

HOTEL CHAIN C

# CUSTOMER SEGMENTATION HOTEL H

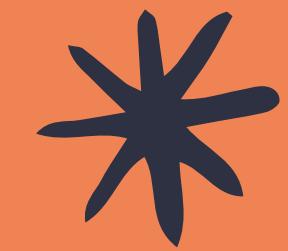


HOTEL CHAIN C

# PROBLEM

Still uses an hospitality standard market segmentation based only on the origin of the customer





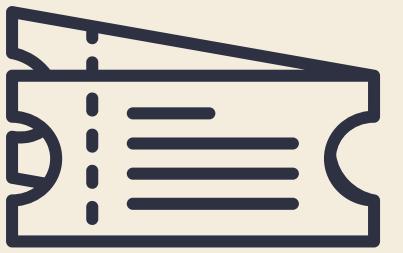
HOTEL CHAIN C

# WHAT TO DO?

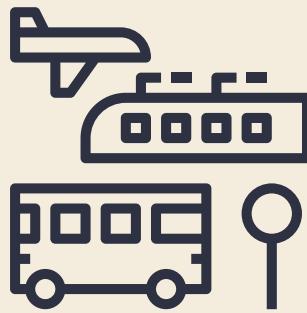
There are many more characteristics that should be analyzed and we have the data needed, thus a new way of segmentation must be developed

