

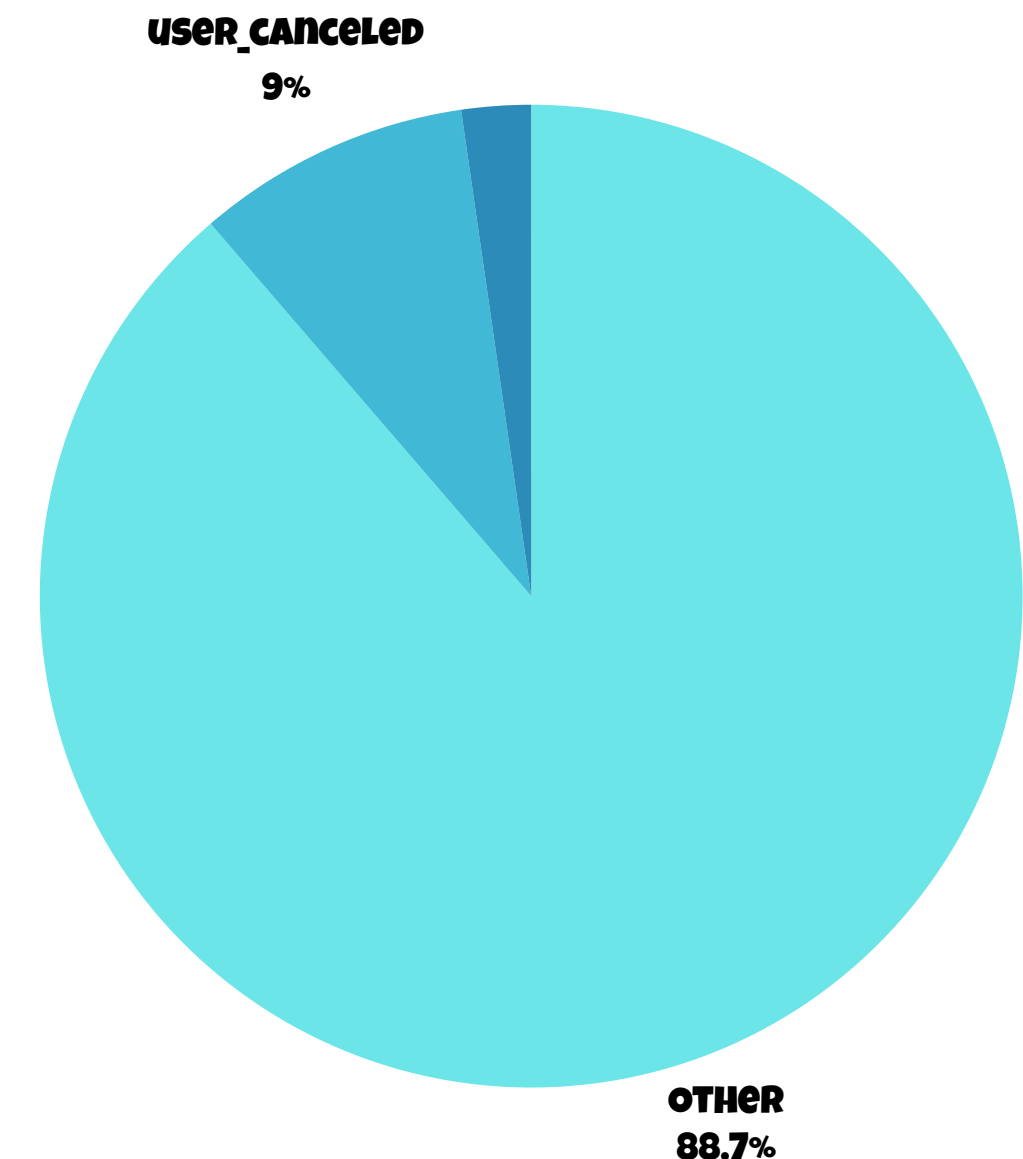
TRAVELTIDE CUSTOMER SEGMENTATION DATA DRIVEN STRATEGY FOR RETENTION

BY HAKIM MURPHY

- Leveraging data to understand customer behavior
- Driving retention with personalized marketing

PROJECT OBJECTIVES & INITIAL USER GROUPS

- Identify distinct customer segments
- Tailor marketing and optimize offerings
- Initial groups found from data:
 - user_feat_canceled → “No cancellation fees”
 - user_feat_graduated → “Free hotel room”

