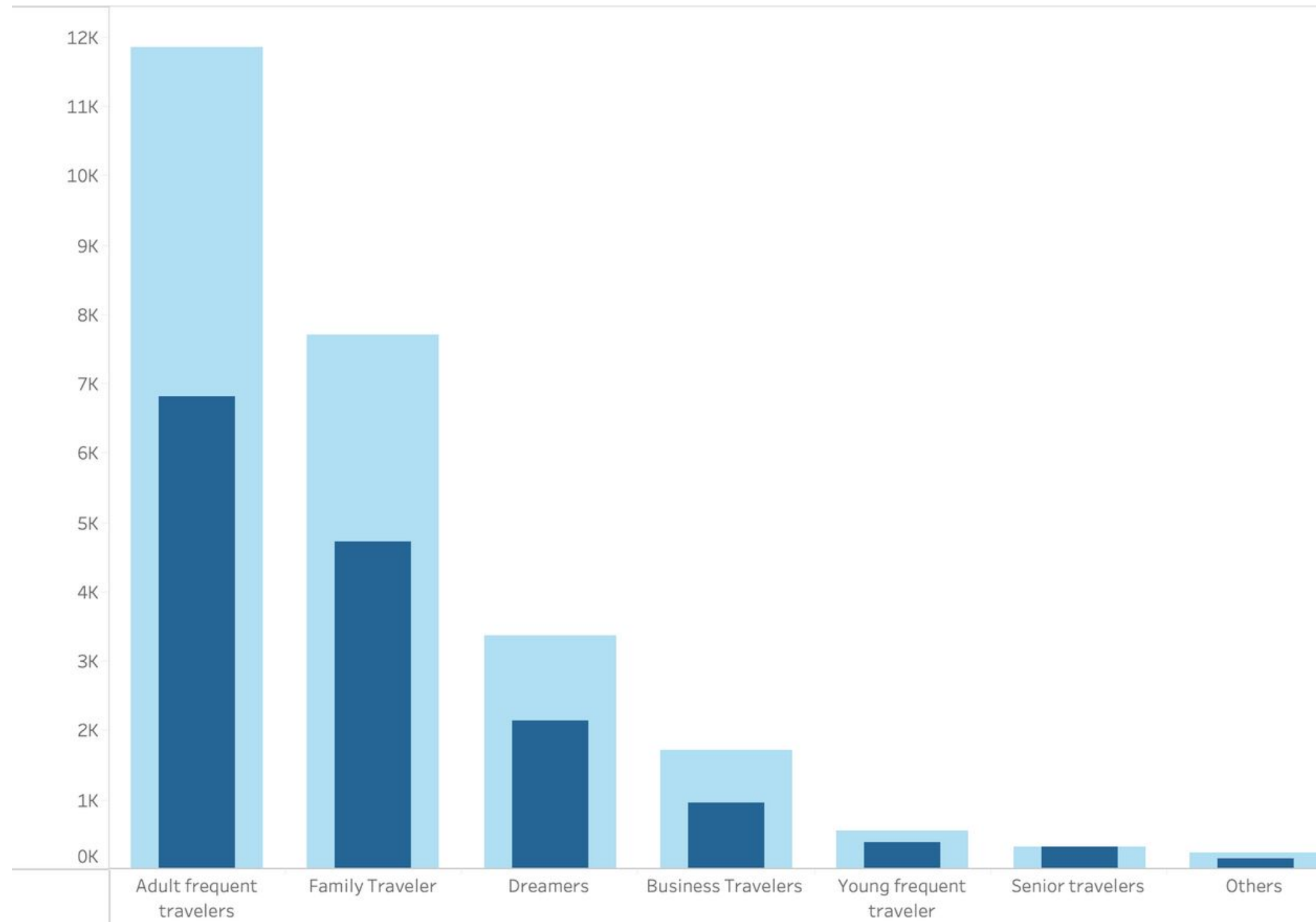
ADULT FREQUENT
TRAVELERS

- Travel often
  - Largest # of trips(**6,822**) and flights(**11,851**)
- 2nd farthest avg distance flown
  - 2,132 km

