Mastery Project: Travel Tide

Reward Program

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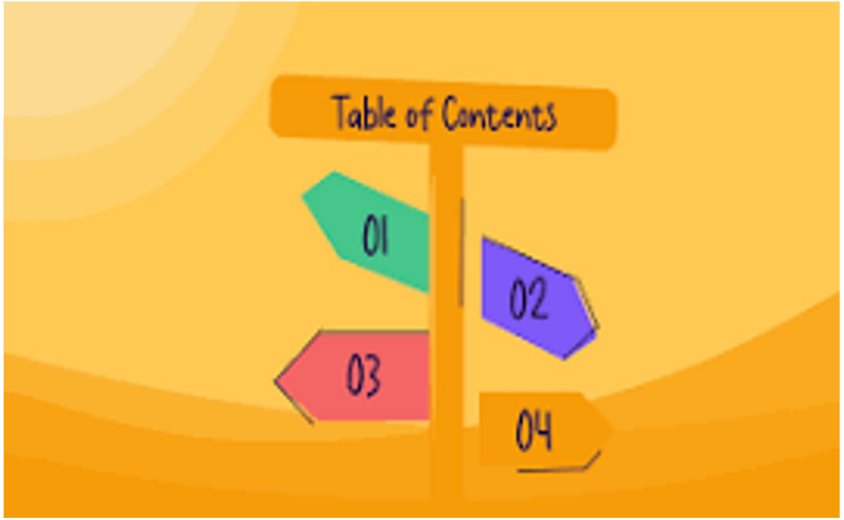


Project Introduction:

Project Name:

Mastery-Project (TravelTide Reward Programs)

Project Resource:
TravelTide:

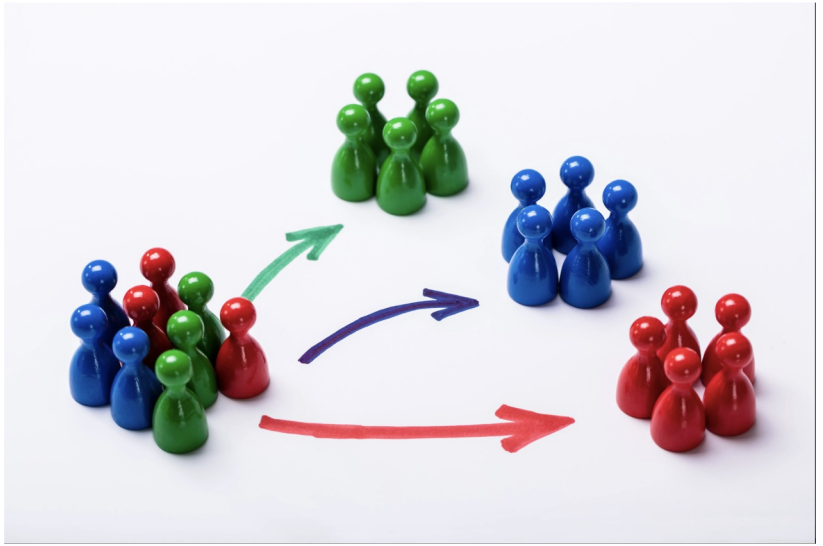
TravelTide is an e-booking platform that has grown steadily due to its cutting-edge technology.

