

TRAVELTIDE REWARD PROGRAM

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AGENDA

Introduction

Rewards Program

Active Users

User Segmentation

User Groups

Groups and Perks

Insights & Recommendations



INTRODUCTION

ABOUT THE TRAVEL TIDE REWARDS PROGRAM

- 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

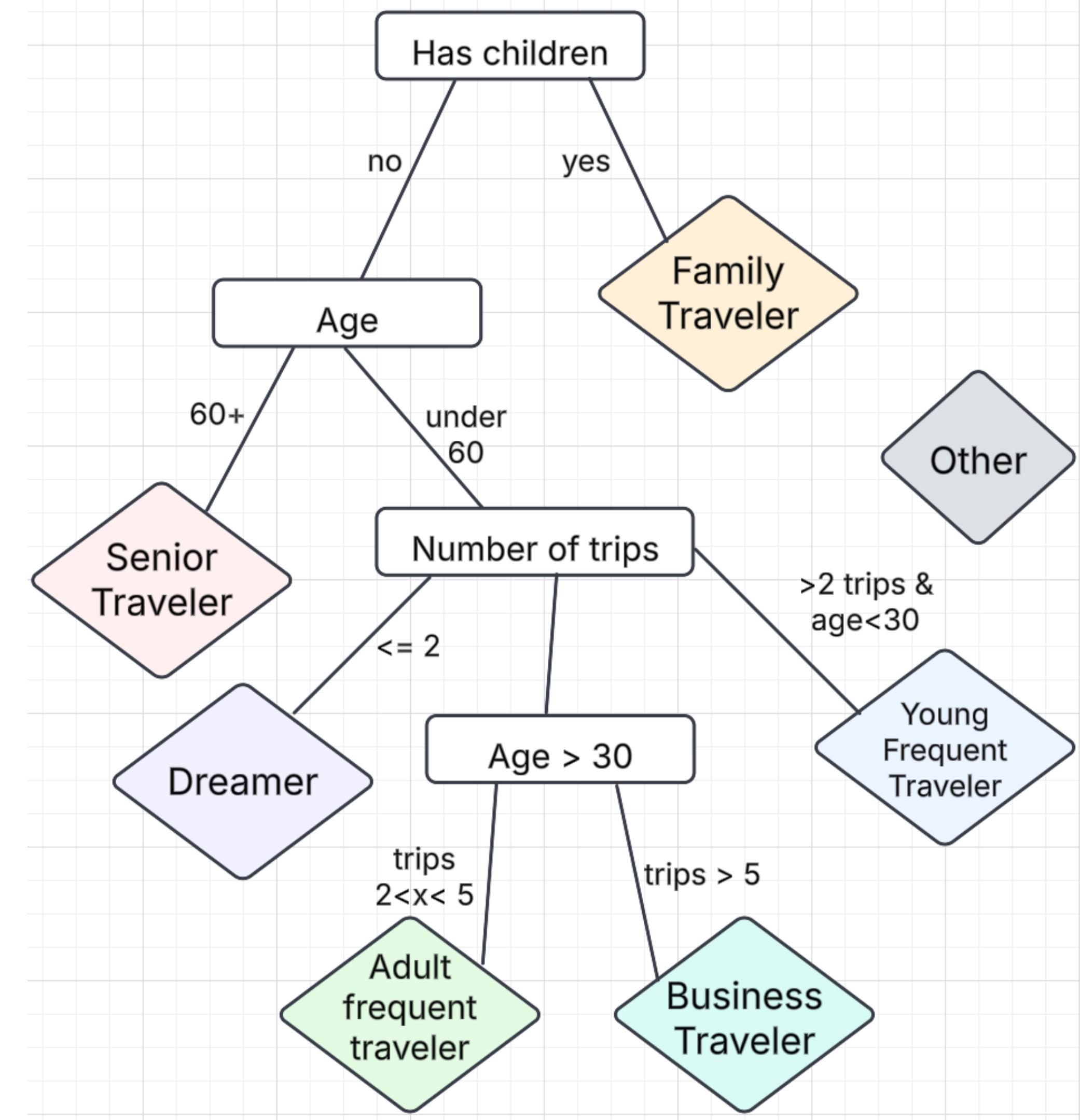
