

# User Segmentation

TRAVEL TIDE

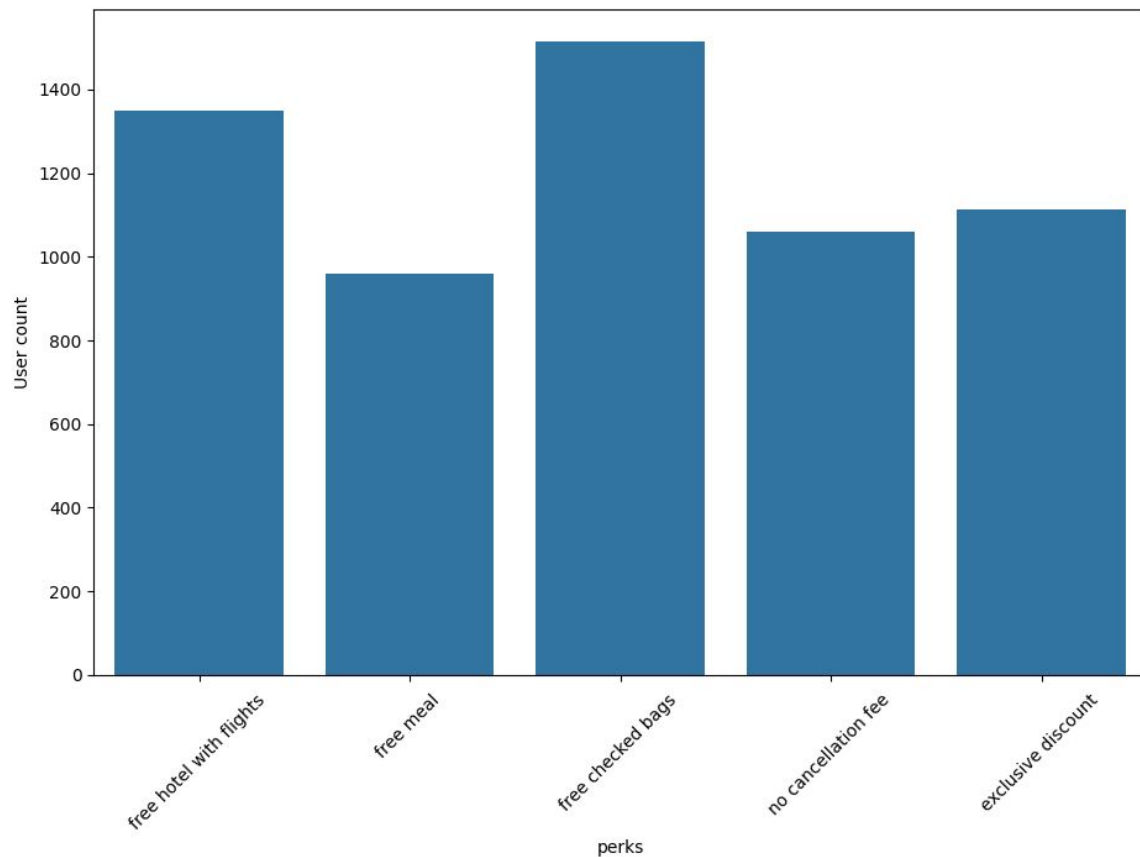
# Overview

- A marketing campaign tailored for our customers
  - Sent by Email
  - To retain users
  - By offering their most desired perks
- The Most viable perks are suggested by the marketing team
- Goal is to find the groups that respond the best to those perks