Image Source: Masterschool

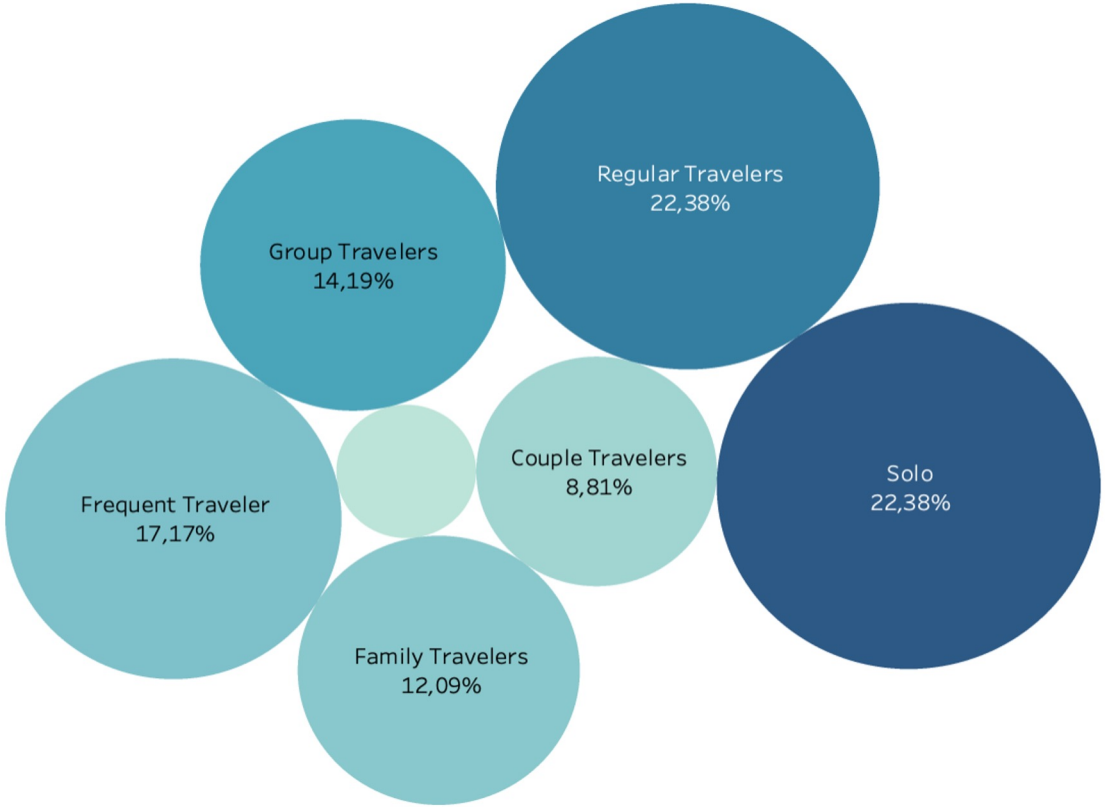
Project Goal

Project Goal:

- ★ Customer Segmentation based on their behavior.
- ★ Recommendations based on our finding



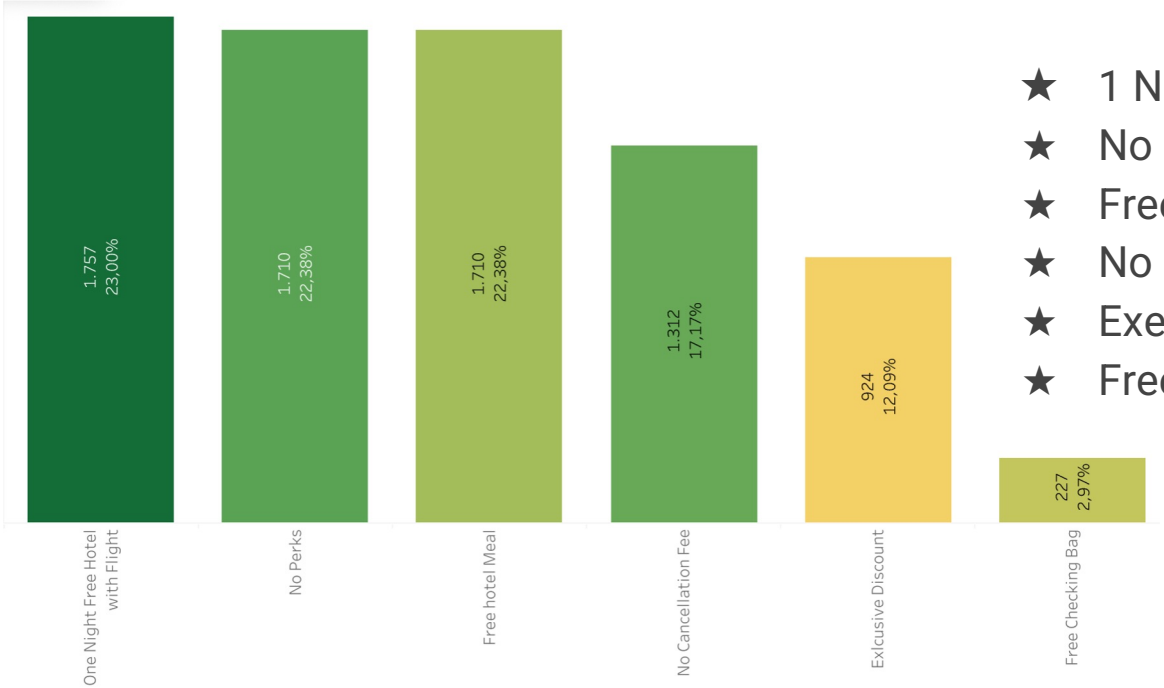
Customer Segments Distribution



Key Metrics:

- ★ Frequent Traveler: 17.17%
- ★ Group Travelers : 14.19%
- ★ Family Travelers: 12.09%
- ★ Couple Travelers: 8.81%
- ★ Business Travelers: 2.97%
- ★ Solo Travelers: 22.38%
- ★ Regular Travelers 22.38%