users with
>7 sessions

Last Available Date

Jan 4

USER SEGMENTATION

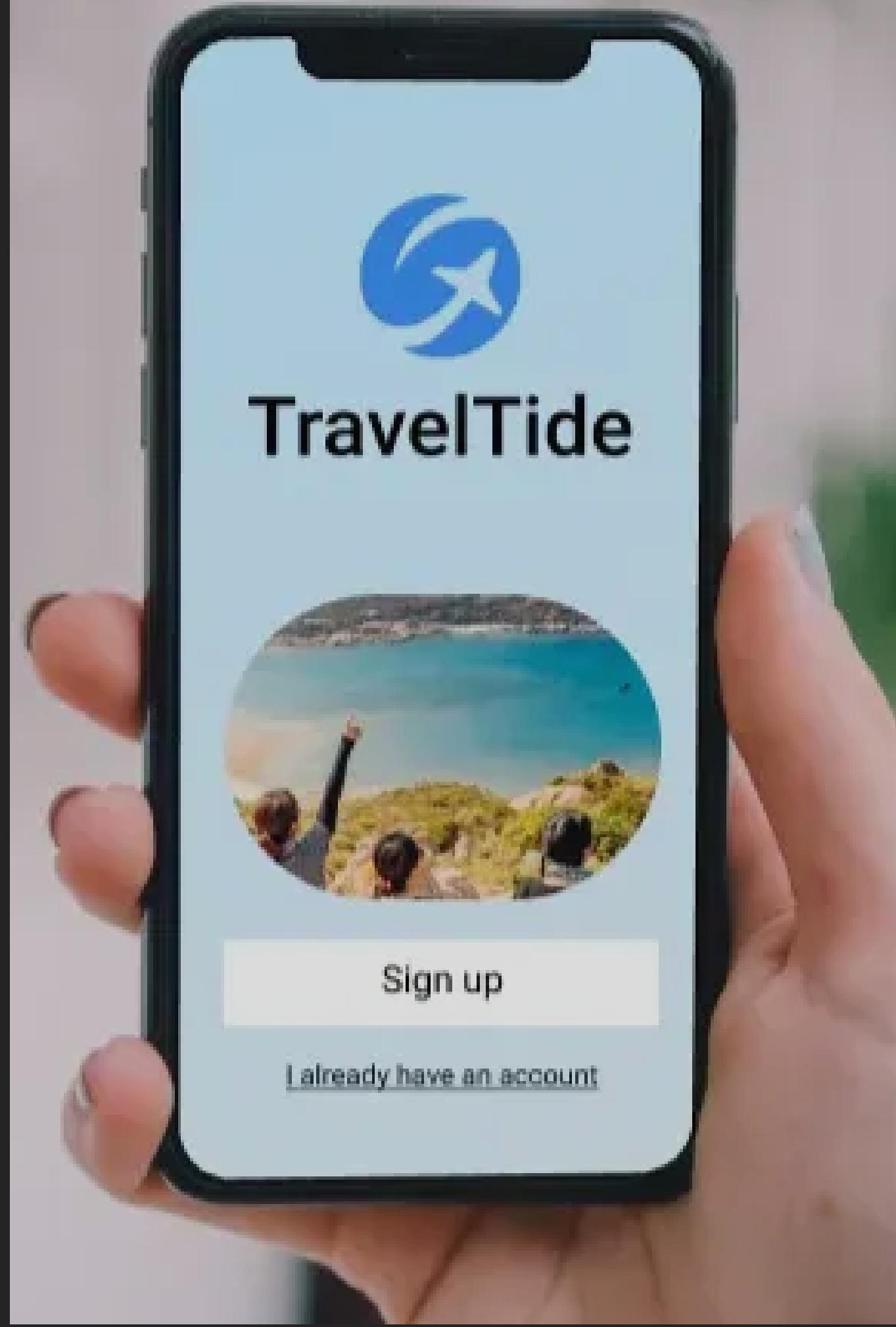
- To get an individual perk for each customer we used segmentation into groups and decision trees
- After analysis, **7** groups





USER GROUPS

GROUPING



USER GROUPING

Explored customer demographics

Metrics:

