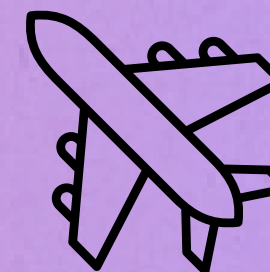


11th July, 2025

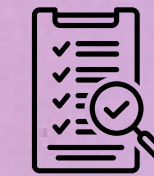
# TRAVEL TIDE

**Customer Segmentation**

**PRESENTED BY:**  
Jordan Calvi



- 01 Objectives
- 02 Cohort Definition
- 03 Marketing Competitive Analysis
- 04 Decision-Tree
- 05 Customer Segmentation
- 06 Loyalty Reward Program
- 07 Out of Scope - Marketing Project
- 08 Additional Data Collection
- 09 Wrap-up
- 10 Next Steps



# Overview

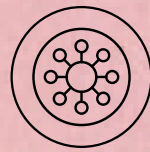
TravelTide is a hot new player in the online travel industry. This project aims to analyze the current data we have from TravelTide customers in order to define the proper perks and rewards for each groups.

# Objectives ★★

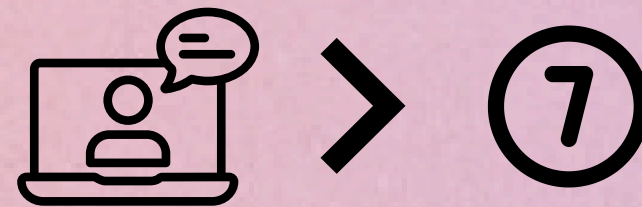
The goal of this project is to design and execute a personalized rewards program that keeps customers returning to the TravelTide platform.

- #1 UNDERSTAND WHO ARE TRAVELTIDE'S CUSTOMERS**
- #2 GROUP THE CUSTOMERS INTO SEGMENTS**
- #3 ASSOCIATE PERKS FOR EACH GROUP**
- #4 TEST AND OPTIMIZE**

# Cohort Definition



We have defined our cohort taking the data with the following criteria: users who have **more than 7 sessions** on our website **after the 4<sup>th</sup> January, 2023**.



