



TravelTide Perks

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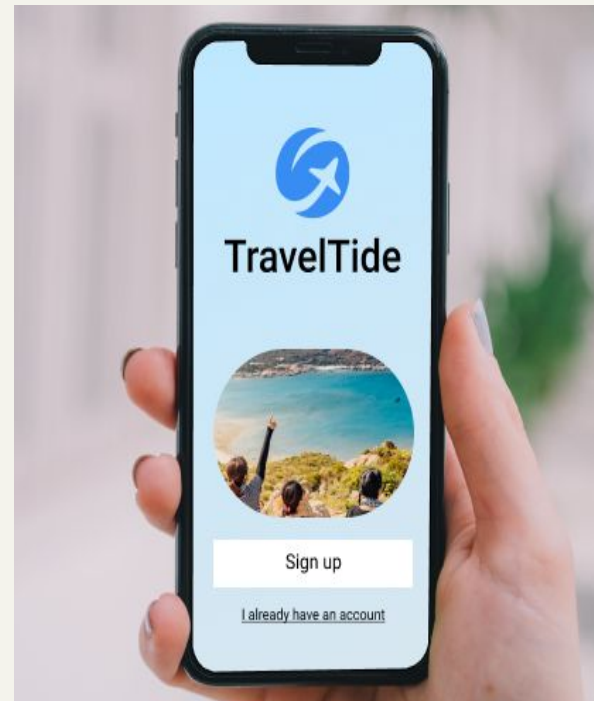
TravelTide Reward Program

The goal of this project was to design and implement a structured perks program for TravelTide users, leveraging group-based segmentation and specialized metrics to enhance customer engagement and loyalty.

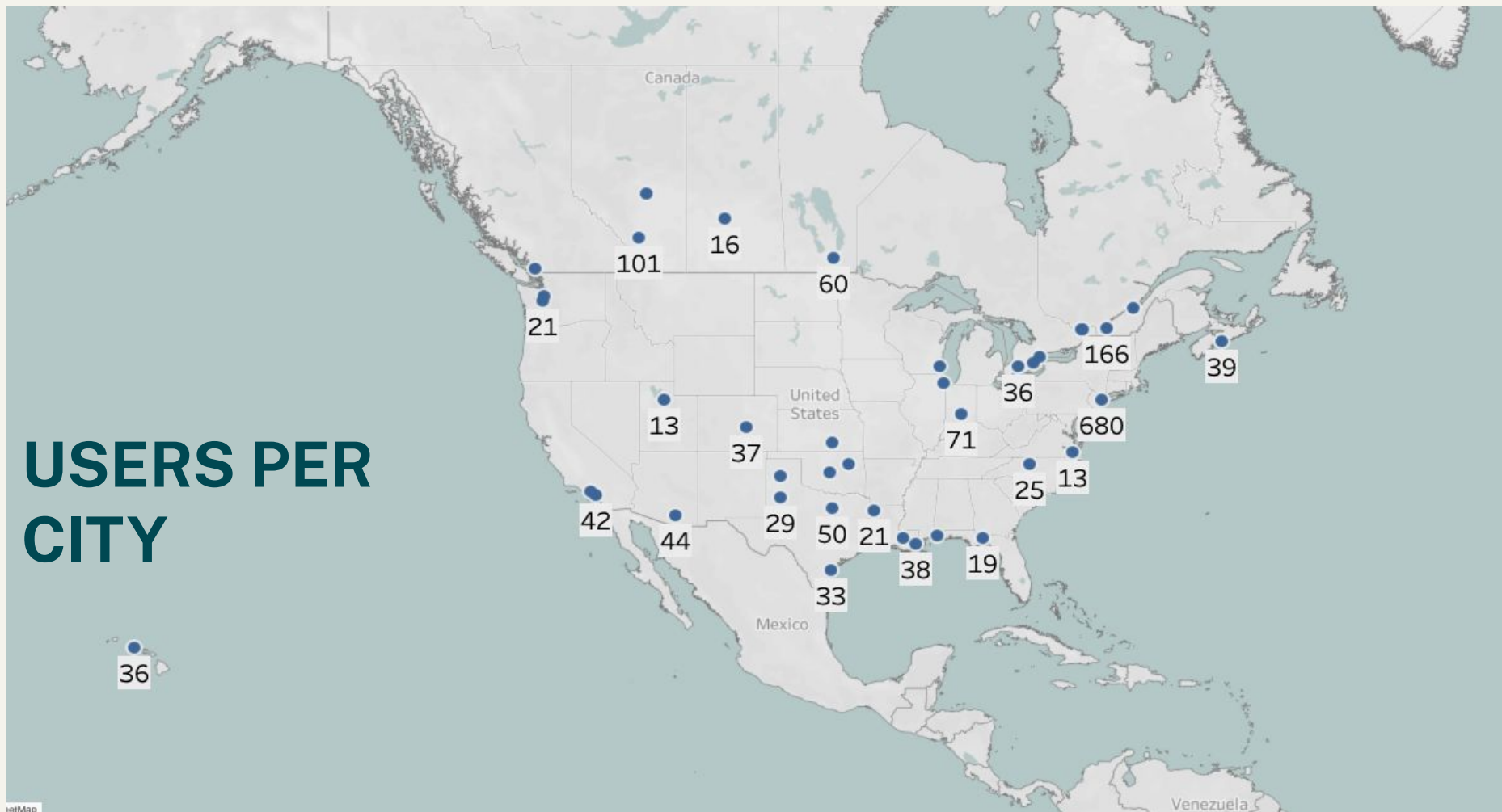
By analyzing user behavior and preferences, we developed a dynamic system that rewards users based on their group participation and travel activities.