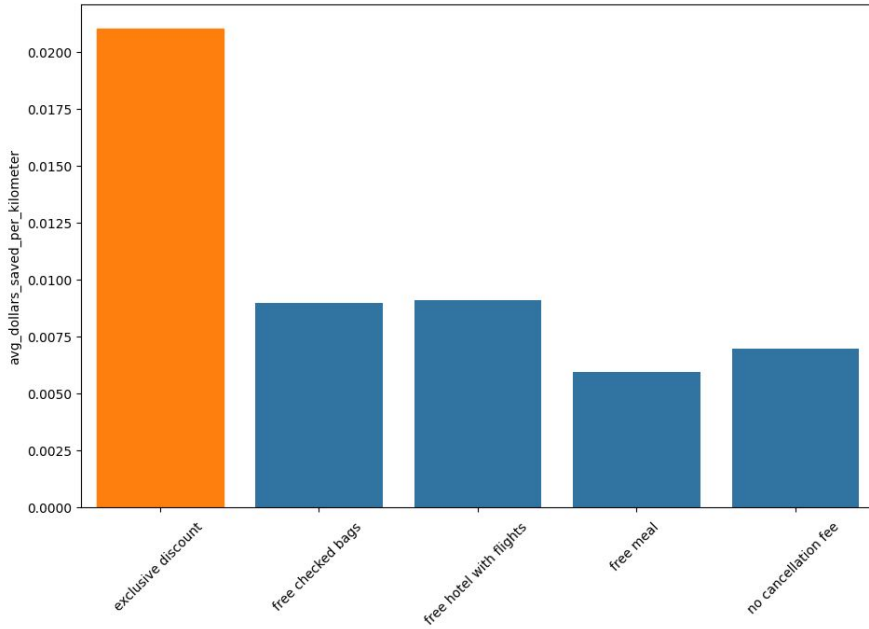
# Perks & Metrics

All segments have more than 800 users.