4th January, 2023

This leads us to a population of **5,998 active users**



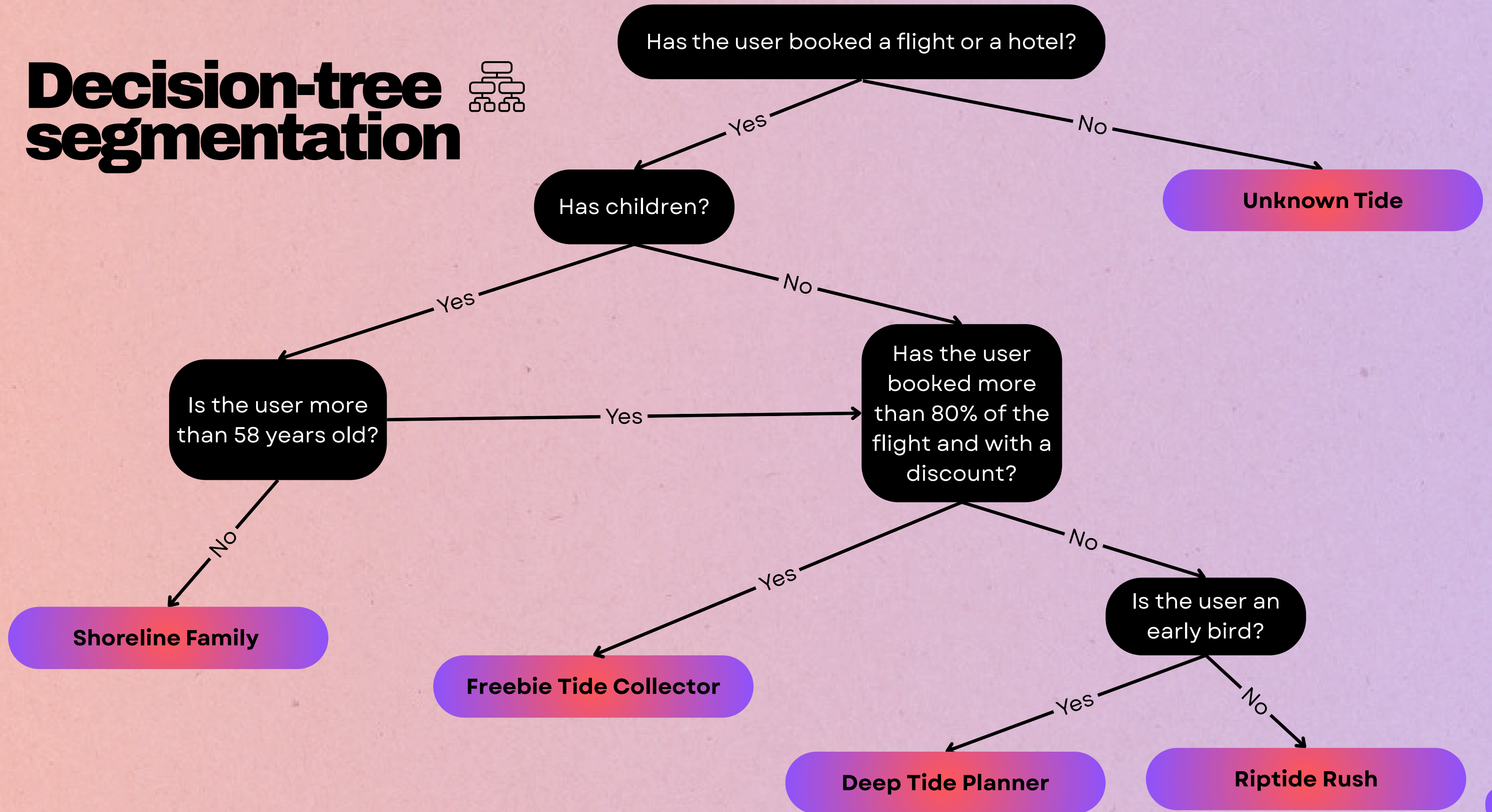
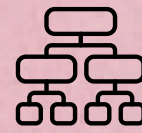
# Marketing Competition Analysis



With this in mind, we can build our own program and be sure it's somehow already adapted to what the market offer.

Competitor	Program Name	Level	Perks and Rewards
Booking.com	Genius	3	<div><div>% discounts on stays</div><div>% discounts on select rental cars</div><div>Flight price alerts</div><div>Free breakfasts on select stays</div><div>Free room upgrades on select stays</div><div>Priority support on all stays</div></div>
CHECK24	GoldClub	3	<div><div>Additional discounts</div><div>Exclusive offers</div><div>Individual and fast advice</div><div>Free travel protection package</div><div>Benefits for all travel products</div></div>
Expedia	Expedia Rewards	3	<div><div>Special offers</div><div>Enjoy member-only offers and unique experiences</div><div>Priority customer</div><div>Complimentary room upgrades</div><div>Early check-in or late check-out</div></div>

# Decision-tree segmentation



Segments based on **behavioral** and  
**demographical** criteria



# Segmentation

Deep Tide  
Planner

Shoreline  
Family

Freebie Tide  
Collector

Unknown  
Tide

Riptide  
Rush



# Unknown Tide



**9.27%**



**\$ 0**

**Unknown Tide**

Freebie Tide Collector

Shoreline Family

Deep Tide Planner

Riptide Rush



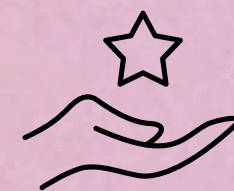
**Mehdi (29)**

In a relationship with no kids, works as an electrician. He lives in Berlin, Germany and has family abroad.

*Mehdi loves travelling with his partner and once every year he would like to visit his family abroad but that has to match his vacation date and the prices of the journey as he doesn't have a big budget.*

It describes the users, not yet customer, also known as **prospects** or **leads**. They are interested into the products we offer (hotel, flight, traveling) but they haven't yet converted into paying customers.