Session behavior

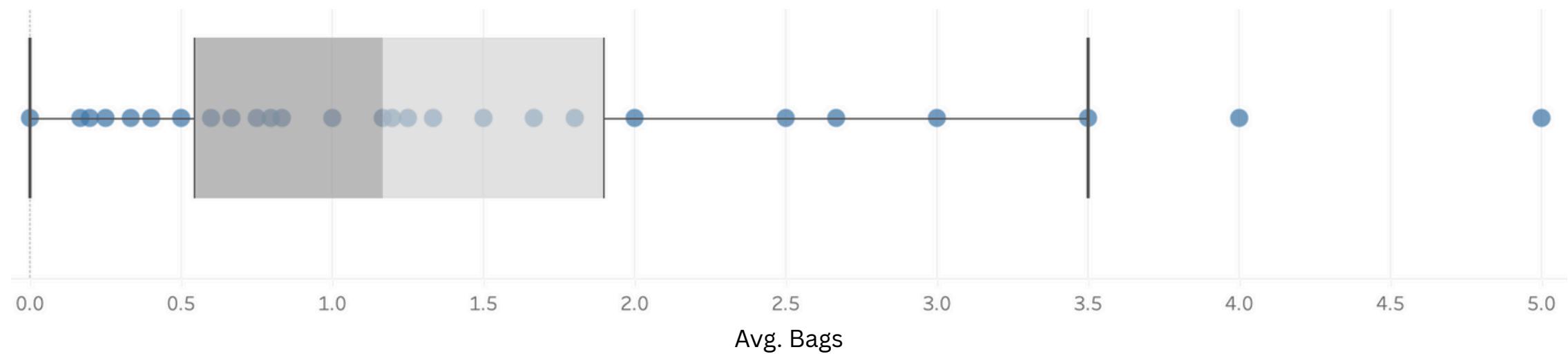
Trip behavior

Customer demographics

Grouped customers by **similarity** in
these metrics

FAMILY TRAVELERS

- All Family travelers have children
- More travelers = more luggage
 - High avg. bags



