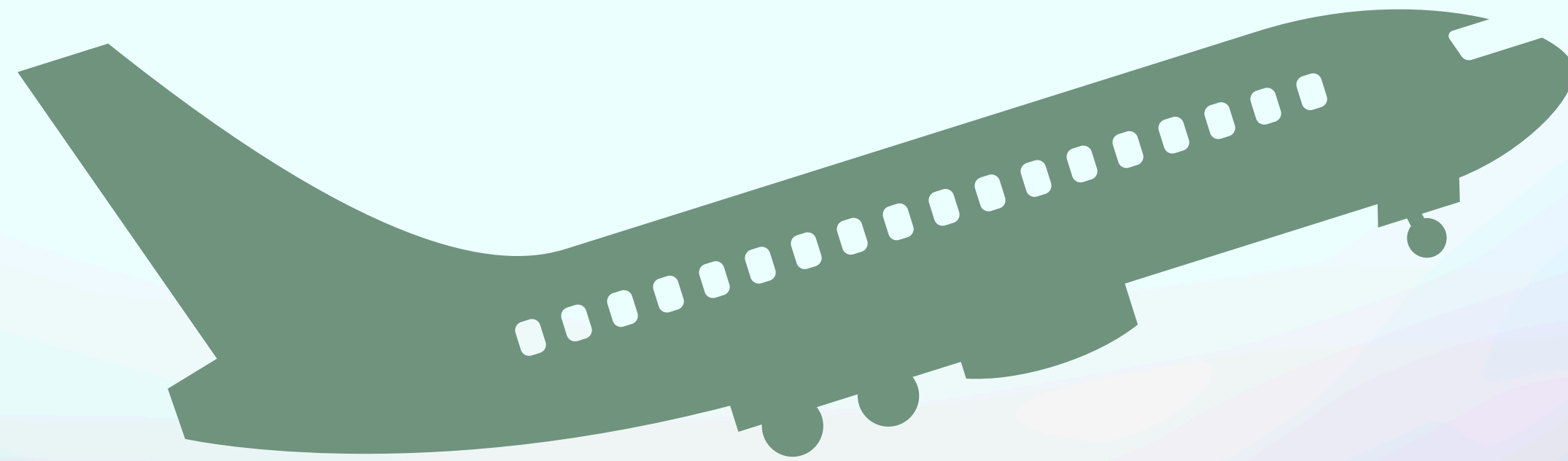# Customer Segmentation

TravelTide

What did we analyzed?

Metrics Used for Ranking

User ID	Avg Km Flown	Money Spent Flight	Money Spent Hotel	Number Of Nights
23557	0	0	3,671	20
94883	1,451	864	230	2
101486	996	190	2,452	9
101961	1,367	1,238	2,798	22
106907	12,797	27,804	8,514	11
118043	2,505	2,339	6,443	24
120851	2,260	385	2,002	11
125845	2,862	1,647	864	7
133058	2,887	424	0	0
149058	1,960	1,919	6,274	30
152583	2,266	368	639	3
153982	1,344	657	1,302	7
160754	528	94	642	3

Perks

Assigned per Segmentation

| Metric Analyzed	Proposed Perk Assignation
No Data to analyze	➡ 10% discount first trip
Avg KM flown	➡ Free checked bag
Most # of Nights	➡ Free Hotel Night
Money Spent Flight	➡ 15% discount next round flight
Money Spent Hotel	➡ Free Hotel Dinner

Total #Number of Users per Perk assigned

- 10% discount first trip
- 15% discount next round flight
- Free checked bag
- Free Hotel Dinner
- Free Hotel Night