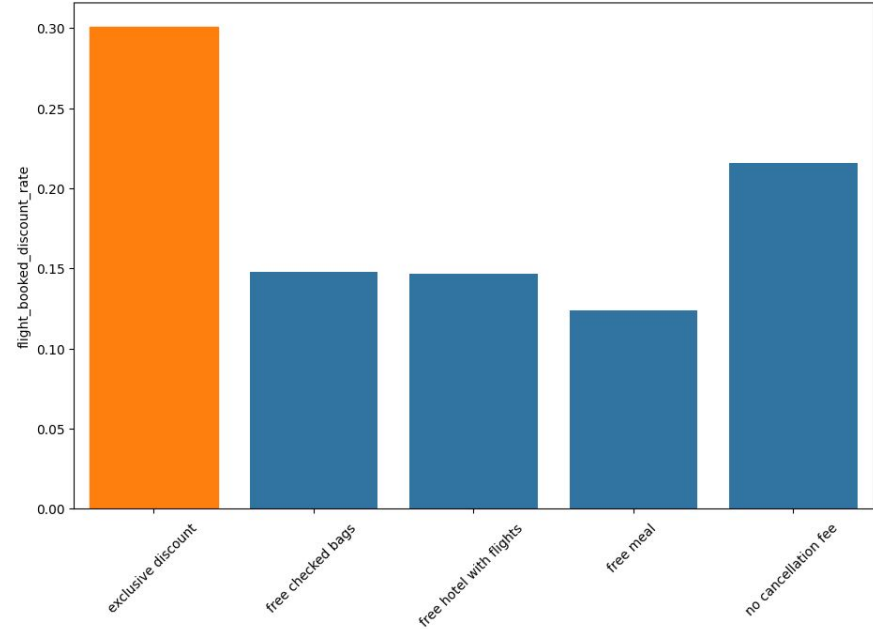


# Discount Seekers

These have saved much more money on average than other groups

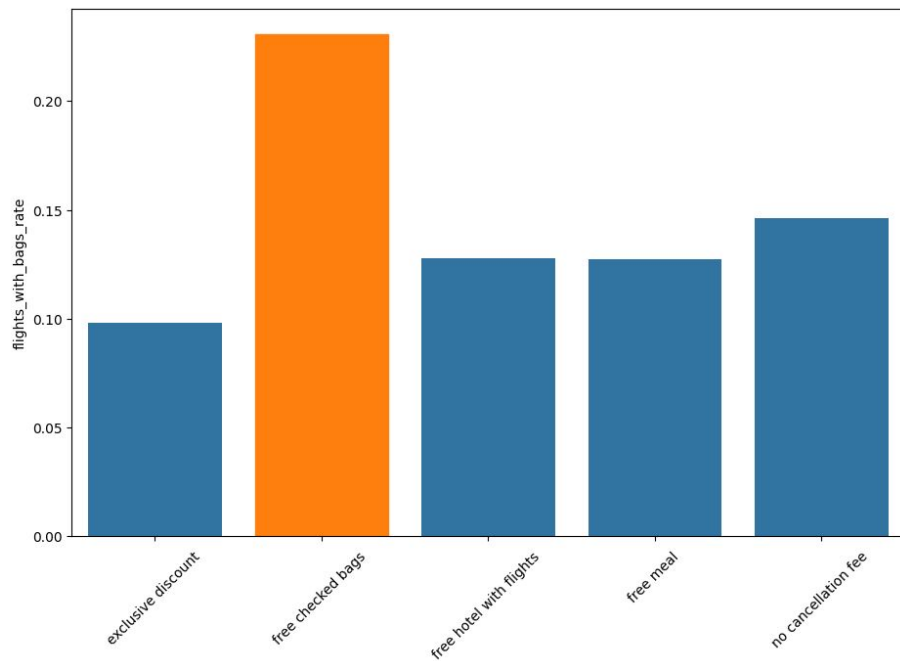


These Users do 30% of their purchases on discounts which is twice as most other groups