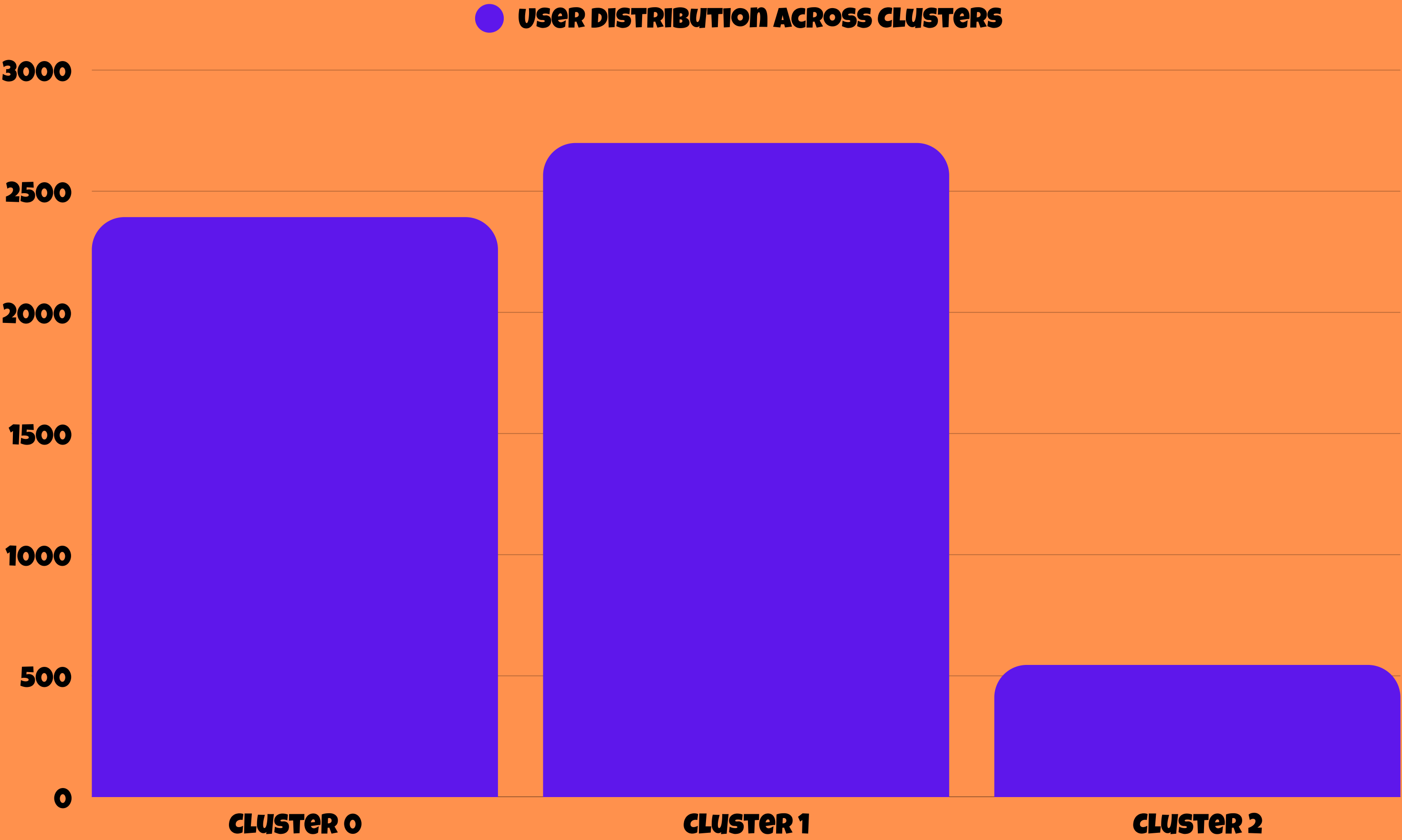


METHODOLOGY

- Behavioral feature engineering from user data
- Dimensionality reduction via PCA
- Clustering via KMeans
- Post-cluster analysis for marketing insights

