

# Travel Tide

Reward Perk Customer Segmentation Analysis

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# Marketing Team

Suggested Reward Perks:

Free Hotel Meal

Free Checked Bag

No Cancellation Fee

Exclusive Discounts

1 Night Free Hotel with Flight



# Cohort Definition:

Users between January 4, 2023 to July 23, 2023 having more than seven session.



# Objective:

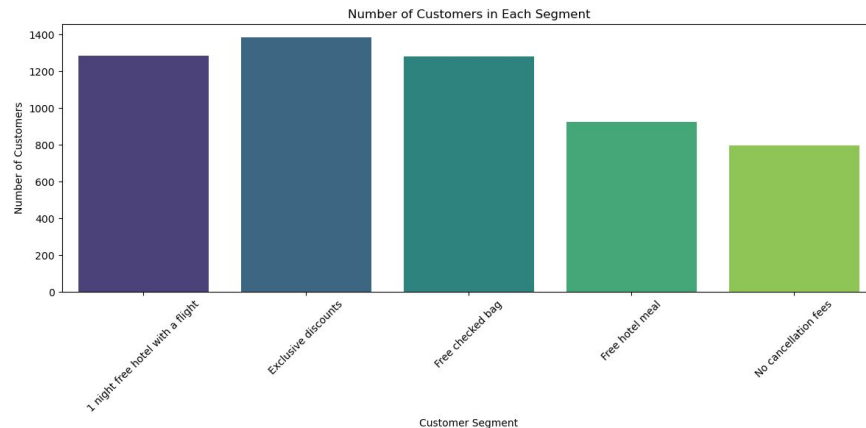
Identify potential users for suggested perks.

Highlight users' behavior that correspond with each perk in order to craft the rewards program.



# Key Findings

- Users prefer **Exclusive Discounts** overall
- **1 Night Free hotel with a Flight** and **Free Checked Bag** are also of interest to a broad user base.
- User affinity is varied
  - Behavior is diverse enough to find interest in multiple perks, though these findings highlight the most favored.
- Opportunities exist for cross promotion



# Gender

~80% of all users in cohort are female.

Features considered should especially appeal to women.

# Families

Reward perks tend to be more interesting for users who have no kids

Users who are single gravitate to **Exclusive Discounts**

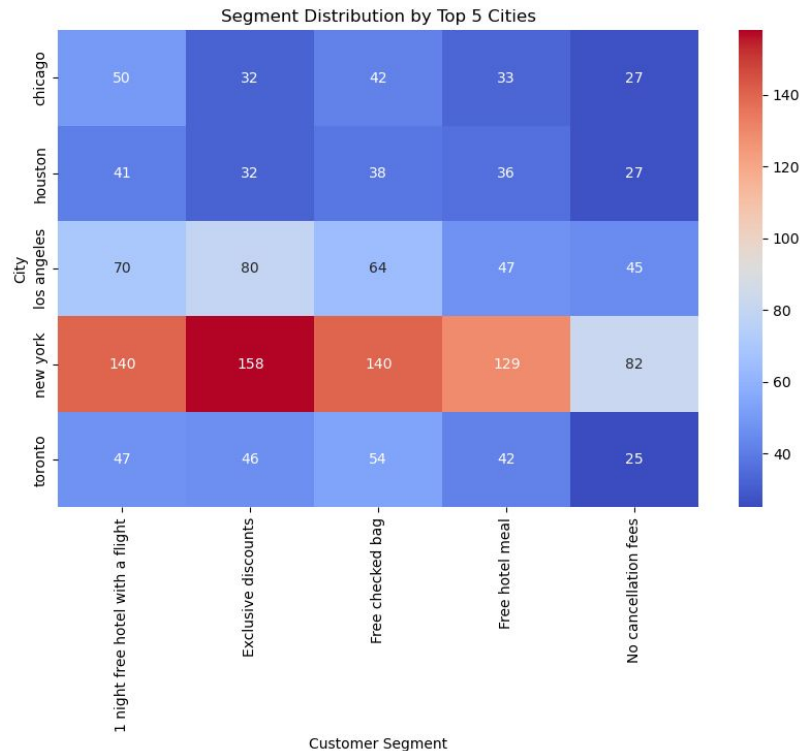


# Geography

Among the top cities, New York would take advantage of the most perks in the reward offerings.

This isn't surprising since New York is the most populous.

Within the perks offered, New York has an affinity toward **Exclusive Discounts**, following the behavior of the majority of deeper inspections.



# Recommendations

- The Rewards Program can be launched with **Exclusive Discounts, 1 Night Free Hotel with Flight, and Free Checked Bag**: the largest segments.
- A/B testing the perks will help in understanding effectiveness before activating the program.
- Rotate the perks every three-six months and track effectiveness, considering the overlap of interest for perks.
- Track and observe engagement, conversions, and lifetime value to measure the success of the campaign.