PERK
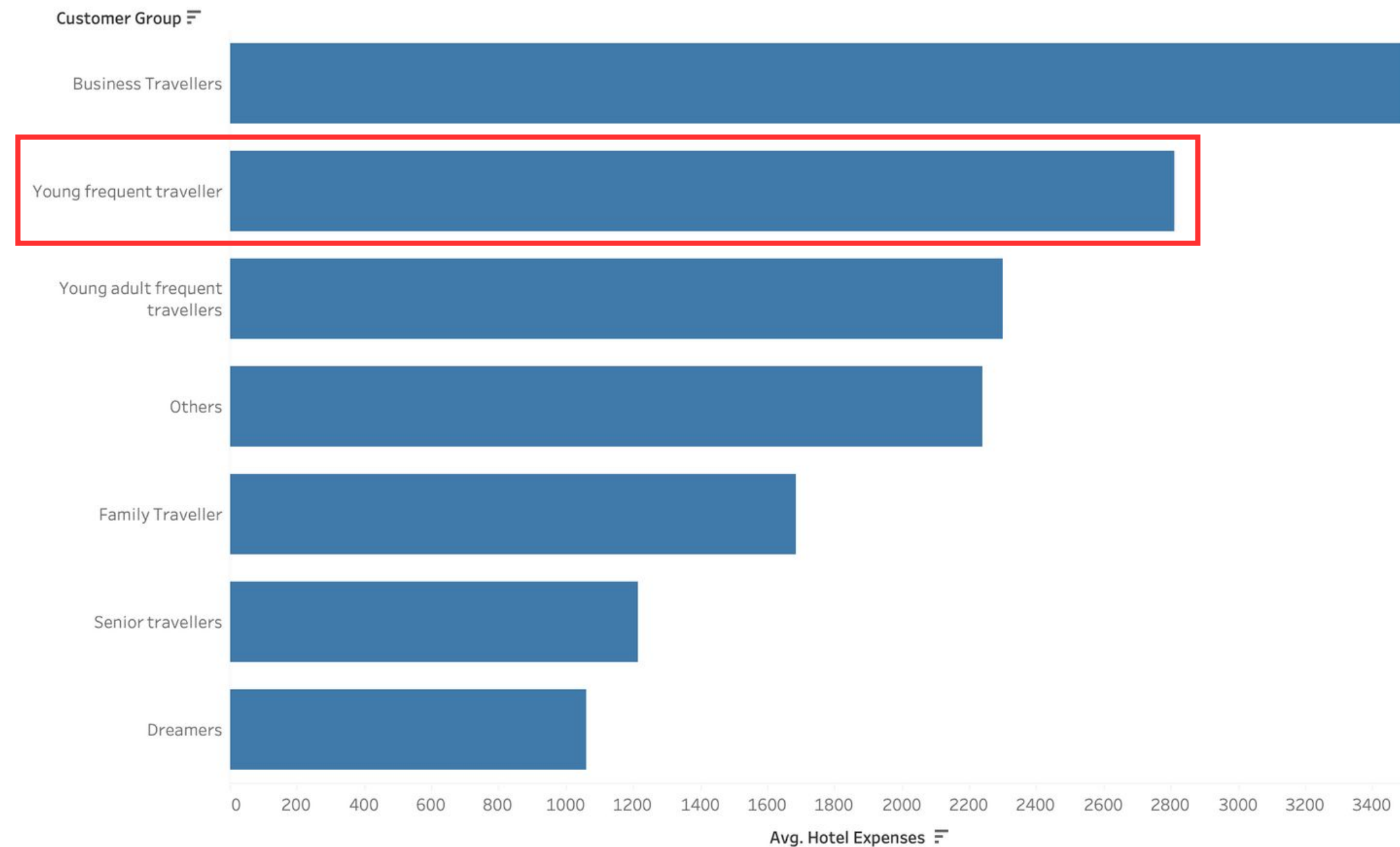Free flight/seat upgrade

YOUNG FREQUENT TRAVELERS

- Spend the most money on average for hotel expenses(**$2813**), excluding business travelers

- Avg. trip length: 4 days
- Avg. 3 - 4 trips per traveler

PERK
1 free hotel night with flight

Average hotel expenses per group

Customer Group

- Business Travellers
- Young frequent traveller
- Young adult frequent travellers
- Others
- Family Traveller
- Senior travellers
- Dreamers

Avg. Hotel Expenses

0 200 400 600 800 1000 1200 1400 1600 1800 2000 2200 2400 2600 2800 3000 3200 3400

- Travelers who do not fall under the other groups

- 55 (<1%) travelers fall into this category
  - 156 trips
  - Avg. trips: 2.8

- Mostly female, mix of single and married

- Predominantly older, 45+

OTHER
TRAVELERS

PERK
Free seat selection

- Good for non-frequent travel
- Comfort and control
- Maximize personal space

INSIGHTS & RECOMMENDATIONS

INSIGHT:
NEGATIVE

NIGHTS

- 12,067 trips with negative nights
  - check_out_time before check_in_time
  - Looks like a default value

- Create a different method or default for filling check_out_time

trip_id	nights	check_in_time	check_out_time
252702-506921f809b94c2a...	-1	2022-08-07 13:19:53.175	2022-08-07 11:00:00
253591-2f7d789fa7364eae...	-1	2022-07-27 16:28:04.89	2022-07-27 11:00:00
16989-30e4387b036749a2...	-1	2022-07-31 17:09:58.905	2022-07-31 11:00:00
147671-75badb67e14c4ce...	-1	2022-07-27 09:25:14.79	2022-07-26 11:00:00

THANK YOU