Key Deliverables:

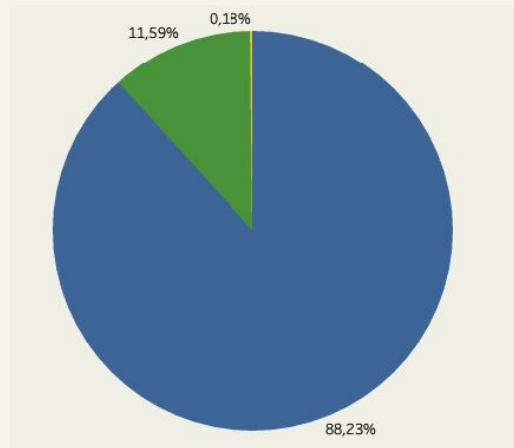
1. **Group-Based Perks System.**
2. **Special Metrics for Perk Allocation.**
3. **Enhanced User Experience.**
4. **Performance Analysis & Optimization**



USERS PER CITY

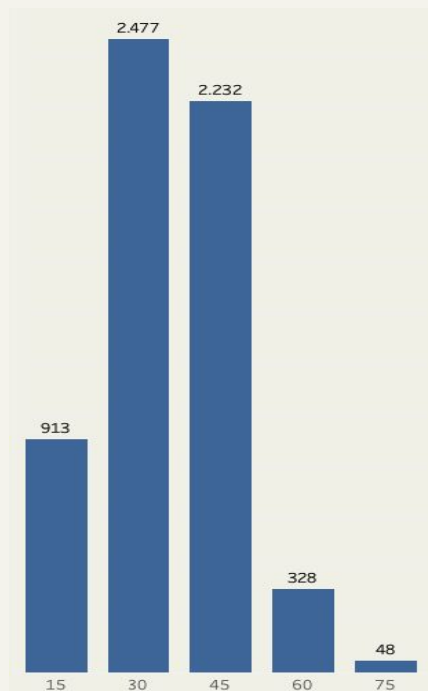


User Insights



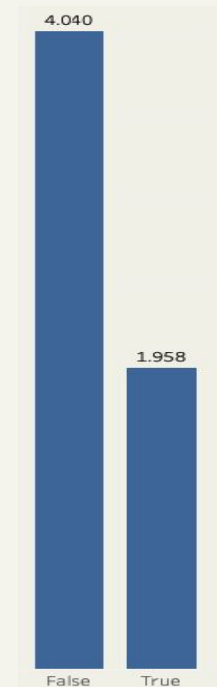
Gender

Women - 5292
Men - 695
Other - 11



Age groups

Most represented age Between
30 and 45 years old.



