

TravelTide: USER SEGMENTATION

BY:

SARANYA LAHIRI MUKHOPADHYAY

TravelTide.....

- ❖ Inception: End of 2021
- ❖ Fast growth: factors are
 - ❖ data collection
 - ❖ search technology
- ❖ Recent problem: Poor Customer Retention

Marketing Team Decision....

- ❖ Formulate Rewards program
- ❖ Assign users to respective perks
- ❖ Perks decided upon:
 - ❖ Free hotel meal
 - ❖ Free checked bags
 - ❖ No cancellation fees
 - ❖ Exclusive discounts
 - ❖ One night free hotel with flight

Task assigned to Analytics Team

- ❖ Analyse customer data
- ❖ Customer segmentation based on respective perks

Methodology.....

- ❖ Step 1: tool used SQL
 - ❖ Criteria to filter customer data:
 - ❖ users logging to TravelTide portal > 7
 - ❖ browsing session start date from 4th Jan,2023
 - ❖ findings from data:

Methodology.....

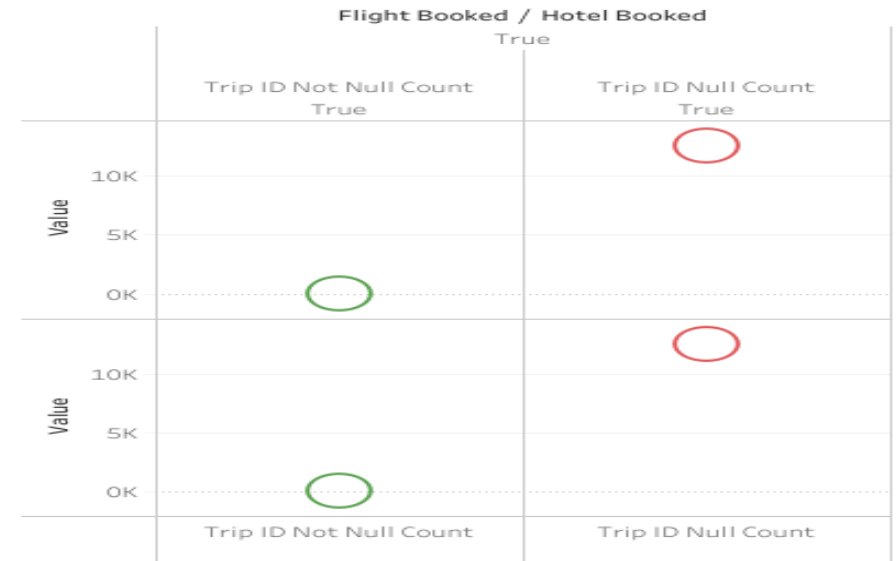
Unspecified Trips With Discounts and When Hotel or Flight Booked

Measure Names
■ Trip ID Not Null Count
■ Trip ID Null Count

Trip ID Count With Hotel Discount Or Flight Discount



Trip ID Count With Hotel Booked Or Flight Booked



Methodology.....

- ❖ Analyse the filtered data to calculate few parameters
- ❖ 10 behavioural parameters

Methodology.....

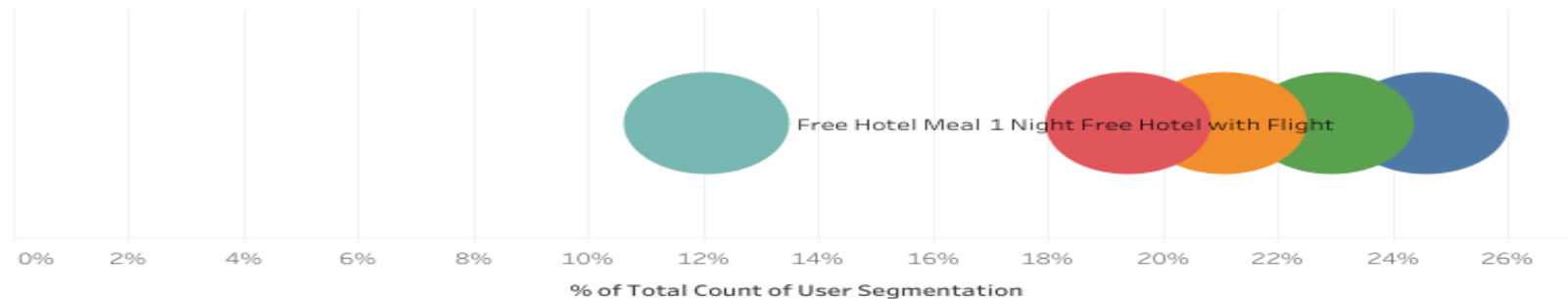
- ❖ Step 2: tool used Excel
 - ❖ Bringing all data to same unit for analysis
 - ❖ Define each perk with parameters

Visualising Customer Segments

Customer Segmentation



Percentage of Each User Segment



Recommendations.....

- ❖ Providing to a smaller group in the initial phase to study if retention is happening and to what extent.
- ❖ Analysing sales data for better understanding of the extent to which perks can be given.

Thank You