The hardest part is done! They have been browsing our pages (and in that case more than 7 times!) but they probably need a bit more convincing and it is the job of the marketing acquisition team to make this time shorter by offering this reward on the first booking.



**15% Off on the first booking**



# Freebie Tide Collector



**6.17%**



**\$ 571K**

Unknown Tide

**Freebie Tide Collector**

Shoreline Family

Deep Tide Planner

Riptide Rush



**Johanna (21)**

Single, student in economics and law.

She lives in Vienna, Austria.

*She loves discounts. She's attracted by those stricken prices and red labels with the percentage off. Everytime she gets the best deal is a win. One time, she spent more than 34 hours looking at different travel companies and websites such as Secret Flying to find this amazing deal to the USA.*

They **spend time looking for the best deals.**

The goal for us is to continue showing them discounted hotels or flights on top of exclusive offers as long as those discounts are “marketing-approved” in a way that we don't lose too much revenue from that.

They will come back over and over again as long as we provide good deals. (At least, our webpage is labeled as favorite).



**Exclusive deals**

# Shoreline Family



**28.08 %**



**\$ 4.7M**

Unknown Tide

Freebie Tide Collector

**Shoreline Family**

Deep Tide Planner

Riptide Rush



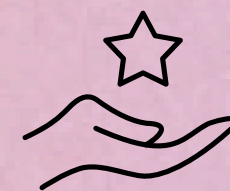
**Lea (28), Maëlle (30), Louna (8) & Quentin (6)**

Married, with 2 kids, both works as lawyers.

They live in Montreux, Switzerland.

*It used to be a time where they could travel without much timeframe restriction but now that the kids are both in school, they can only choose those specific vacation dates and they ain't the cheapest periods! However, they work hard every single week and sometimes on weekends so they want to travel every time they can. With the kids, it means taking the time to travel, feed them, let them power out so you get crazy little creatures and have everything you need in your bags so they don't miss their favorite toy and that they have enough clothes to change them.*

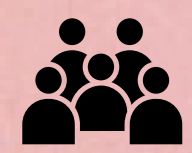

They represent a third of our paying customers so the marketing team to take extra care of them. Those perks could give them a little extra push to click on “book now” and add some more loyalty to us.



**Free breakfast**  
**Free Checked Baggage**  
**Access to Kids Club**



# Deep Tide Planner

 **1.30 %**  
 **\$ 355K**

- Unknown Tide
- Freebie Tide Collector
- Shoreline Family
- Deep Tide Planner**
- Riptide Rush



**Hildegard (68) & Georg (71)**  
Married for 40 years, the kids are grown-ups and they are both retired and live in Darmstadt, Germany.

*They used to have good jobs and, now that the kids are gone, they have time for themselves and they want to travel the world. They don't want things to be over-complicated and they need security and safety. They ain't young so insurances are mandatory! They like to have everything they need in one place.*

They are a small percentage but **they are bringing revenue!**

The marketing team will offer exclusive full-package deals including flights, hotels, all-inclusives (breakfast, lunch and diner), insurances (cancellation and health) and why not a little something more? The goal is to have them ready-to-go with the most products bought and maximal satisfaction in one session.