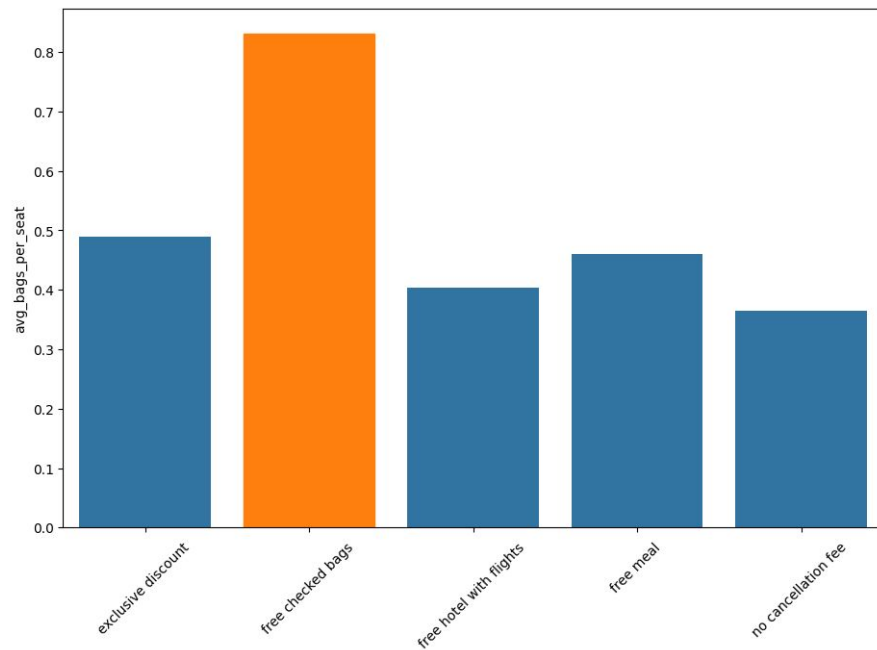


# Checked Bag Carriers

These users have at least 1 checked bag in most of their flights

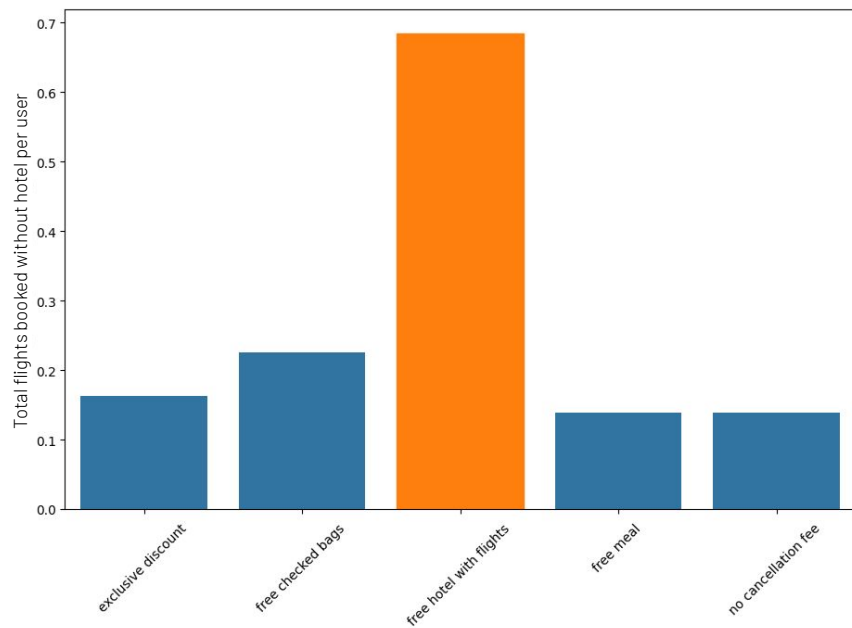


They have higher bags per booked seats than other groups

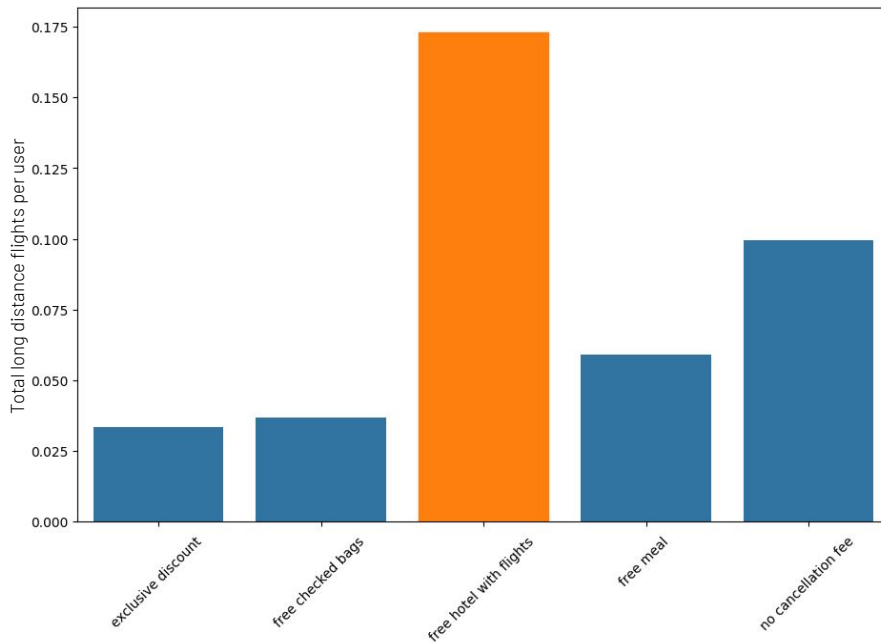