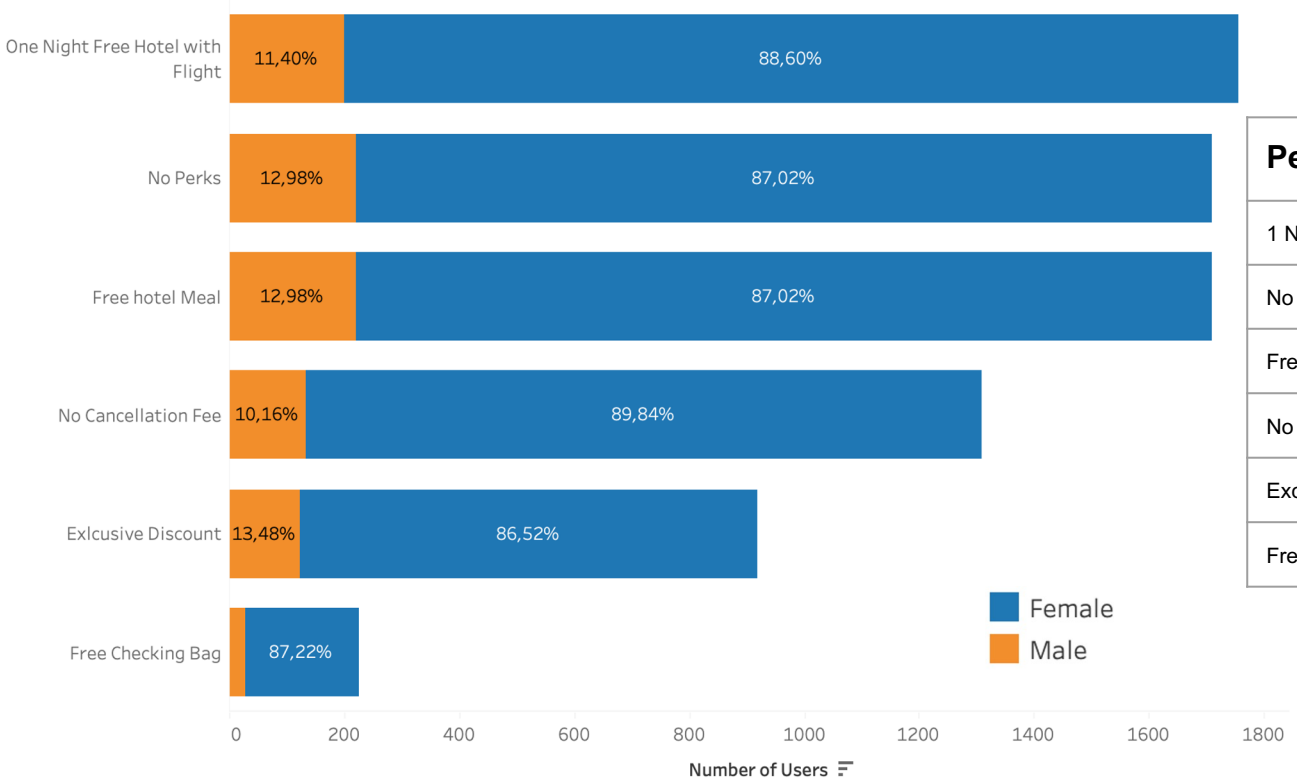
Perks Distribution



Perks per Customers Segments

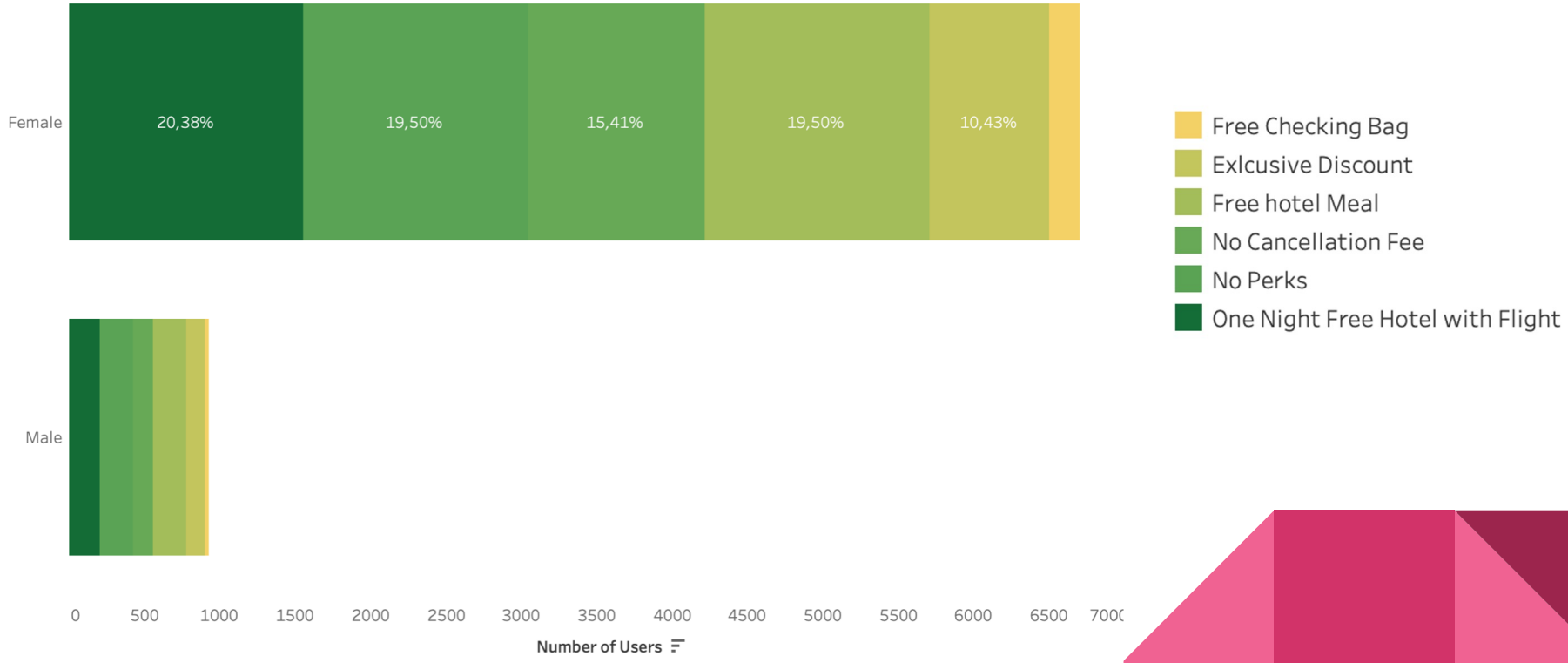
- ★ 1 Night Free Hotel & Flight: 23.00%
- ★ No Perks: 22.38%
- ★ Free Hotel Meal: 22.38%
- ★ No Cancellation Fee: 17.17%
- ★ Executive Discount: 12.09%
- ★ Free Checking Bags: 2.97