**Exclusive Offers on Full-Packages**

# Riptide Rush



**55.19 %**



**\$ 9.9M**

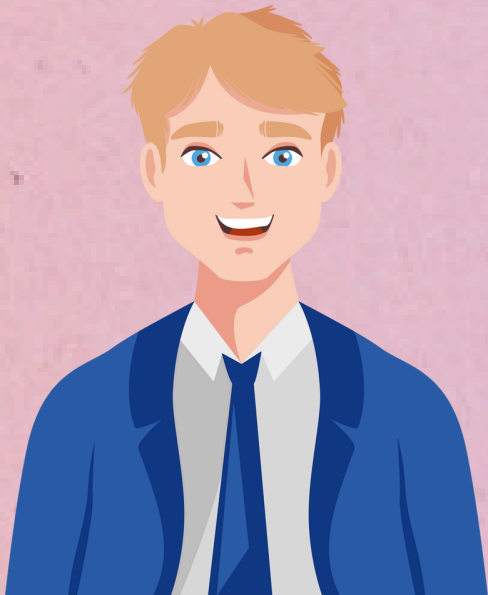
Unknown Tide

Freebie Tide Collector

Shoreline Family

Deep Tide Planner

**Riptide Rush**



**Niklas (33)**

In a relationship, works as a senior manager.

He lives with his girlfriend in Stockholm, Sweden.

*He works in a company with a hybrid contract. He works remotely, at the office and sometimes travel to his international clients. Those travels can