Family's

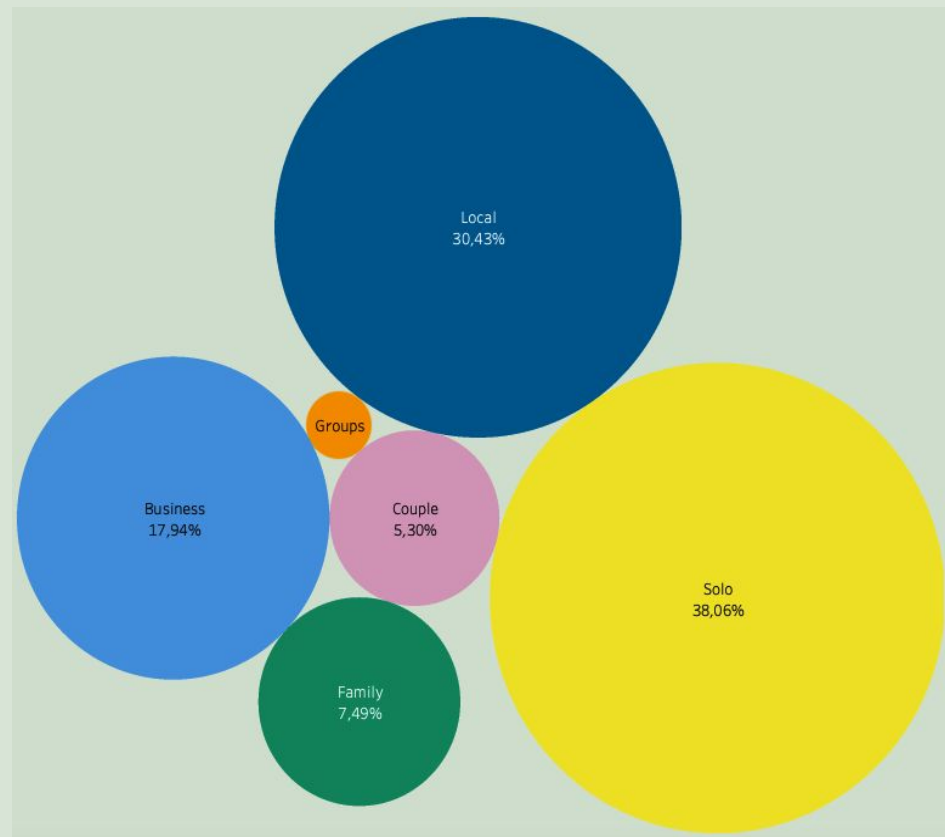
Most users does not have any
children.

Market Size Segmentation

The common segment that was created to segregate the users into distinct travel type groups.

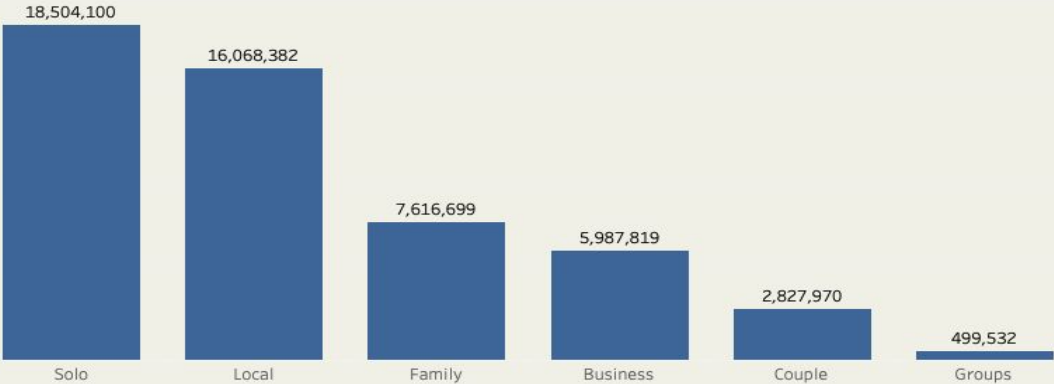
A rule based approach was used by comparing the number of seats, avg nights booked and if the user has children.