10% discount first trip   15% discount next round flight   Free checked bag   Free Hotel Dinner   Free Hotel Night
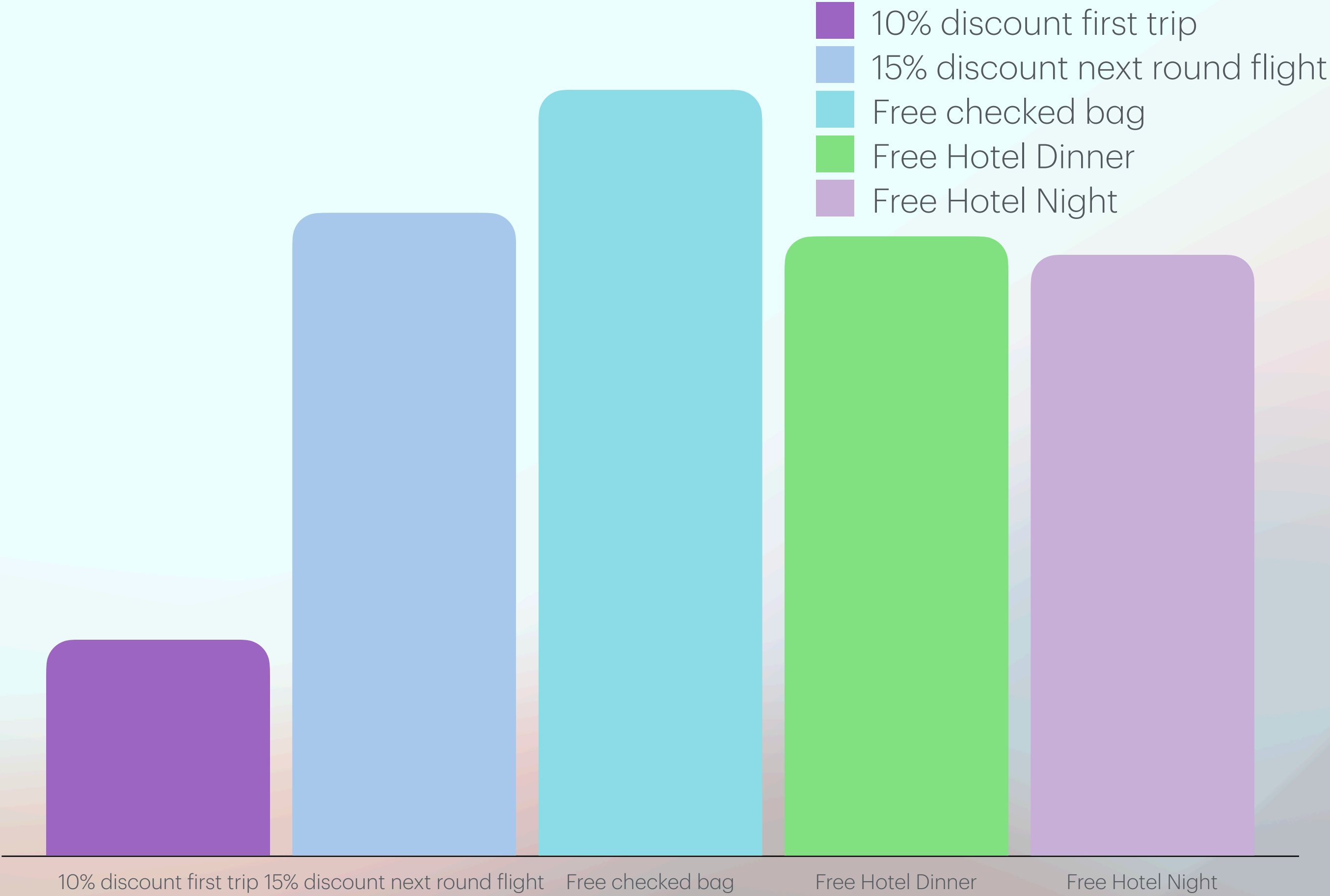
Total = 5998 Customers