- 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**

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

PERK
Free Hotel Meal

- 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

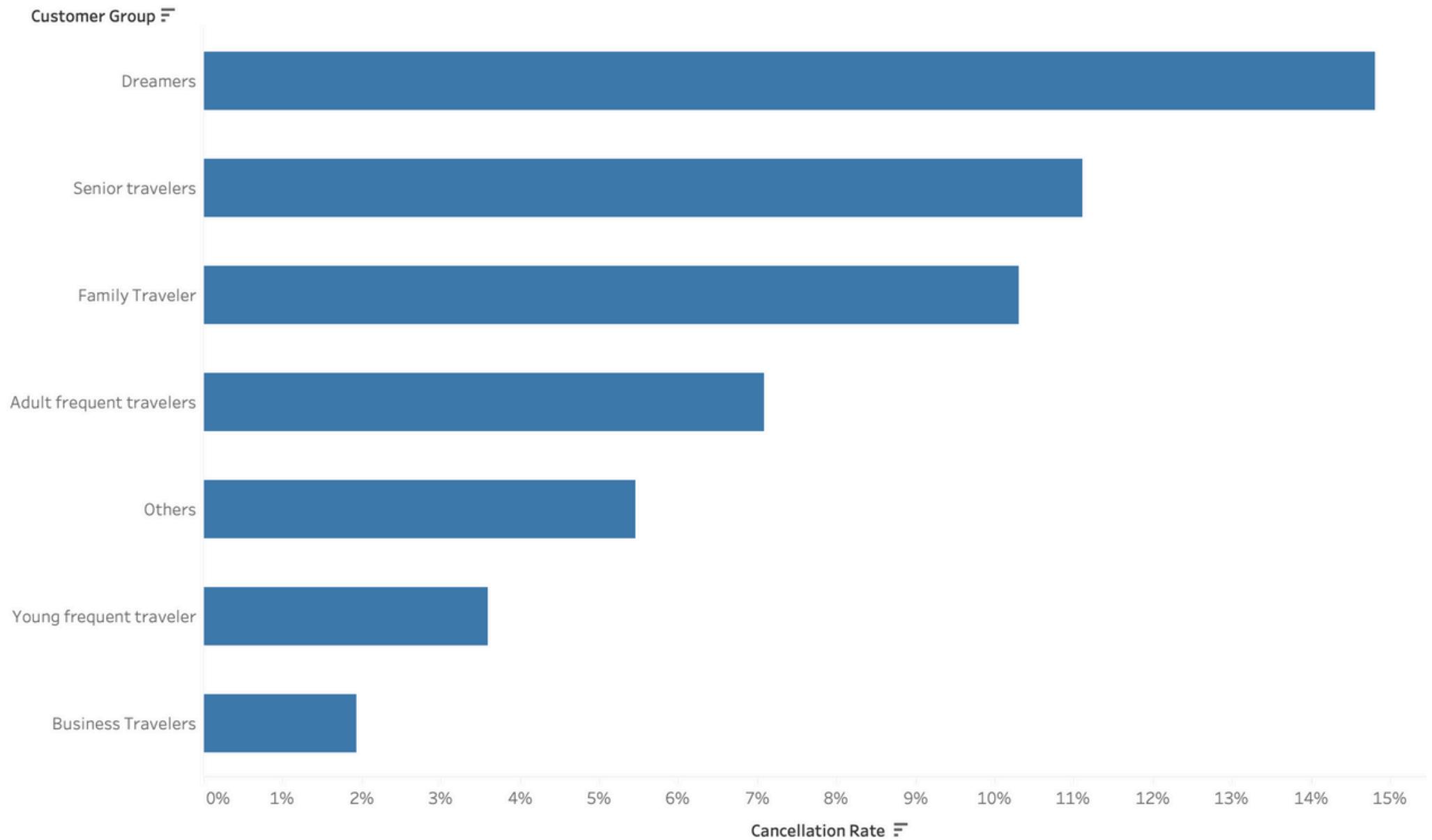
BUSINESS **TRAVELERS**

PERK

Airport lounge access

- Premium, quiet spot for work, business, and food
- Lots of time spent in and out of airports

THE DREAMERS



- Highest cancellation rate, 14.81%
 - Book trips but don't follow through

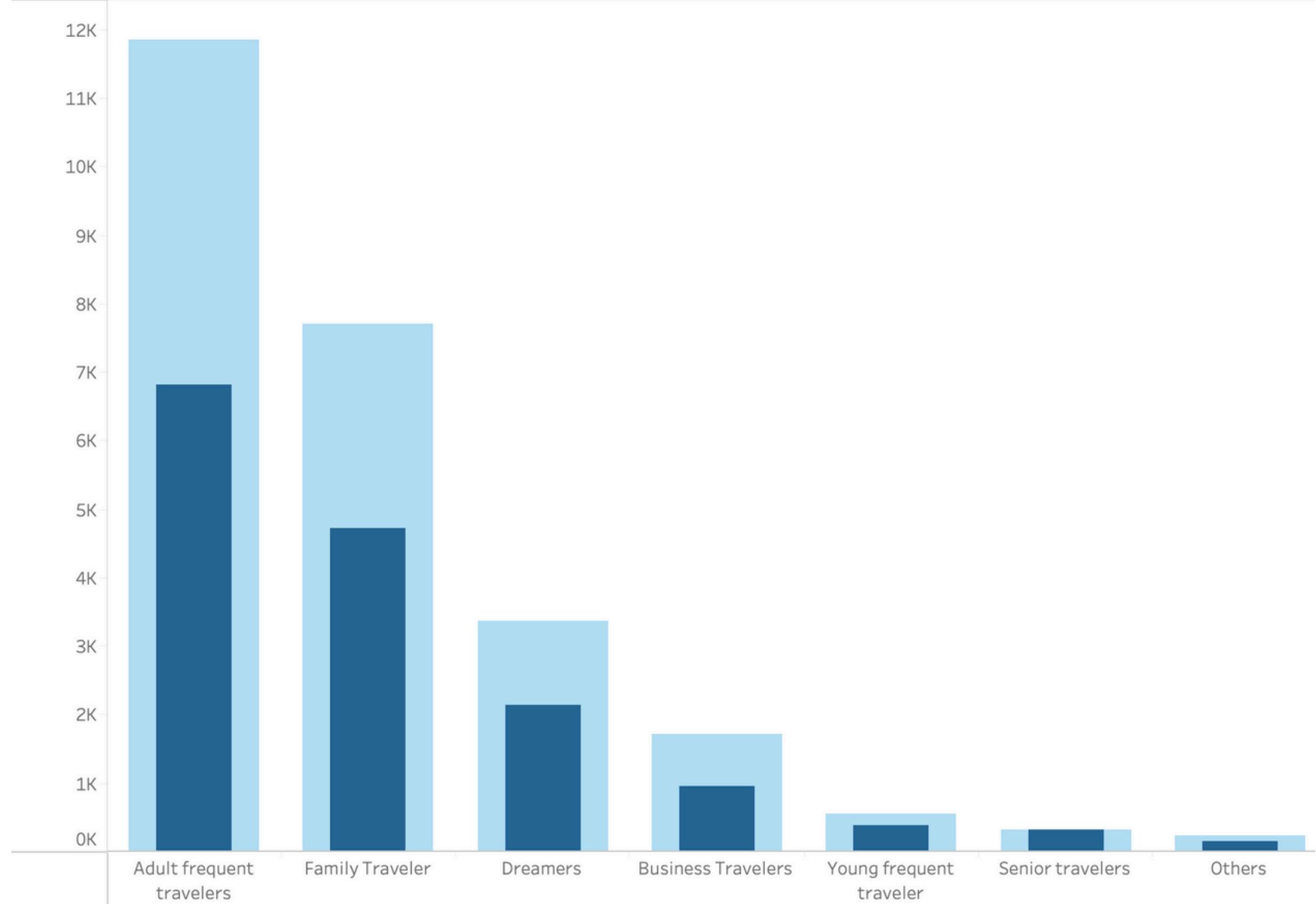
- Active users who do not book travels with us or follow through with a trip
- 1,587(26%) users fall into this category