Gender Distribution

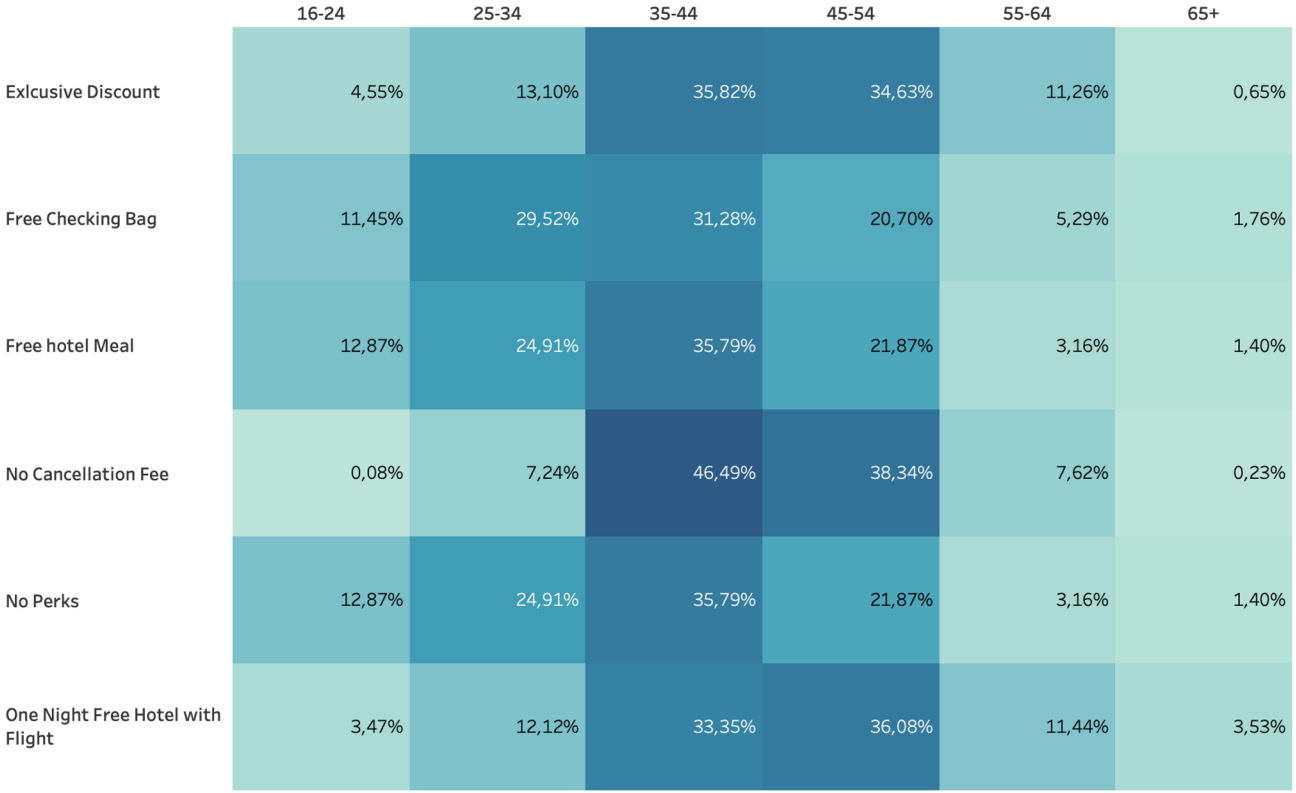


Perks	Male	Female
1 Night Free Hotel with Flight	11.40%	88.60%
No Perks	12.98%	87.02%
Free Hotel Meal	12.98%	87.02%
No Cancellation Fee	10.16%	89.84%
Exclusive Discount	13.48%	86.52%
Free Checking Bag	0.38%	87.22%

