



TravelTide

Rewards Program

Customer Segmentation Analysis

Melanie Detzel, 06.02.2026



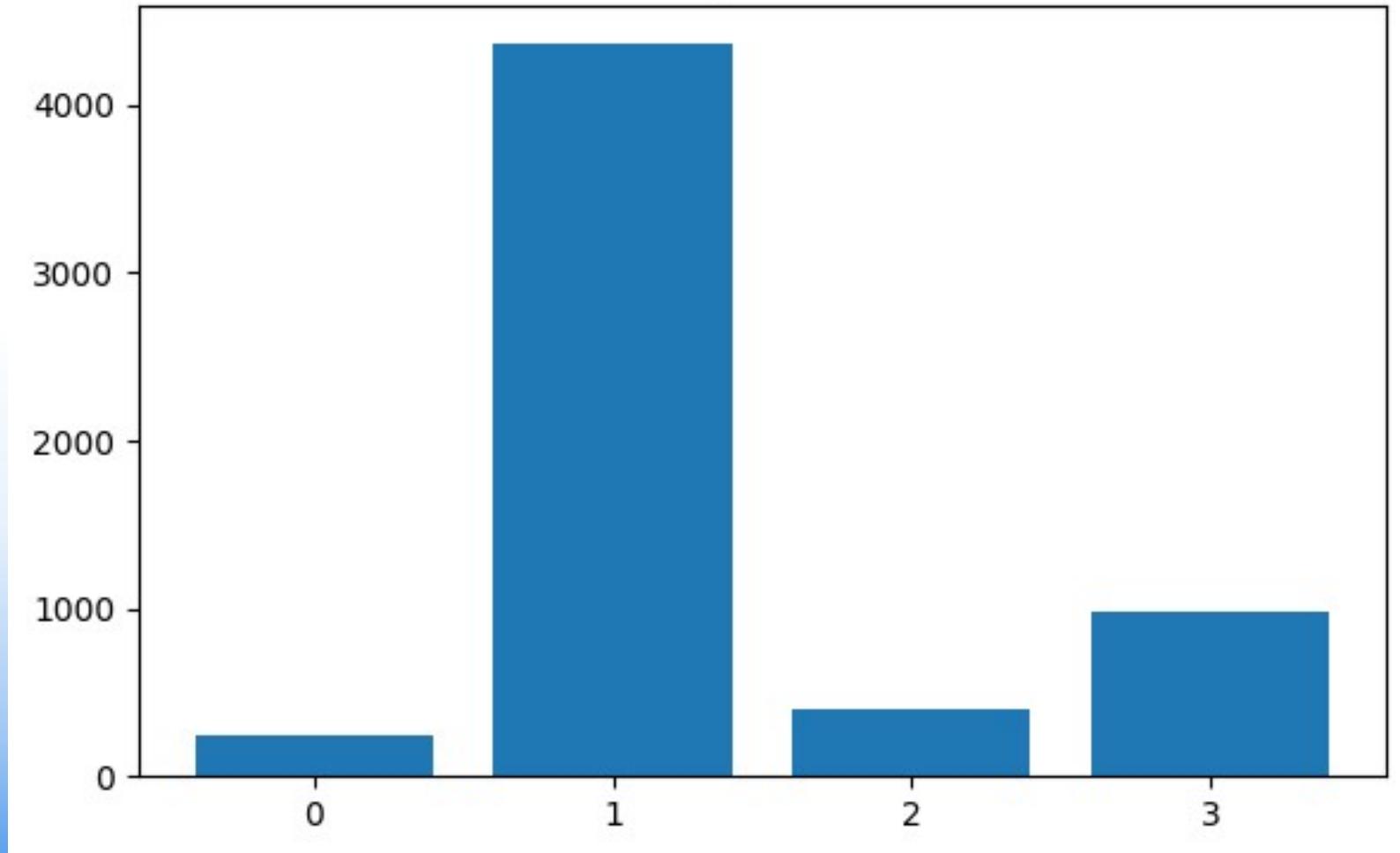
Executive Summary

- We analyzed customer behavior to evaluate five proposed reward perks: Free hotel meal, Free checked bag, No cancellation fees, Exclusive discounts, One free hotel night with flight
 - Four customer segments were identified using behavioral data: engagement, booking behavior, spending, and reliability
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- The analysis shows that perks should be targeted by segment to ensure a good cost–benefit ratio.