PERK

Discount on first travel

- Incentive to travel

Number of trips & flights per group



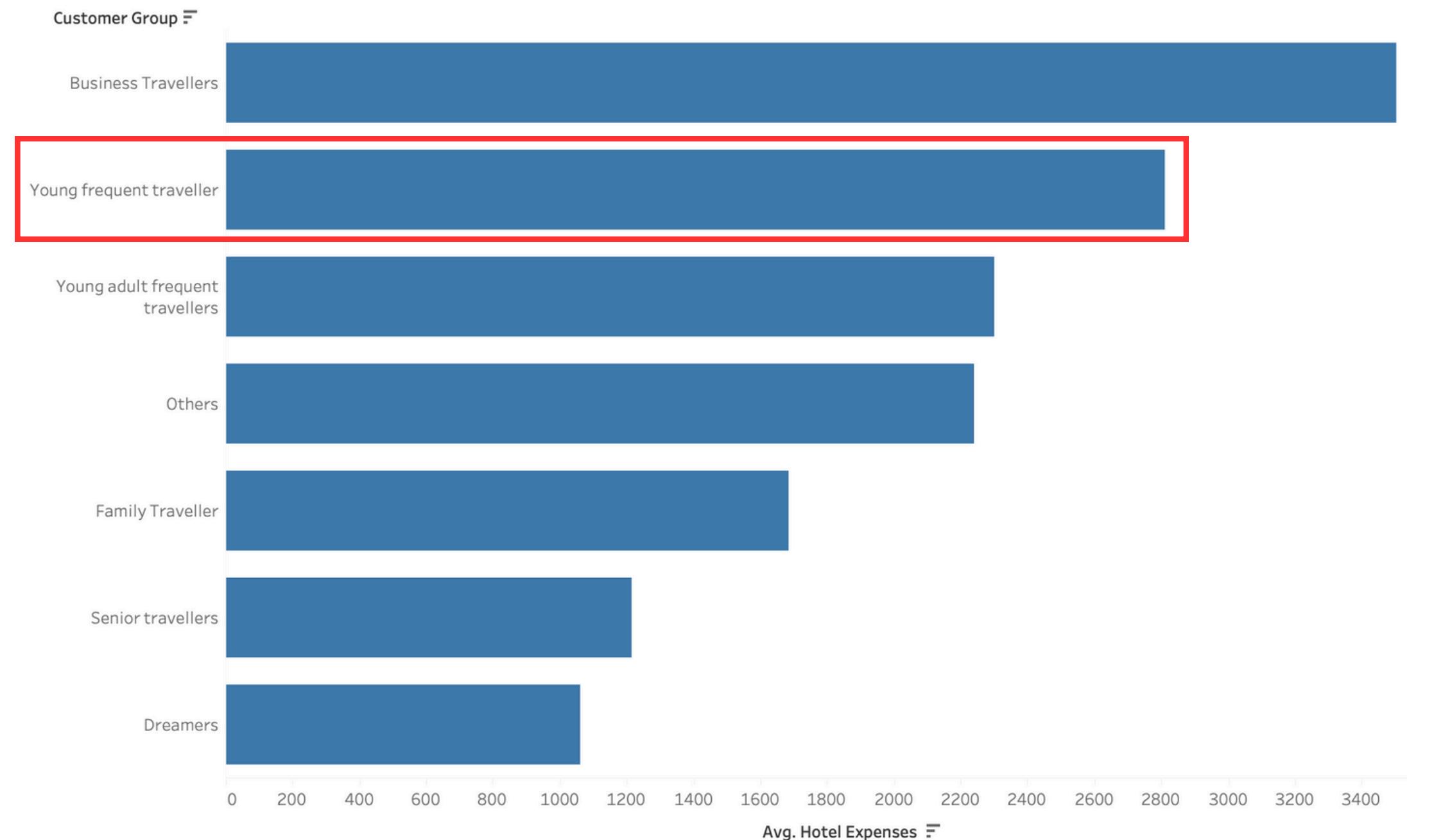
ADULT FREQUENT TRAVELERS

- 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

Average hotel expenses per group



- 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

- 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
- Predominately 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