**Customer segmentation using  
Data Science**

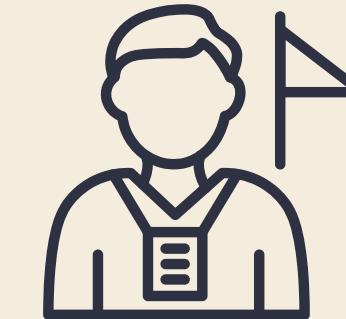
# WHY



Satisfaction



Loyalty



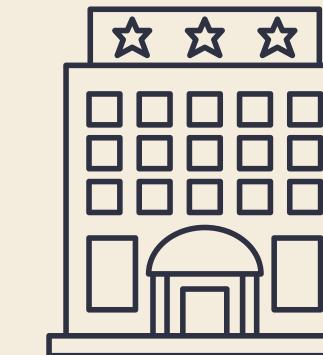
Revenues



Operational  
Efficiency



Relationship



New customers



# METHODOLOGY

HOTEL CHAIN C

## 01 Features

- Sociodemographic
- Behavioral

## 03 Restriction

- Only considered customers with at least one check-in

## 02 Dataset

- Errors
- Inconsistencies
- Missing Values

## 04 Working on the Features

- Creating new features
- Encoding and binning
- Selecting

## 05 Obtaining the Clusters

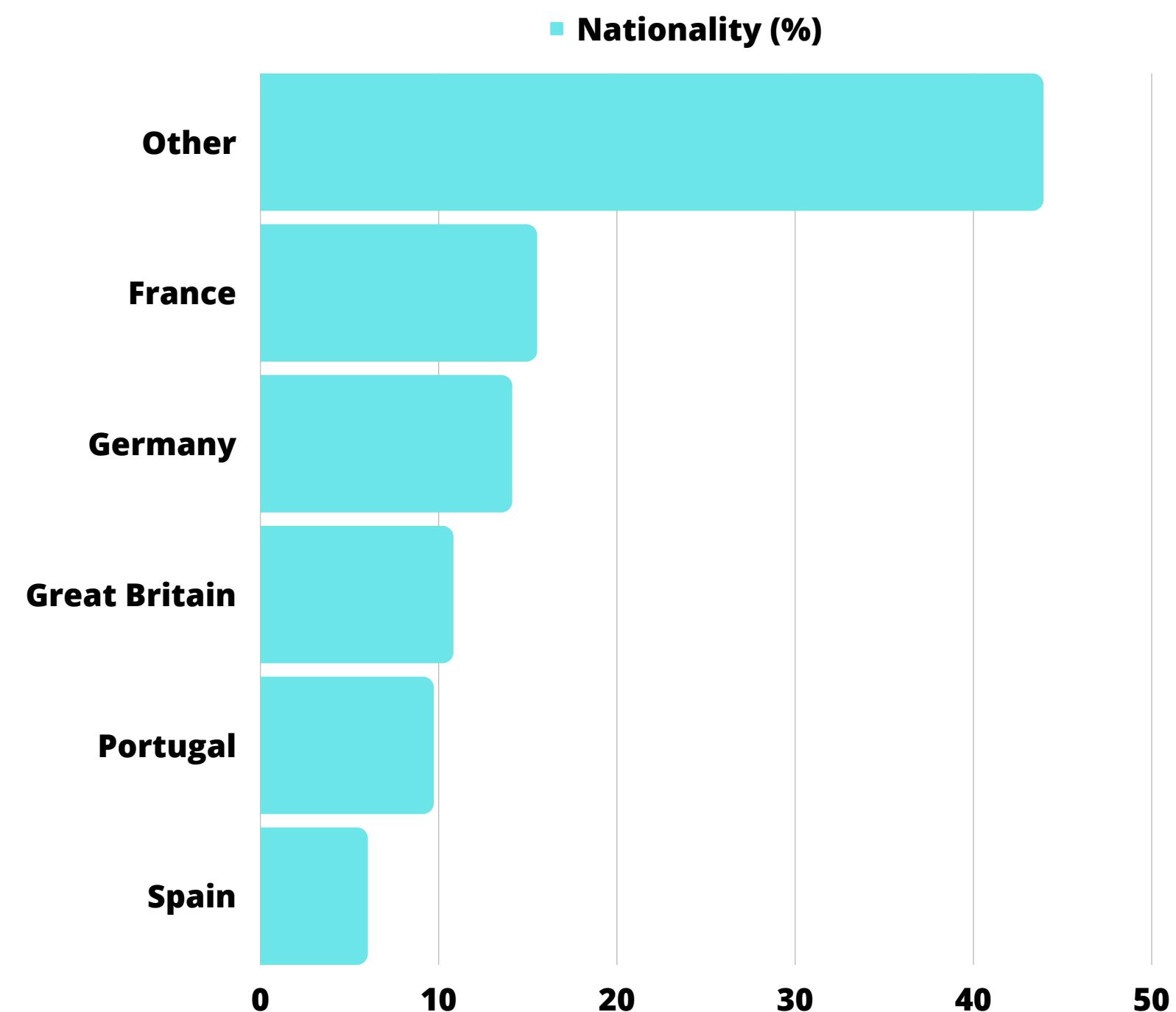
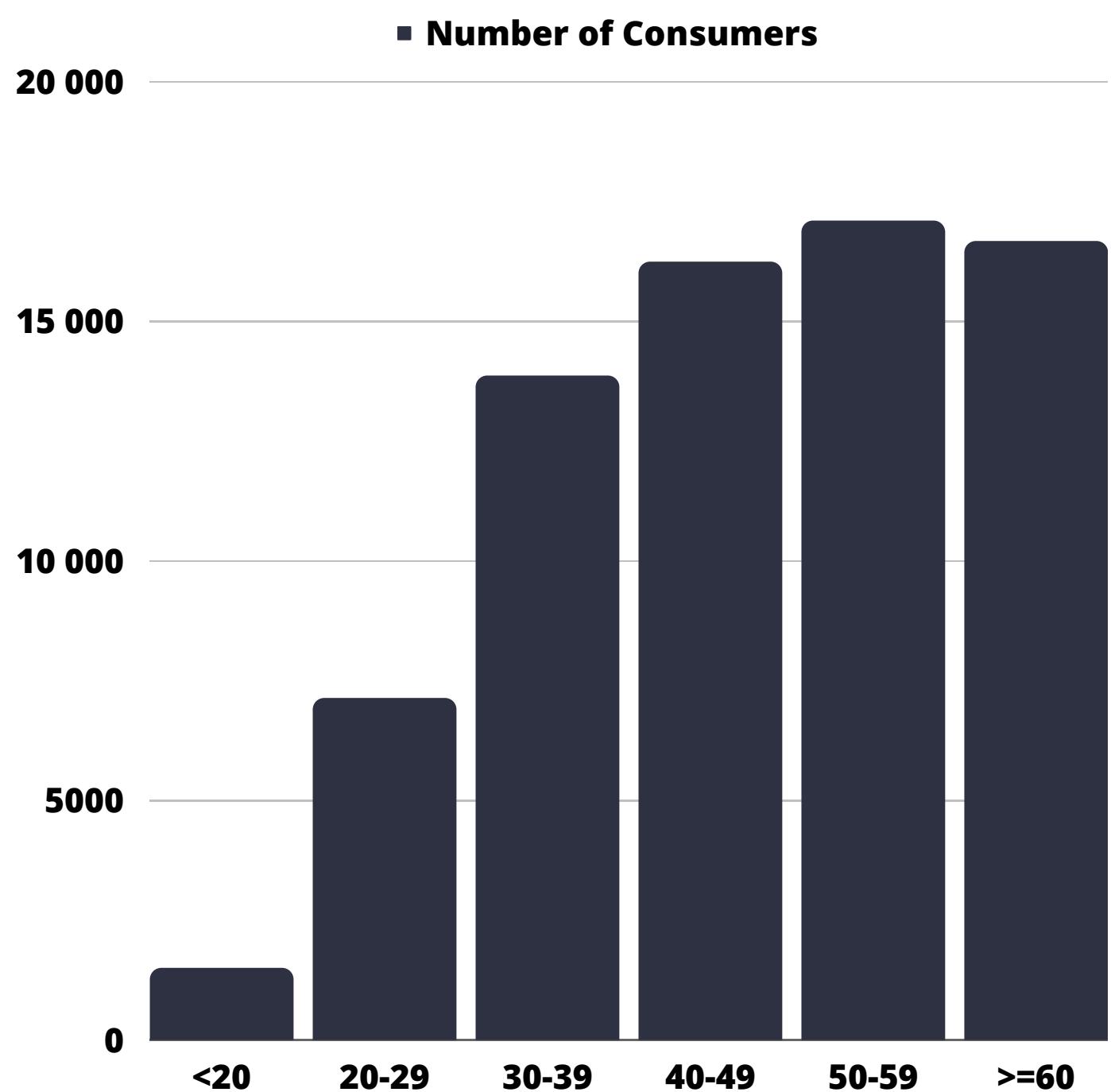
- Used 2 different algorithms
- Tried and tested features, scaling methods, number of clusters and variations of the principal components