Segments

Users per Cluster





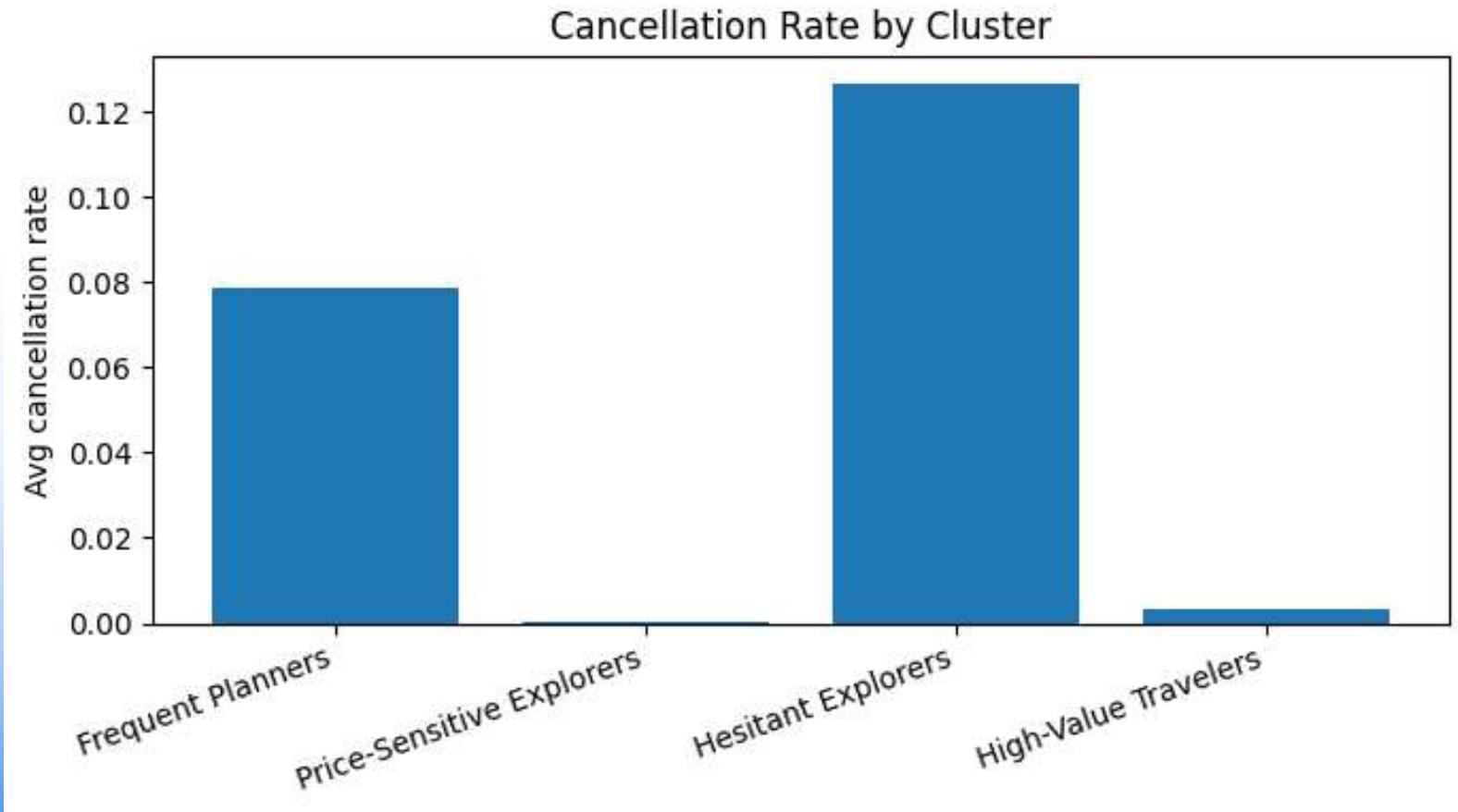
Personas

- **Frequent Planners:**
 - Book early and travel regularly
 - Many sessions, early booking
- **Price-Sensitive Explorers:**
 - Focus on price and deals
 - Lower average spend
- **Hesitant Explorers:**
 - High engagement but frequent cancellations
 - High cancellation rate
- **High-Value Travelers:**
 - Higher spend and bundled bookings
 - High average fare