be planned as close as a week prior to the meeting. As work days are unpredictable and the girlfriend can't take much vacation days, he usually books his personal holidays last-minute as well.*

They represent more than half of our customers with the major part of our revenue. They are special and we want to take care of them.



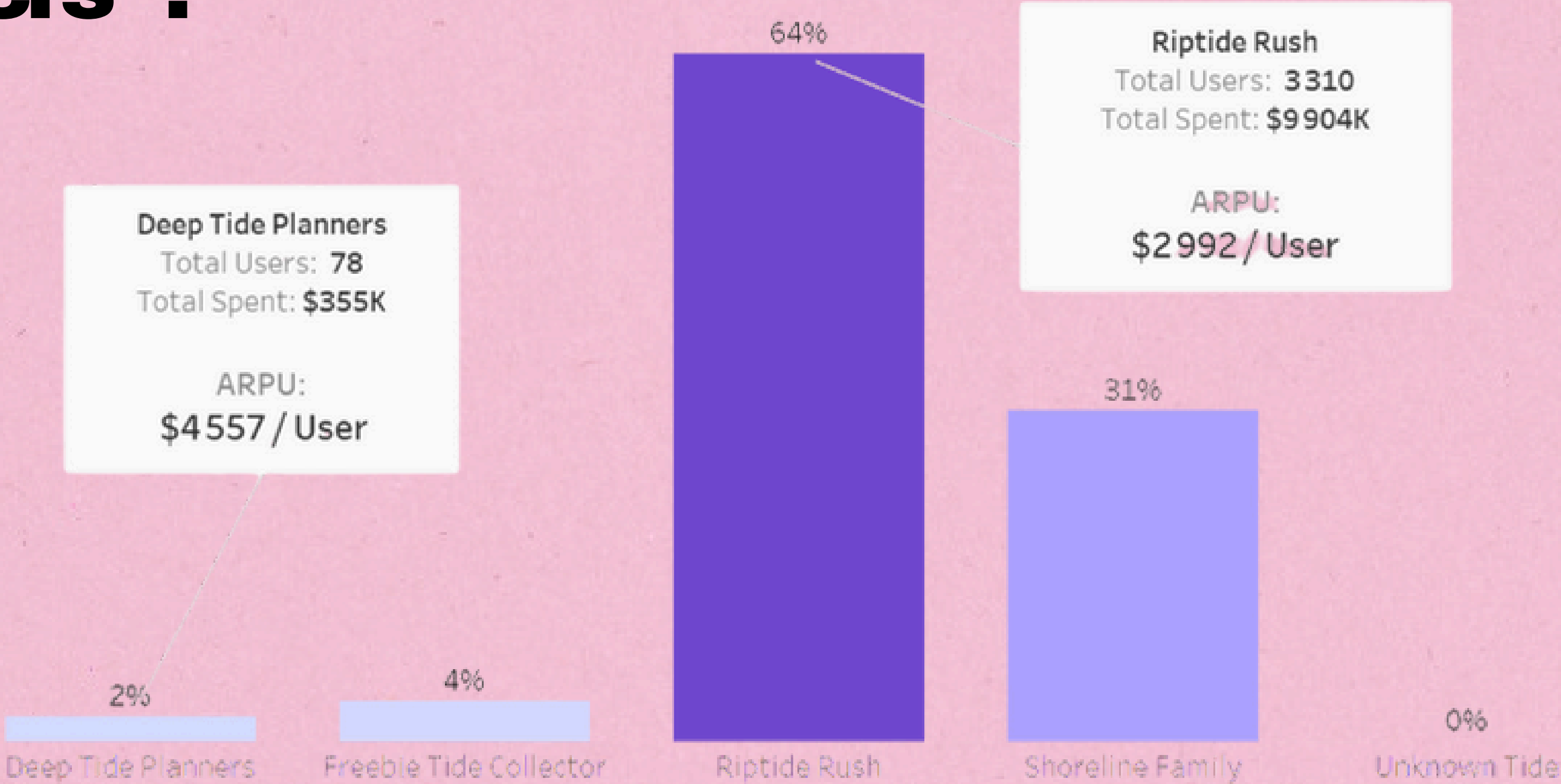
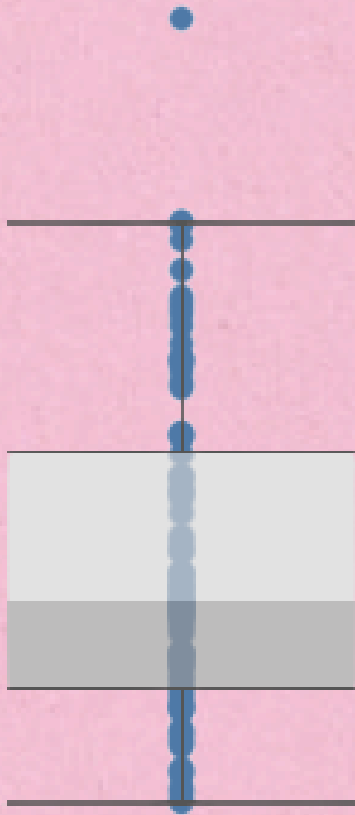
**Free Cancellation**  
**Free Lounge Access**  
**Free Upgrades**