Gender Bar Chart

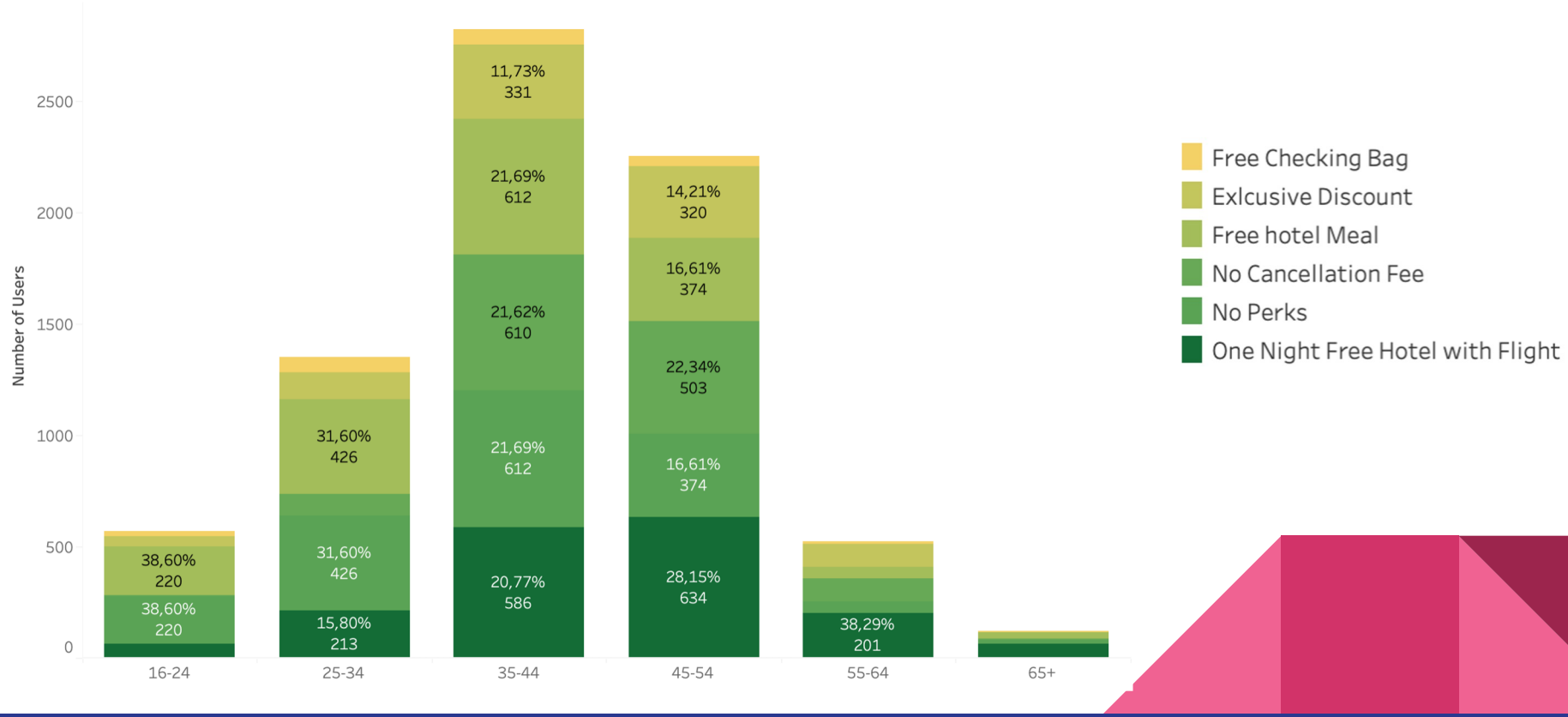


Age Group Distribution

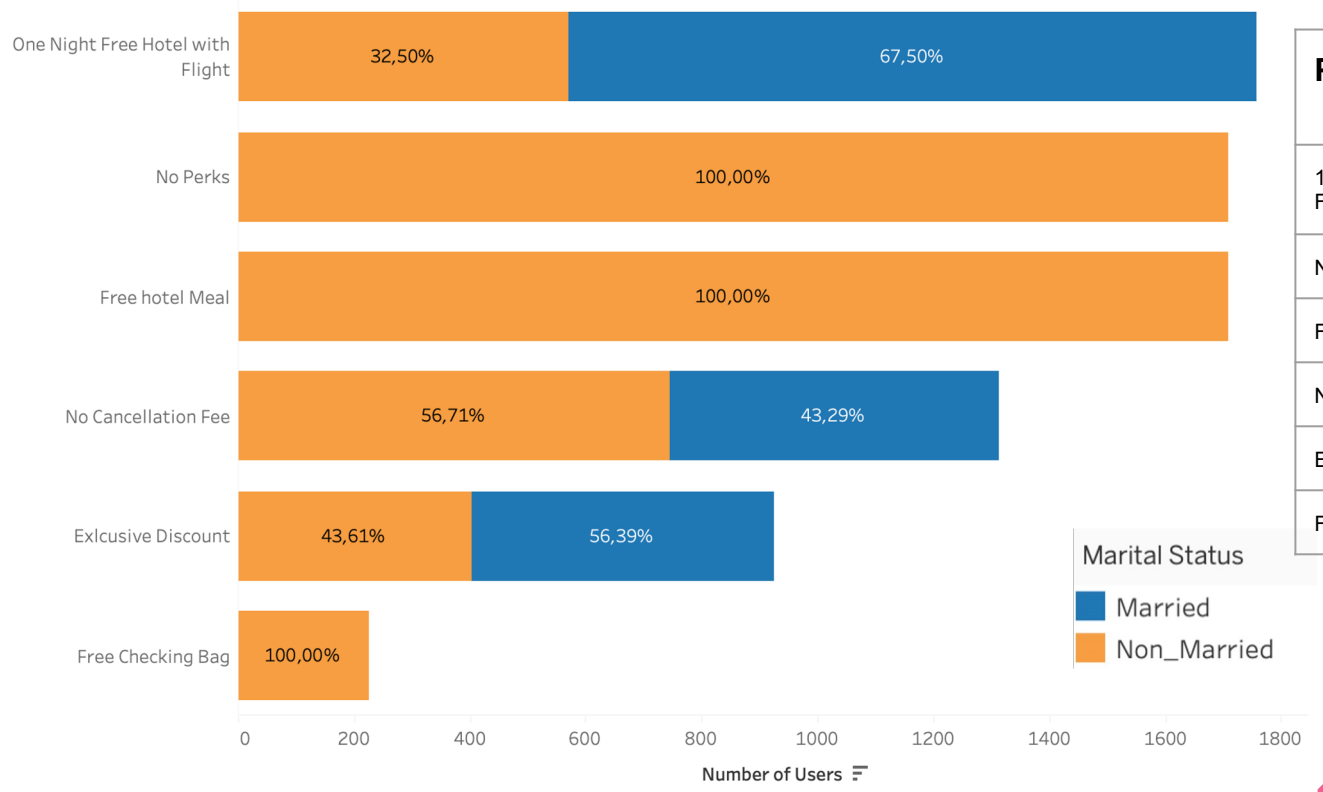


Perks	Age Group
Exclusive Discount	55-64
Free Checking Bag	25-34
Free Hotel Meal	16-24
No Cancellation Fee	35-44 - 35=54
No Perks	35-44
1 Night Free Hotel & Flight	45-54