Key Insights

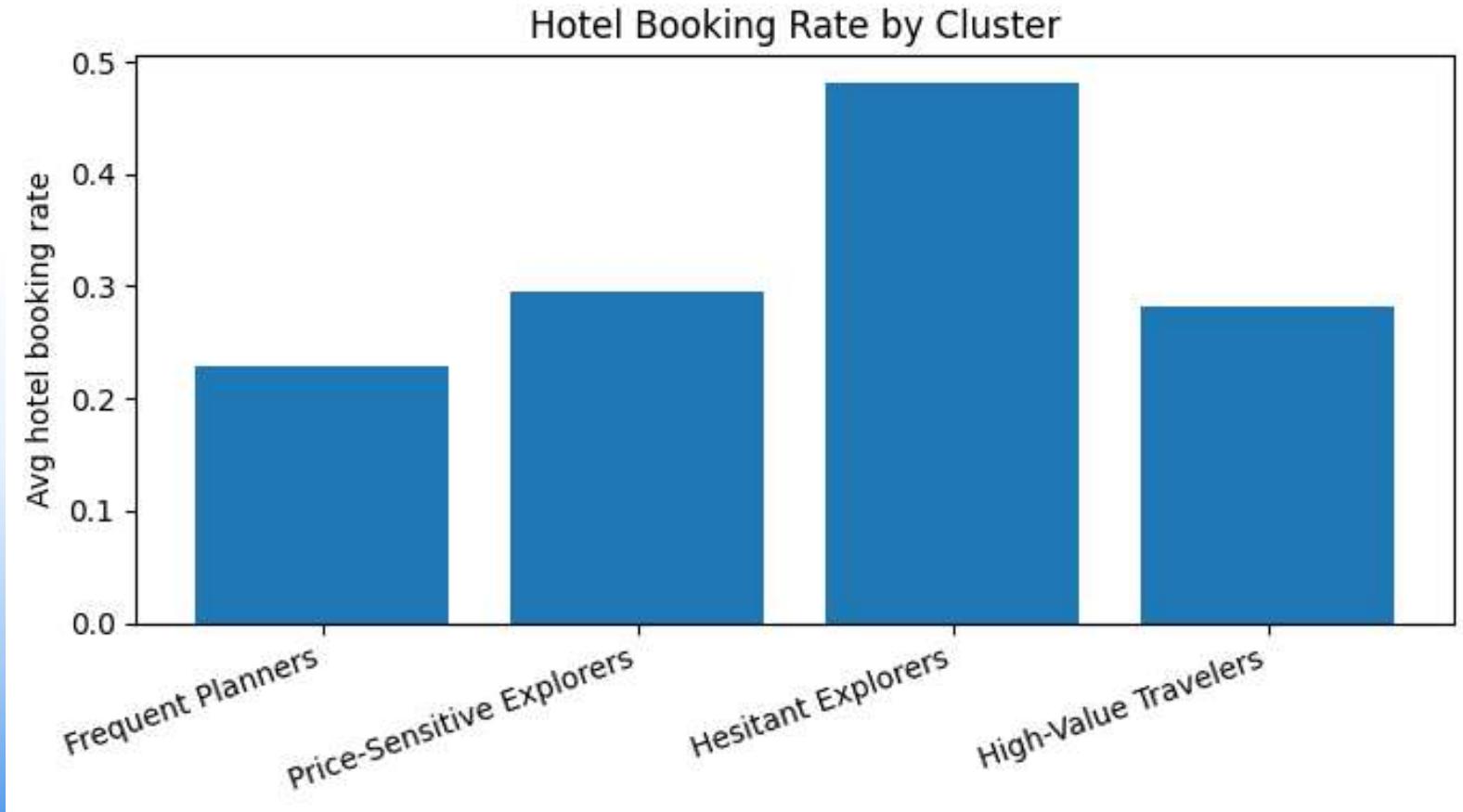
- Customer behavior provides evidence for some perks and partial support for others.





Key Insights

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Perk
Validation

- Perks can be assigned flexibly across segments and do not need to be one-to-one.

Segment	Supported Perks
Hesitant Explorers	No cancellation fees, Discounts
High-Value Travelers	Free hotel meal, Free hotel night
Frequent Planners	Free checked bag
Price-Sensitive Explorers	Exclusive discount



Recommen dations, Next Steps

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- Reward perks should be rolled out selectively by customer segment rather than globally to ensure a balanced cost–benefit ratio.
Low-cost perks such as flexible cancellation policies should be prioritized, while high-cost perks should be limited to high-value customer segments.
- During the analysis, data quality signals such as negative hotel nights and unusually high page click counts were identified and should be reviewed before scaling perk automation.
- As a next step, all recommended perks should be validated through controlled experiments, such as A/B testing.