TravelTide

Project Summary

Executive Summary

TravelTide aims to refine its rewards program by better aligning incentives with customer behavior.
This project analyzes session-level booking data to identify distinct customer segments and evaluate
whether proposed reward perks are supported by observed behavioral patterns.

Customer data was aggregated to the user level and segmented using behavioral features such as
engagement, booking behavior, spending, and cancellation patterns. A clustering approach was used
to identify four interpretable customer segments.

The analysis shows that several proposed perks are supported for specific customer segments,
while others should be deployed selectively to ensure a balanced cost–benefit ratio.
Notably, customers with high uncertainty benefit more from flexibility-based perks,
whereas high-value customers are better suited for premium incentives.

The results suggest that a targeted rewards strategy is more effective than a global rollout.
Future validation through A/B testing is recommended before scaling the rewards program.