Age Group Bar Chart

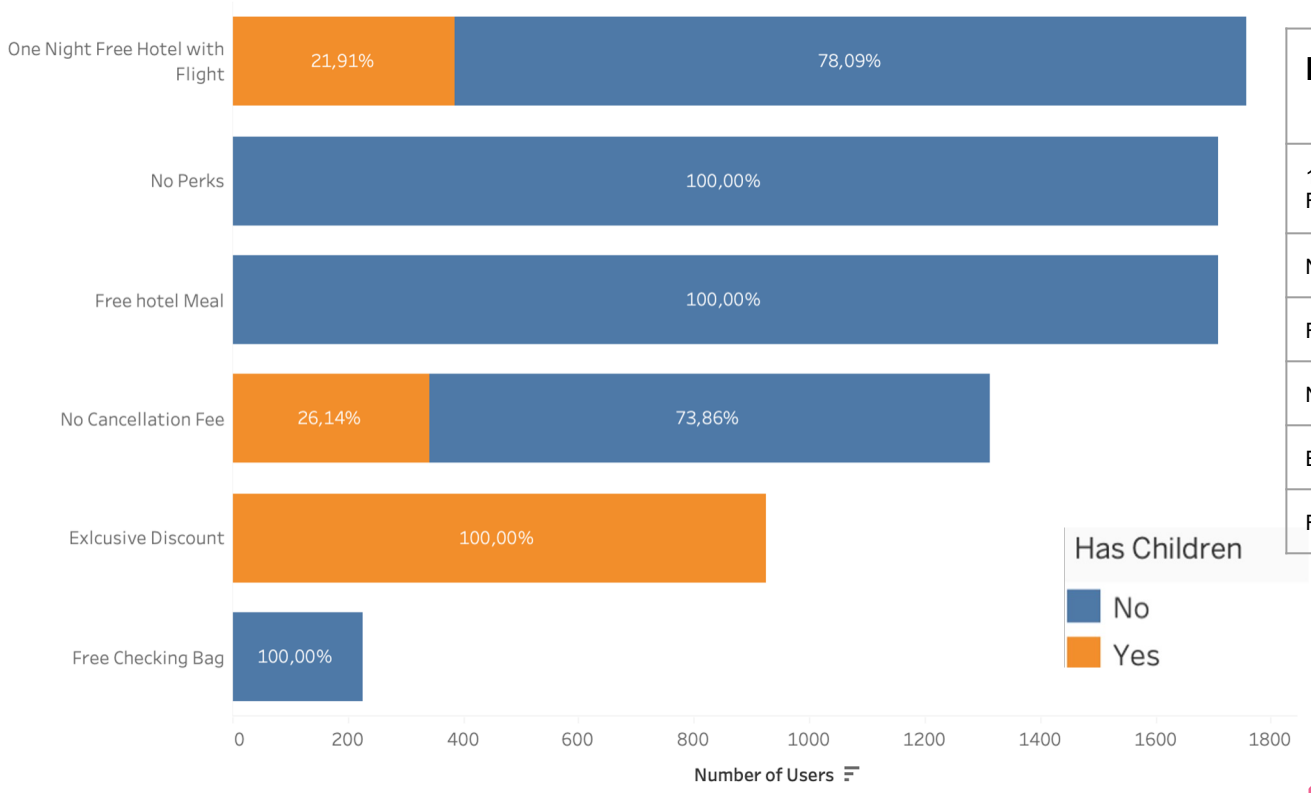


Marital Status



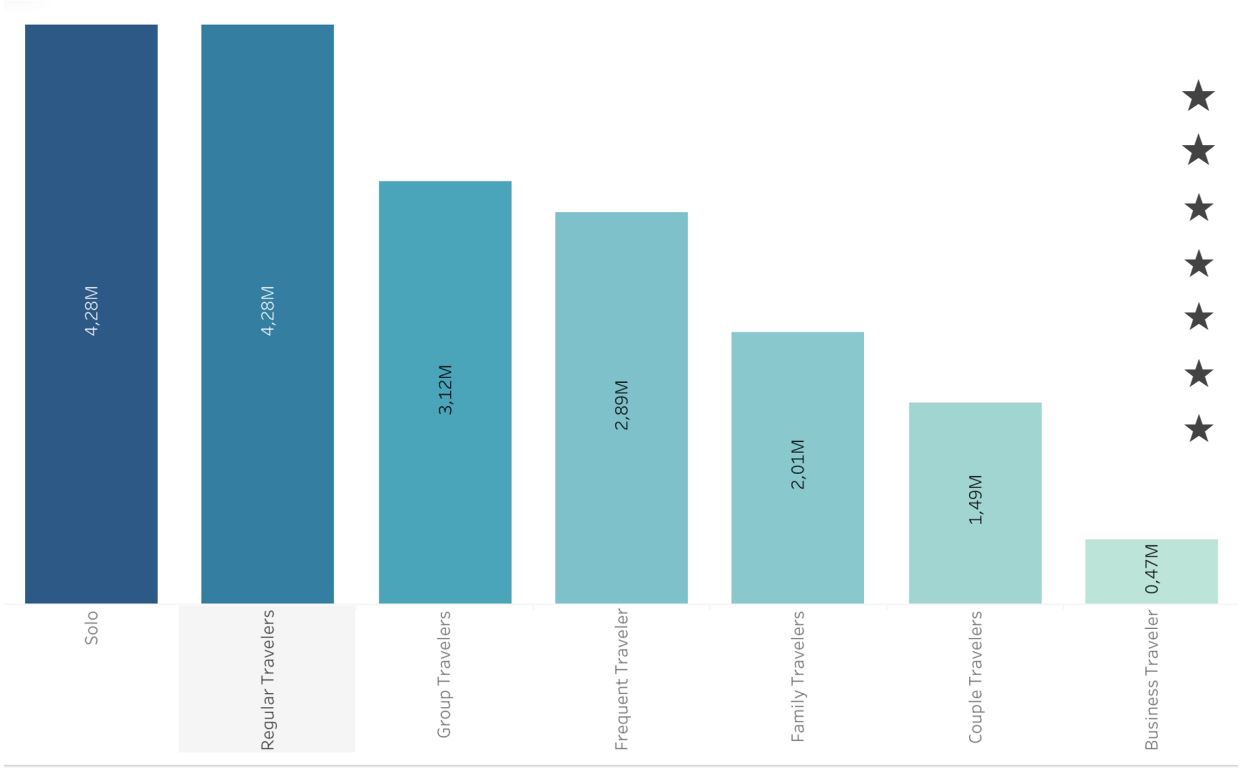
Perks	Married	Non - Married
1 Night Free Hotel with Flight	67,50%	32.50%
No Perks	0.00%	100.00%
Free Hotel Meal	0.00%	100.00%
No Cancellation Fee	43.29%	56.71%
Exclusive Discount	56.39%	43.61%
Free Checking Bag	0.00%	100.00%