- ❑ Solo
- ❑ Business
- ❑ Groups
- ❑ Family
- ❑ Couples
- ❑ Local

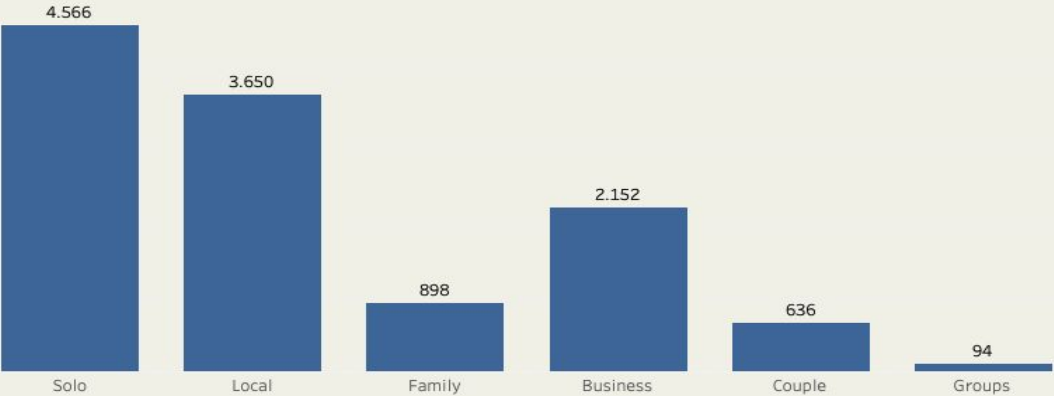


Financial Analysis

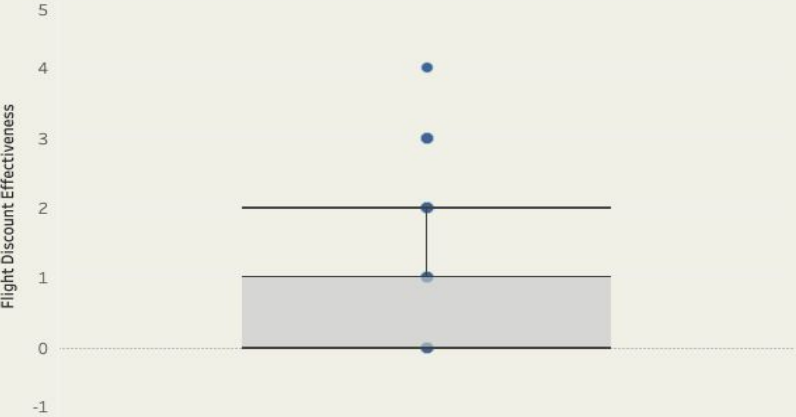
Total Spend By Travel Type



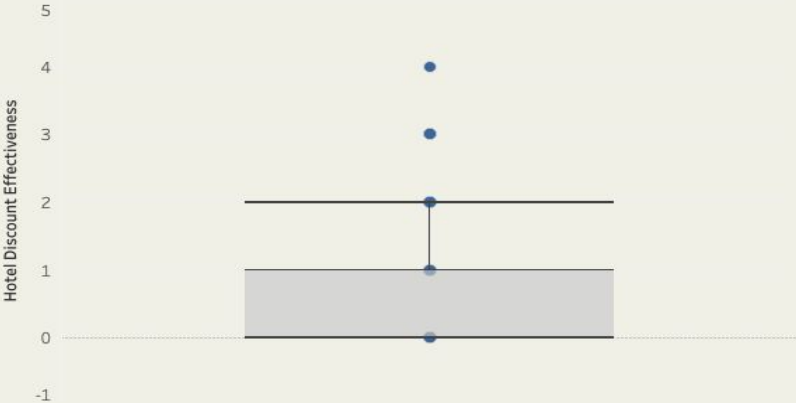
Discount Used By Travel Type



Hotel Discount Effectiveness

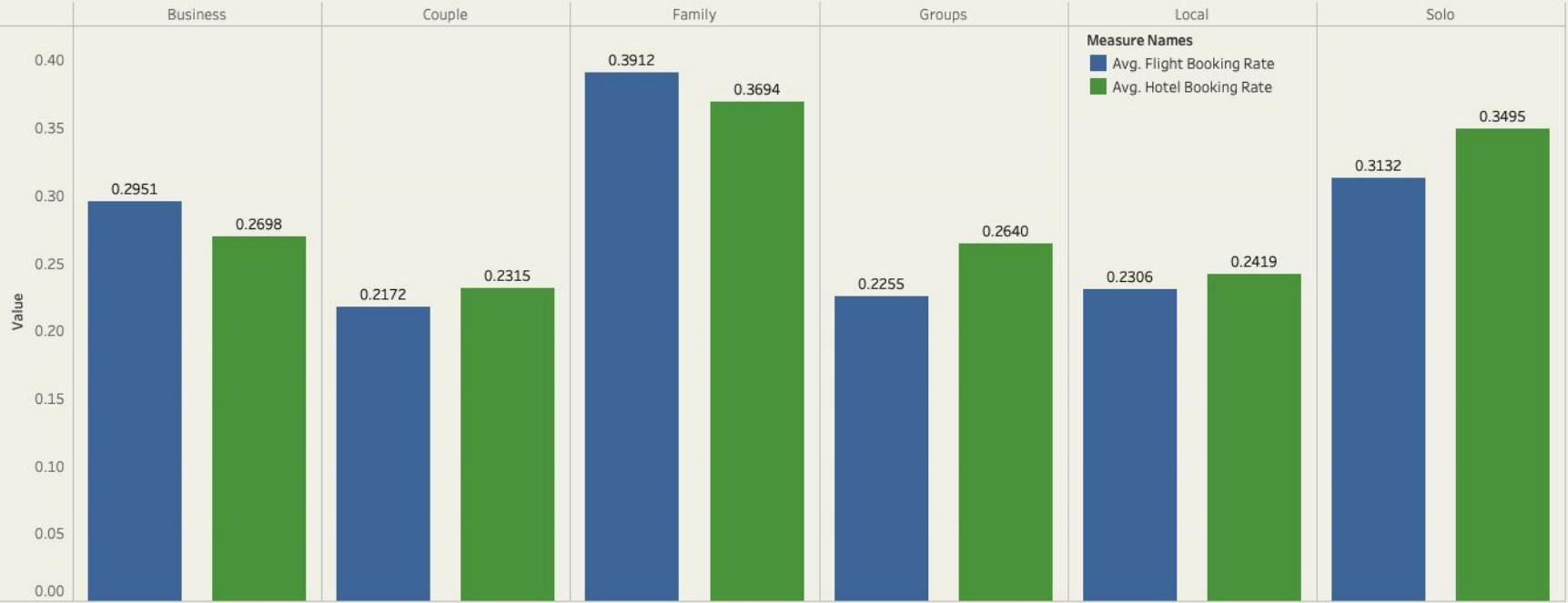


Flight Discount Effectiveness



Financial Analysis

	Business	Couple	Family	Groups	Local	Solo
Num Clicks	136,005	36,661	60,942	5,784	217,252	300,620
Avg Click Rate	8,594	2,546	3,595	375	14,581	18,230
Bounce Rate	306	95	103	14	543	591
Session Duration Total	1,051,262	280,764	465,052	44,560	1,681,763	2,330,555



Perks Offered



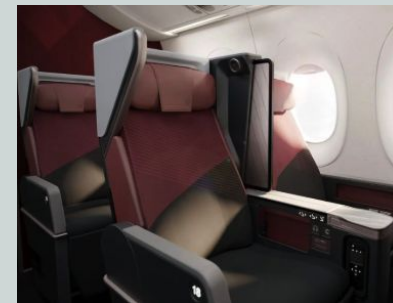
Free checked bag



Free Cancellations



Business Class Upgrade



Premium Class Upgrade



10% off next trip



30% off first trip



1 Night Free stay



Free Meals

Perk Analysis



Solo Traveler

User 517491
Ann Biljana



Age-56



Nashville



Female



0,5 bags avg



Customer Story

Ann Biljana loves to travel light and by herself. She enjoys visiting places that offer outdoor experiences and often takes long flights.

Customer Benefits

REE upgrade to premium class ticket:

She was awarded this Perk due to the fact that she is a high spender, long distance flyer and would enjoy the extra leg room.

Customer Behaviour

- Total Spent - \$29 481
- Repeat Bookings - 8
- Avg Km Travelled: 1846

Family Traveler

User 517491
Lilanie Noeth



Age- 44



Philadelphia



Female



0,17 bags avg / person



Customer Story

Lilanie Noeth is a single mother of 1, based on the number of seats that she normally books either for herself or for the 2 of them. It is clear that they normally travelled with one check bag.

Customer Benefits

FREE Cancellation