## 06 Solution

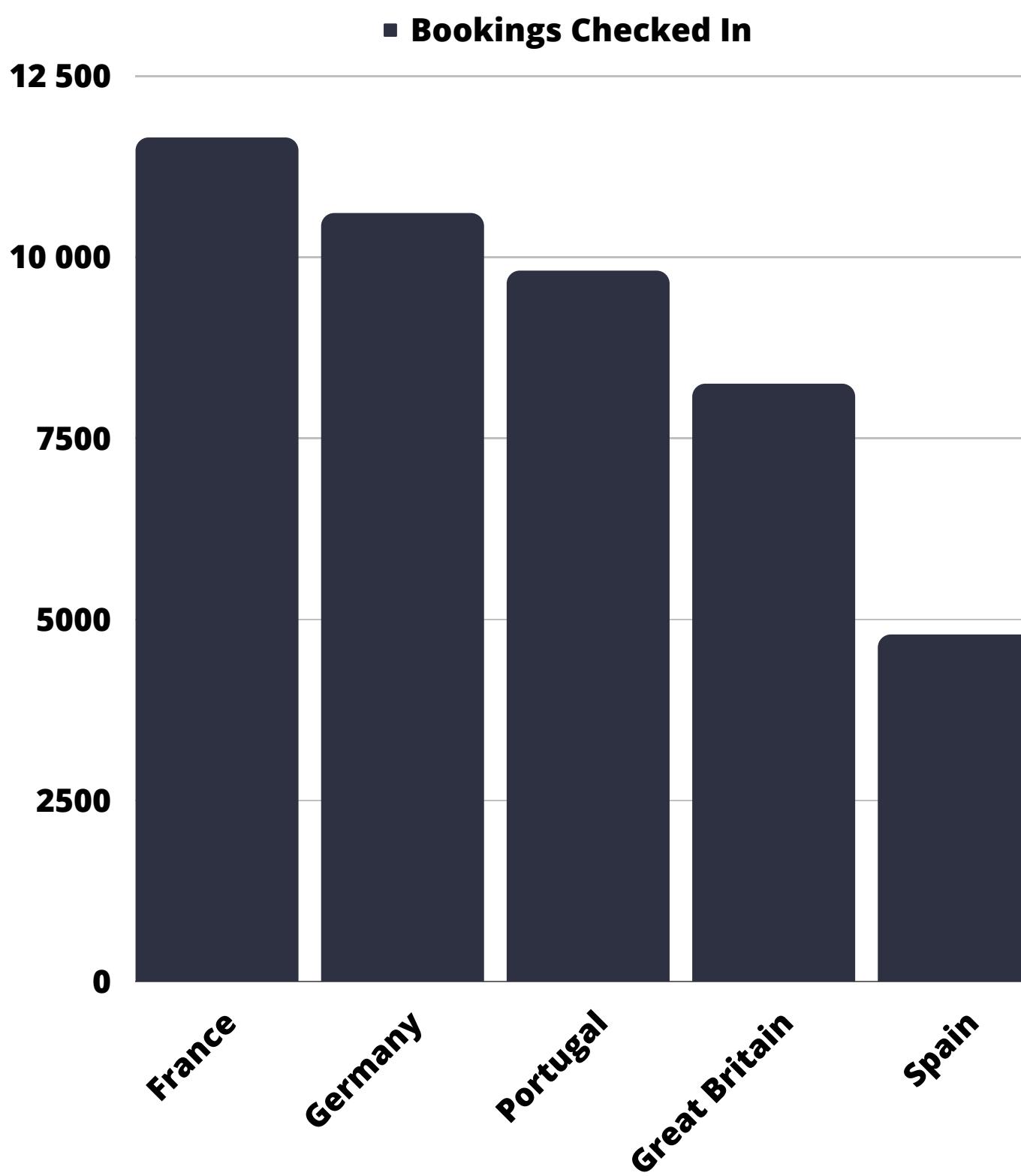
- K-means with PCA
- 3 segments

HOTEL CHAIN C