Has Children Status



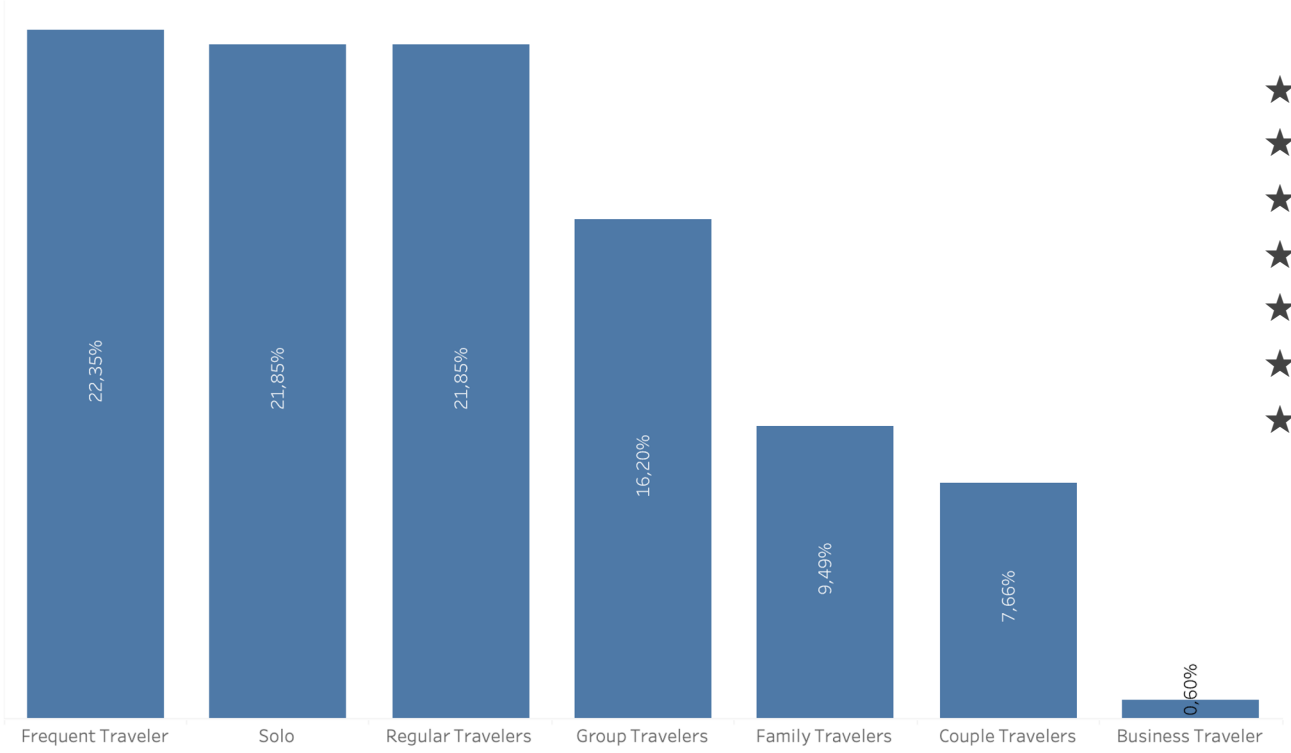
Perks	children Yes	Children No
1 Night Free Hotel with Flight	21,91%	78.09%
No Perks	0.00%	100.00%
Free Hotel Meal	0.00%	100.00%
No Cancellation Fee	26.14%	73.86%
Exclusive Discount	100.00%	0.00%
Free Checking Bag	0.00%	100.00%

Average Distance Flown Distribution



- ★ Solo: 4.28M (KM)
- ★ Regular Travelers:4.28M (KM)
- ★ Group Travelers: 3.12M (KM)
- ★ Frequent Travelers:2.89M (KM)
- ★ Framily Travelers:2.01M (KM)
- ★ Couple Travelers:1.49M (KM)
- ★ Business Travelers:0.47M (KM)

Expenses Distribution



- ★ Frequent Travelers: 22.35%
- ★ Solo Travelers: 21.85%
- ★ Regular Travelers: 21.85%
- ★ Group Travelers: 16.20%
- ★ Family Travelers: 9.49%
- ★ Couple Travelers: 7.66%
- ★ Business Travelers: 0.60%

Thank you!

Project Links:

Tableau Dashboard:
https://public.tableau.com/app/profile/mohammad.akram.zaki/viz/TravelTideMasteryProjectCopy/TravelTideRewardProgram?publish=yes

SQL Query:
https://docs.google.com/document/d/1pWd1qSX6xcHNBvuRGEXyr9Owzf_4TbaMkkAURhHx8_Y/edit?usp=sharing

Presentation:
https://docs.google.com/presentation/d/1SQpuy-zaHQqSR4hrBo11V8esV1w2AuP0/edit?usp=sharing&ouid=104261037213996144987&rtpof=true&sd=true

Video Link:
https://www.loom.com/share/6a7916f5c3d140fc981ffb78d90316a2?sid=0d800d4b-c3b7-4f3d-a165-40765efc6291