# Long Distance Travellers

They booked flights only without hotels more than other users

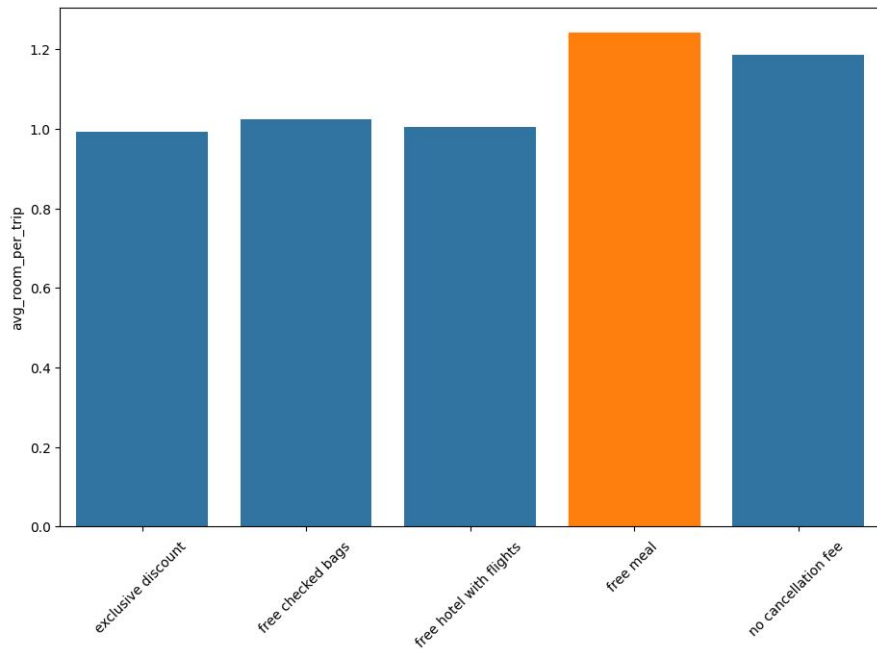


These users do more long distance flights

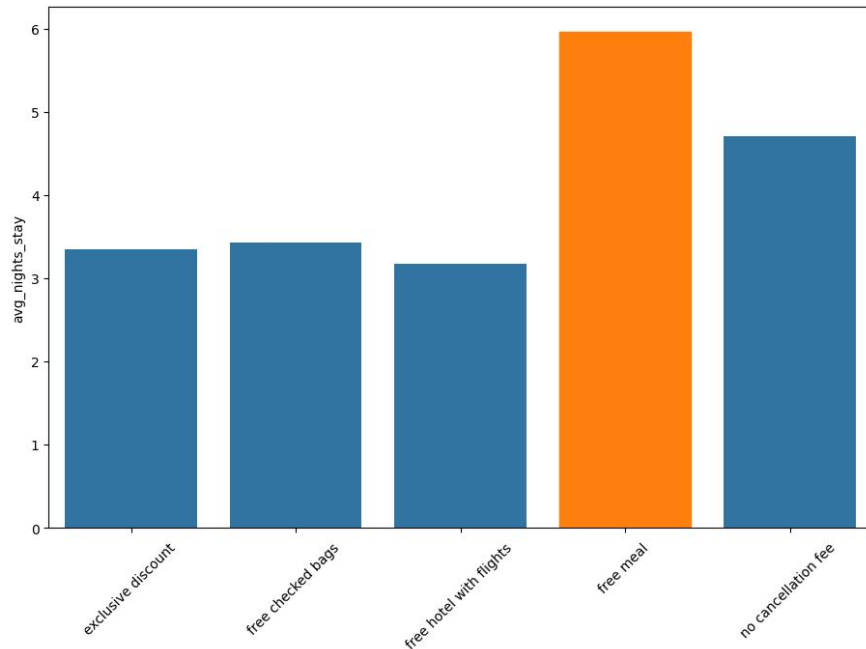


# Hotel amenities users

They usually book more rooms (group travelers)