Segmentation

Segmentation Percentages and Perks Assigned

| Customer Segmentation	Proposed Perk Assignation
☆ Potencial New Customer	➡ 10% discount first trip
☆ Heavy Luggage Customer	➡ Free checked bag
☆ Long-Stay Customer	➡ Free Hotel Night
☆ Flyer Customer	➡ 15% discount next round flight
☆ Luxury Dinner Customer	➡ Free Hotel Dinner
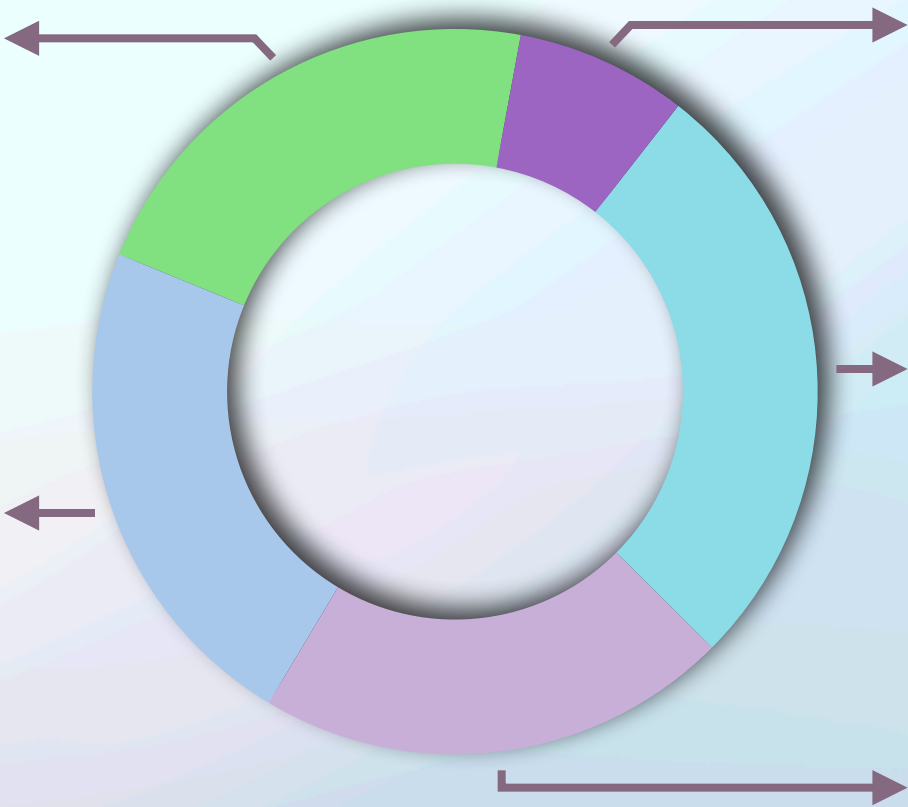
TRAVEL TIDE - Customer Segmentation Ana..

Perk Distribution

- 10% discount first trip
- 15% discount next round flight
- Free checked bag
- Free Hotel Dinner
- Free Hotel Night

Perk	Count	Percentage
15% discount next round flight	1,356	22.6%
Free checked bag	1,615	26.9%
Free Hotel Dinner	1,304	21.7%
Free Hotel Night	1,267	21.1%
10% discount first trip	456	7.6%
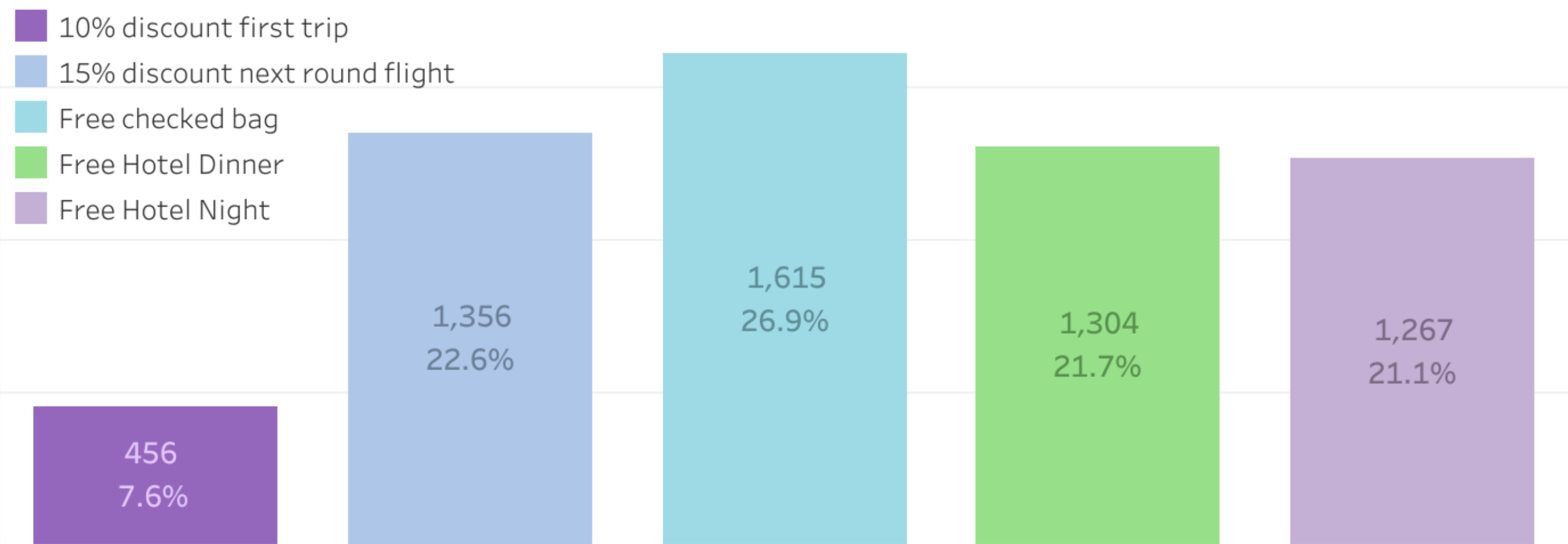
Targeted New Customers: **456**