It is hard to make concrete booking with children, they often fall sick and results in you needing to change the plans.

Customer Behaviour

- Total Spent - \$44 917
- Repeat Bookings - 8
- Avg Km Travelled: 1699
- Avg number of seat - 1.67

Couple Traveler's

User 531431
Helga Meiring



Age-52



San Antonio



Female



0,5 bags avg / person

Customer Story

Helga Loves making short minutes decisions to book trips for herself and her partner.

Customer Benefits

FREE Hotel Night

Since they do not always plan ahead they often don't have the budget for long stays, and a free night goes a long way to ensure they can afford the trip.

Customer Behaviour

- Total Spent - \$61 755
- Repeat Bookings -6
- Avg Km Travelled: 2339
- Avg number of seat -2



Recommendations

- A/B Testing: Conduct A/B testing to evaluate the effectiveness of different perks and promotional strategies before scaling them to the entire user base.
 - Continuous Monitoring: Regularly monitor user behavior and preferences to adapt and refine the perks and promotions strategy over time.
 - Feedback Loop: Implement a feedback system to gather insights and opinions directly from users to further enhance the perks and rewards program.
 - Engage "Active Searcher" Users: Develop and implement a system of key demographic and session behavior characteristics that can be used to label by their most attractive perk even if they haven't made any bookings yet or don't have a sufficient number of sessions.
 - This proactive approach will enable us to identify and engage potential "Active Searcher" customers early in their journey on our platform
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Thank You!

Tableau
Vizualiation

<https://public.tableau.com/app/profile/justin.l.tter/viz/TravelTideVIZ/Userspercity#1>

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