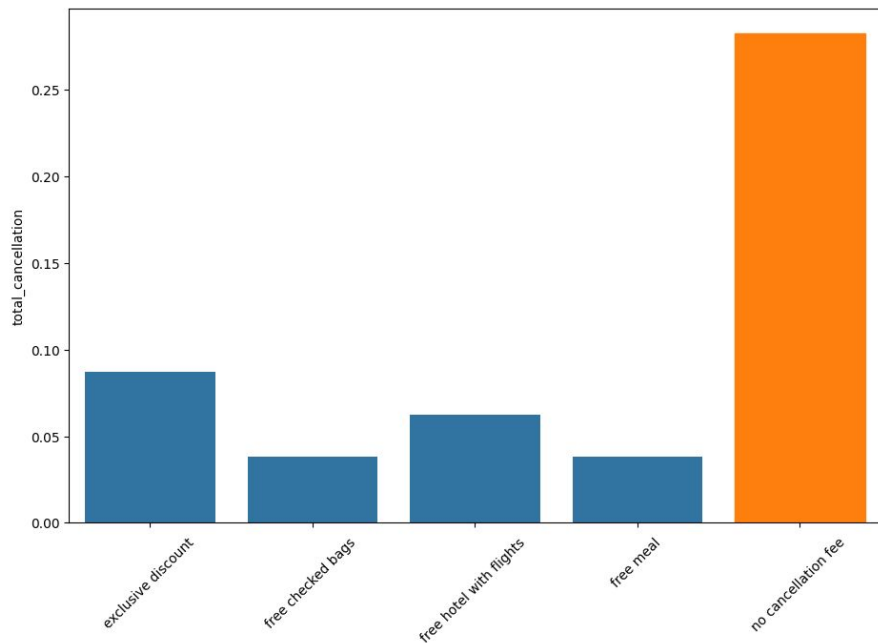
They stay around 2 days more than other groups on average



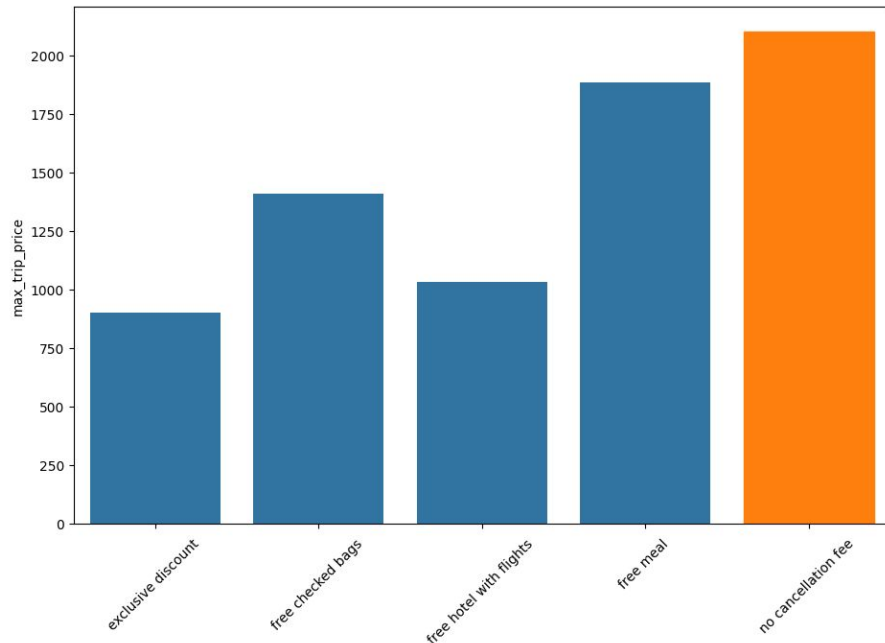


# Trip cancellers

They have higher experienced trip cancellation way more than other groups



On average they have paid higher amount for their trips



# Additional Recommendations

- Free hotels with flights (Long distance travellers):
  - They do long distance travels more often so they could enjoy airport lounge, or extra leg rooms on their seats, or travel kits like free neck pillow, etc.
- Free Meal (hotel amenities users):
  - They stay longer in their hotels, so any hotel upgrades might be interesting to them. Also vouchers for local attractions and guided tours could enhance their trip experience.
- No cancellation fee:
  - Since they pay more on their trips than other groups some extra loyalty points and rewards that they can use on plane upgrades, or our partners could be useful.