7.6%
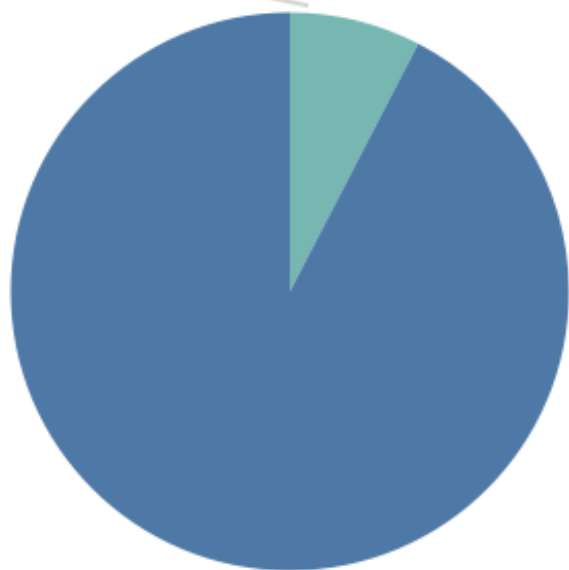
92.4%

Total Active Clients: **5,542**

Age	Count
Age: 35-45	2,141
Age: 25-35	937
Age: 45-55	1,656
Age: 18-25	403
Age: 55-65	382
	246
	233

Ranking UserLevel

Users #ID	Perk Assigned	Higher Rank	Rank by Km Flown1	Rank
23557	Free Hotel Night	0.122	1.000	
94883	15% discount ne..	0.503	0.656	
101486	Free Hotel Dinner	0.331	0.775	
101961	Free Hotel Night	0.090	0.684	
106907	15% discount ne..	0.000	0.010	
118043	Free Hotel Dinner	0.054	0.273	
120851	Free checked bag	0.350	0.350	
125845	Free checked bag	0.195	0.195	
133058	Free checked bag	0.189	0.189	
149058	Free Hotel Night	0.025	0.468	
152583	Free checked bag	0.349	0.349	
153982	Free Hotel Dinner	0.568	0.691	
160754	Free Hotel Dinner	0.753	0.840	
164522	Free Hotel Dinner	0.220	0.526	
167852	10% discount fir..	1.000	1.000	
171470	Free checked bag	0.004	0.004	
174997	15% discount ne..	0.057	0.066	
175032	Free Hotel Dinner	0.221	0.676	
181157	Free Hotel Dinner	0.097	0.725	
182191	Free checked bag	0.581	0.581	
187212	Free checked bag	0.286	0.286	
189676	Free Hotel Dinner	0.082	0.317	
190866	15% discount ne..	0.139	0.297	