# Why do we keep the segment “Deep Tide Planners”?



Even if they represent less than 2% of the segmentation base and of the revenue, they do have the highest Average Revenue per User (ARPU) which shows real gain here for the company.



# Loyalty reward program

Combined with the segmentation that is used to offer the most attractive perks, the loyalty reward program is here to **continue the growth of engaged and loyal customers** based on three criterias also known as the RFM Analysis.



With each based on a **score between 1 and 5**:

**Recency:** how recently?

less than 30 days: 5 ; more than 120 days : 1

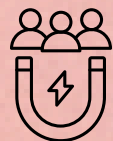
**Frequency:** how frequent?

more than 9 bookings: 5 ; one booking : 1

**Monetary Value:** how much?

more than 5000\$: 5 ; less than 500\$ : 1

# Out of Scope Marketing-Data Project

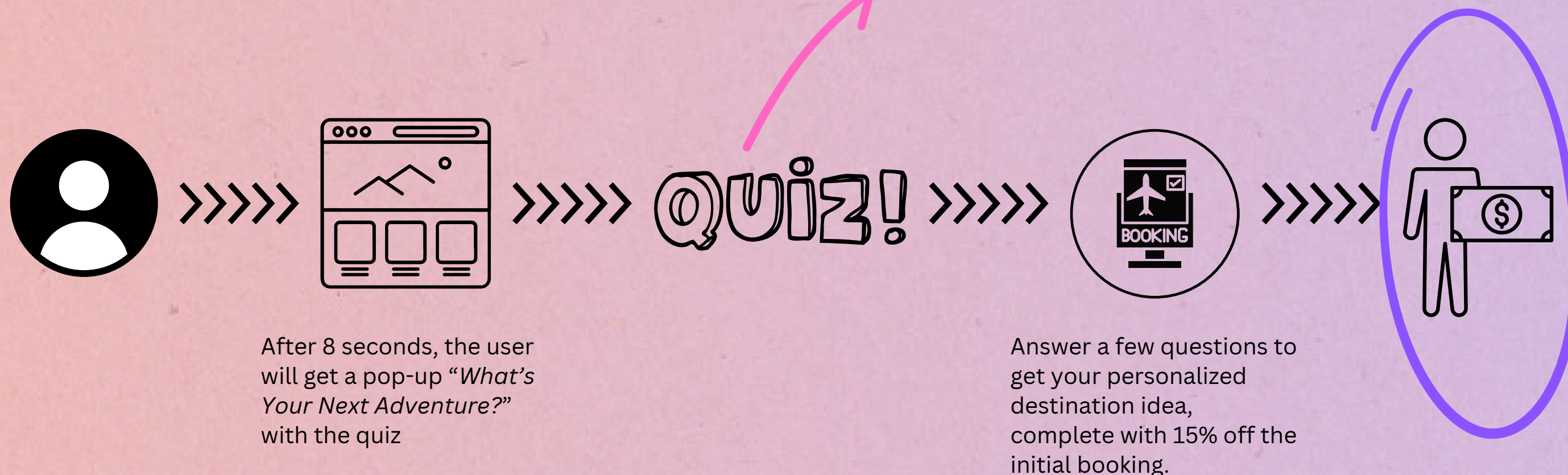


## Objectives

Shorter time from lead to customer  
+ Collect first data for personalized recommendations and offers.

As an additional tool to acquire customers, we would like to bring the users in this group between 1 and 7 sessions with no booking at all.

```
def user_first_quiz():  
    print("Do you prefer:")  
    print("1. Summer")  
    print("2. Winter")  
    season_choice = input("Enter 1 or 2: ").strip()  
  
    if season_choice == "1": # Summer  
        print("\nDo you prefer:")  
        print("1. Chill in the sun")  
        print("2. Swim")  
        activity_choice = input("Enter 1 or 2: ").strip()  
  
        print("\nWho do you travel with?")  
        print("1. Alone")  
        print("2. As a couple")  
        print("3. With some friends")  
        print("4. With your family")  
        group_choice = input("Enter 1, 2, 3 or 4: ").strip()
```





# Additional Data Collection for tailored offering

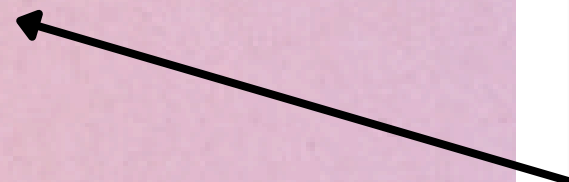


There's no “guess” in marketing.

## Accelerating Sales Through Personalization

To shorten the time from lead to purchase and boost customer engagement, we need to collect more data. This lets us personalize offers for every user, making our interactions more effective and timely.