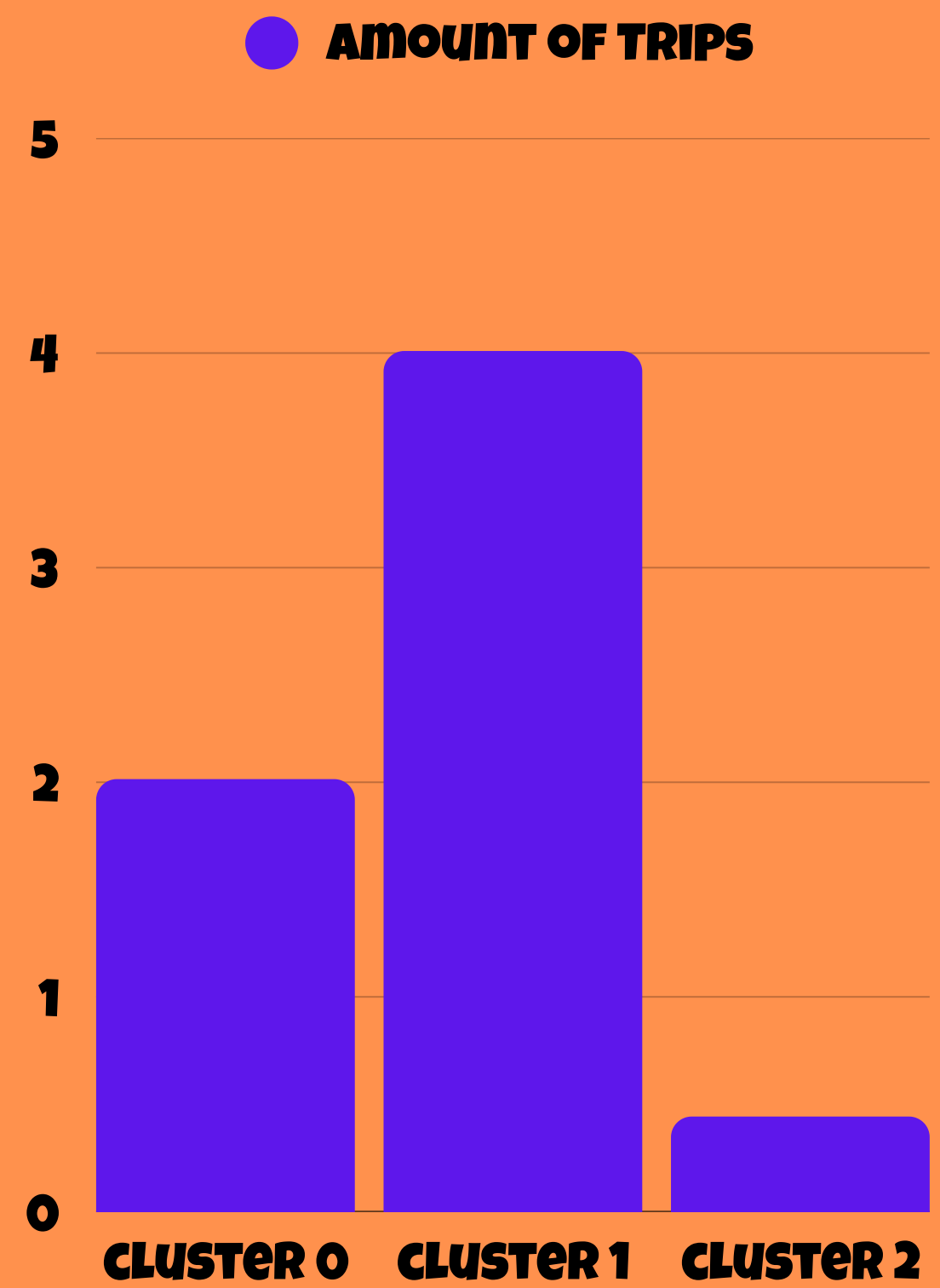
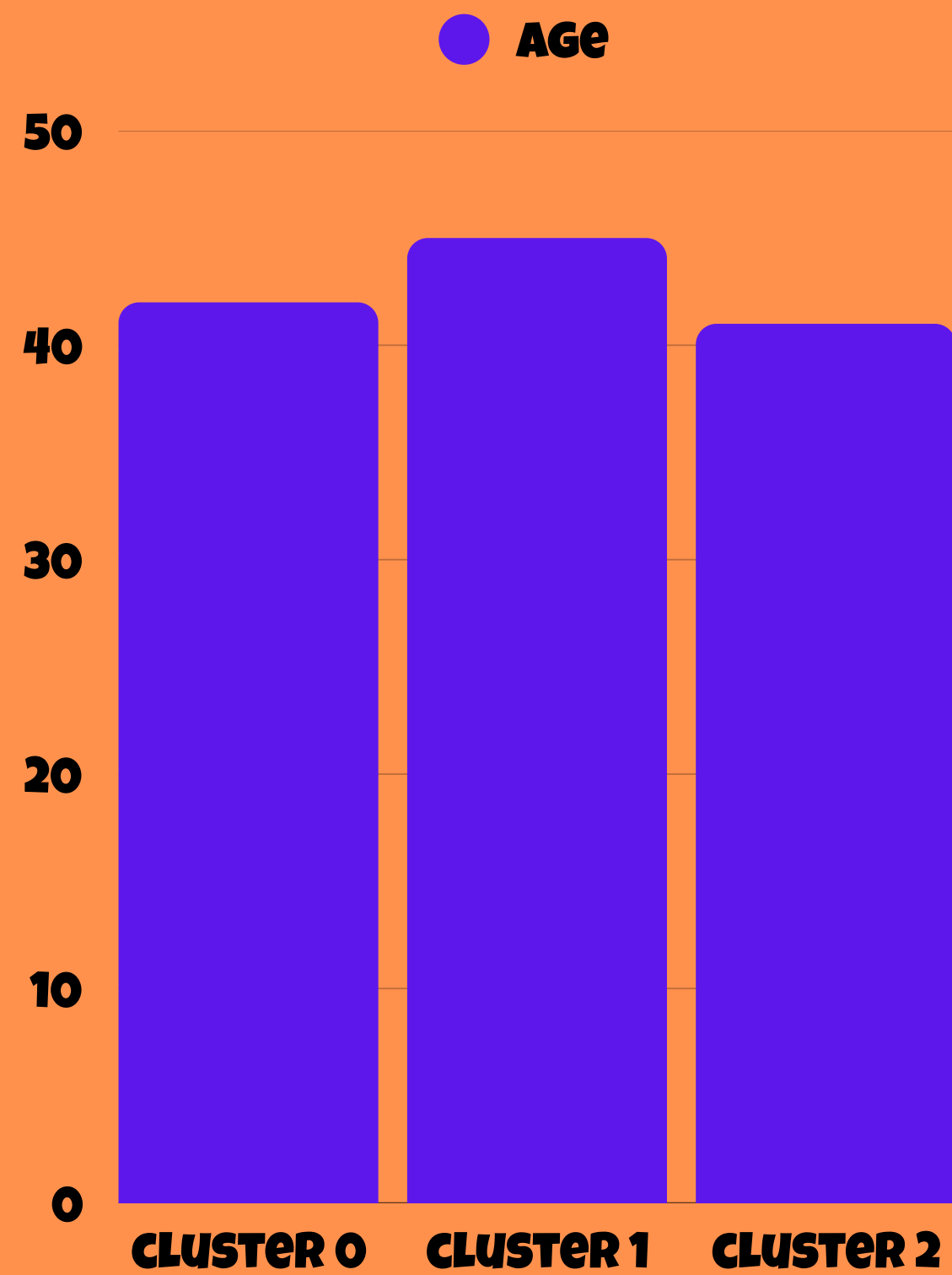
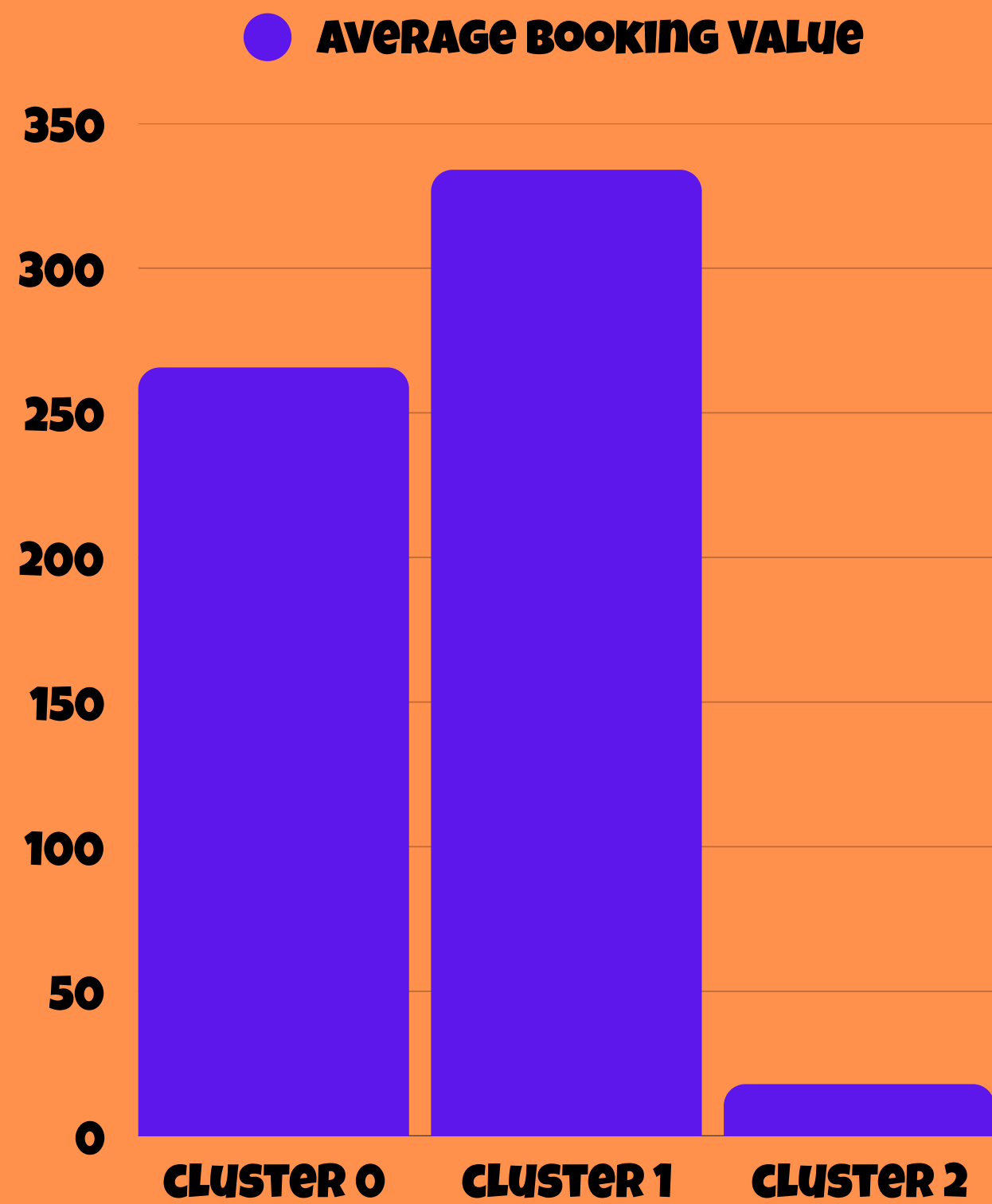
UNDERSTANDING OUR TRAVELERS

Segment	Key Traits	Best Tactic
Cluster 0 - High-Value Occasional	High spend, uses perks	Premium perks, loyalty points
Cluster 1 - Frequent Travelers	Travels often, mid spend	Flexible deals, early-bird offers
Cluster 2 - Infrequent Travelers	Low frequency, price-sensitive	Flash sales, last-minute bundles



CUSTOMER SEGMENT BEHAVIOR

- Cluster 0: Comfort-focused, prefers checked bags
- Cluster 1: Broad budget, mixed travel purpose
- Cluster 2: Irregular, price-sensitive, low engagement



RECOMMENDATIONS – CAMPAIGN FOCUS

- Cluster 0: Business class, lounge, loyalty bonuses
- Cluster 1: Discounts, early bird deals
- Cluster 2: Flash sales, last-minute bundles

PRODUCT PERSONALIZATION & CRM

- Tailored travel packages per segment
- Personalized emails and offer targeting
- CRM enhancements: loyalty programs, feedback

WHAT'S NEXT?

- Launch A/B testing on offers
- Track KPIs: CLV, NPS, Conversion Rate
- Refine segmentation as more data flows in

FINAL THOUGHTS

- Segmentation enables personalization
- Tailored perks improve retention
- Data-backed decisions = business growth