marketing.travel\_search\_terms\_saved



```
1 user.user_id (integer) -- 48629
2 user.first_name (varchar) -- Jean
3 user.last_name (varchar) -- Louis
4 user.email_address (varchar) -- jean.louis@gmail.com
5 user.phone_number (varchar) -- +49 123 345 3224
6 user.street_address (varchar) -- Vogelstrasse 6
7 user.city_address (varchar) -- Dorfstadt
8 user.country_address (varchar) -- Germany
9 user.postal_code_address (varchar) -- 12345
10 user.birthdate (date) -- 1992-08-23
11 user.nationality (varchar) -- french
12 user.preferred_language (varchar) -- english
13 user.locale (varchar) -- de
14 user.family_status (varchar) -- married
15 user.has_children (boolean) -- true
16 user.signup_date (date) -- 2024-01-25
17 user.last_interaction_type (varchar) -- email
18 user.last_interaction_timeframe (date) -- 2024-06-07
19
20 marketing.user_segment (varchar)
21 marketing.acquisition_source (varchar) -- advertisement
22 marketing.communication_email (boolean) -- true
23 marketing.communication_sms (boolean) -- false
24 marketing.communication_in-app (boolean) -- true
25 marketing.communication_whatsapp (boolean) -- false
26 marketing.newsletter_list (boolean) -- false
27 marketing.promotional_list (boolean) -- true
28 marketing.first_session_date (date) -- 2024-01-20
29 marketing.number_of_session (integer) -- 43
30 marketing.avg_duration_session (time) -- 4:04
31 marketing.first_email_opened ((varchar) -- 'Welcome to TravelTide'
32 marketing.first_email_opened_date (date) -- 2024-01-25
33 marketing.email_open_rate (decimal) -- 0.45
34 marketing.travel_style (varchar) -- adventure
35 marketing.travel_preferred_season (varchar) -- summer
36 marketing.travel_budget_class (varchar, 3) -- mid
37 marketing.travel_situation (varchar) -- business
38 marketing.travel_preferred_destination (varchar) -- Southern Asia
39 marketing.travel_yearly_frequency (decimal) -- 5
40 marketing.travel_frequency_range (varchar) -- occasional traveler
41 marketing.travel_duration (varchar) -- 21-30 days
42 marketing.travel_flight_category (varchar) -- eco
43 marketing.travel_preferred_hotel_category (varchar) -- apartment
44 marketing.travel_preferred_vacation_package (varchar) -- all-inclusive
45 marketing.travel_search_terms_saved (varchar) -- (malaysia, thailand,
    phuket, singapore)
46
47 trip.first_booking_date (date) -- 2024-05-02
48 trip.first_booking_hotel_date (date) -- 2024-05-02
49 trip.first_booking_flight_date (date) -- 2024-05-02
50 trip.total_number_of_trips (integer) -- 7
51 trip.total_amount_spent (decimal) -- 5045.99
52 trip.total_amount_spent_hotel (decimal) -- 3045.49
53 trip.total_amount_spent_flight (decimal) -- 2000.50
54 trip.total_avg_amount_spent (decimal) -- 720.85
55 trip.travel_insurance_booked (boolean) -- false
56 trip.number_travel_insurance_booked (integer) -- 0
57 trip.total_amount_spent_travel_insurance (decimal) -- 0.00
```



# Wrap-up

## Active Cohort

We took a population of users which are **active** (more than 7 sessions) and **recent** enough (after 4.01.2023) to be accurate with what we want to plan.

## Behavioral and Demographic Segmentation

We grouped our users into **5** segments **based on behavior and demographic data**.

## Effective Sample

They represent at least **more than 8%** of the total cohort except one special group which has been accepted as classified as the group with the **highest revenue per user**.

# What's next?

## Implementation

Teamwork between the data, marketing and tech teams to implement this automated perks and rewards based on their behavior and demographic data.

## A/B Testing

We will keep a population out of this and do A/B testing on the different perks based on different factors.

## Rewards Program Activation

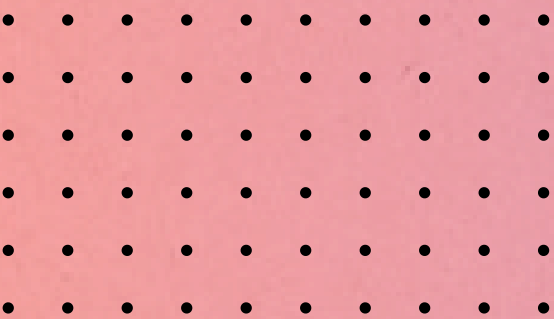
In additional to the perks, we will activate and launch this reward program based on the RFM analysis.

## Additional Data

Thanks to additional data collected, we will offer tailored perks, based on the user's preferences and behavior.

## Optimization

Ongoing monitoring to optimize the costs of those perks and rewards alongside the ARPU and shorter the time from lead to purchase.



# Thank you

## CONTACT & DOCUMENTATION

**E-mail**            [jordan.calvi@gmail.com](mailto:jordan.calvi@gmail.com)

**GitHub**            [TravelTide GH](#)

**Google Colab**    [TravelTide GC](#)