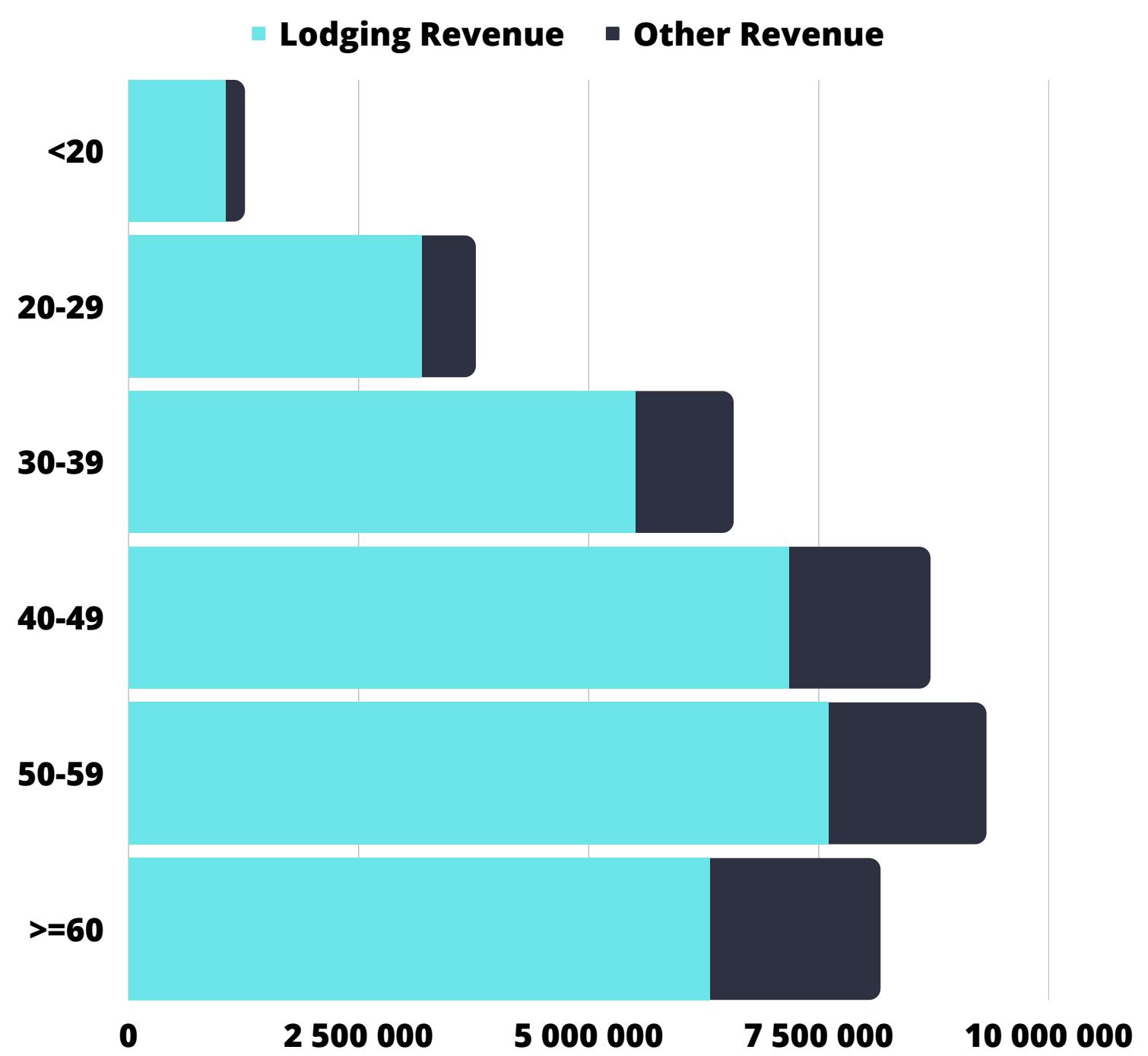
# OUR CUSTOMERS



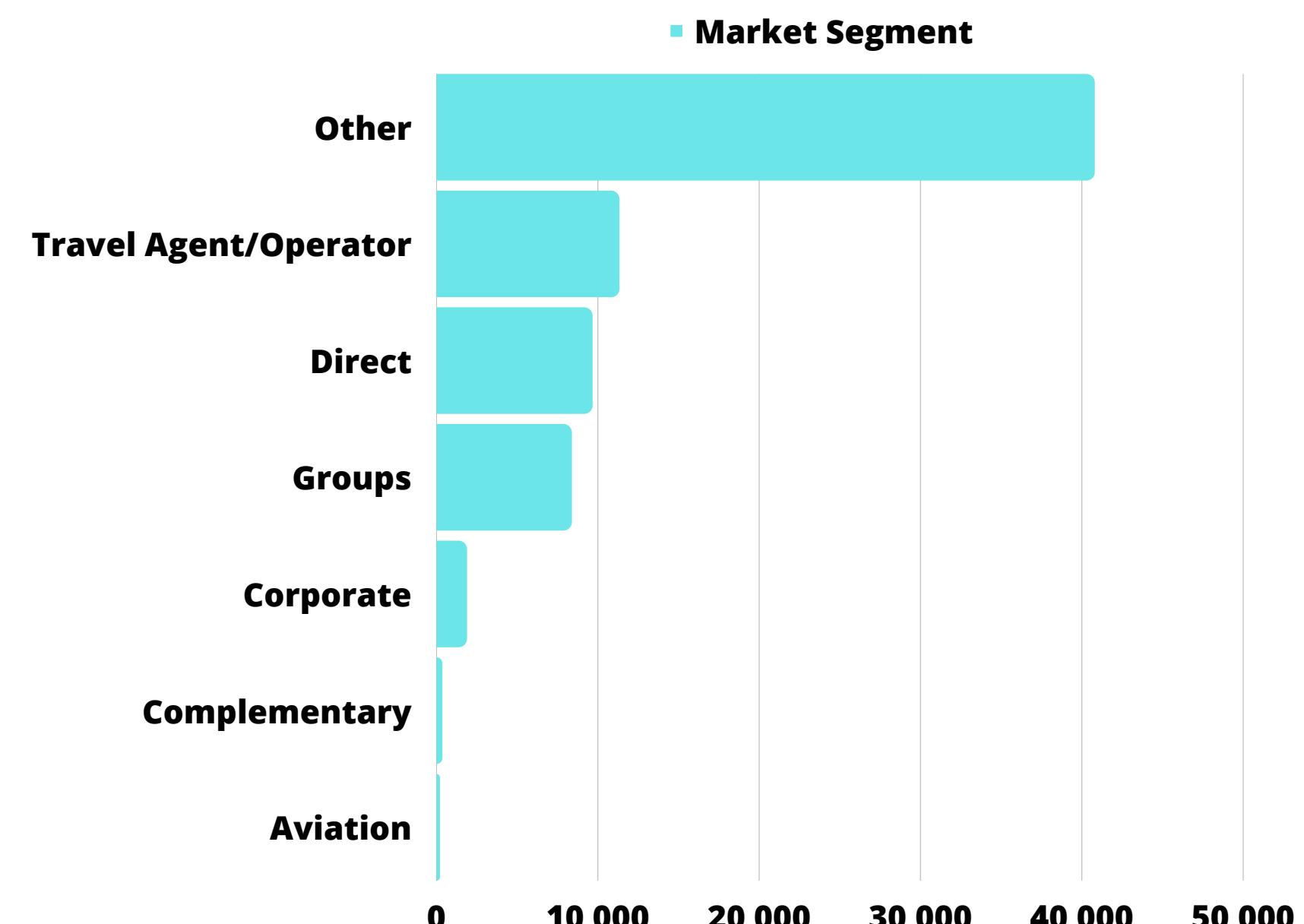
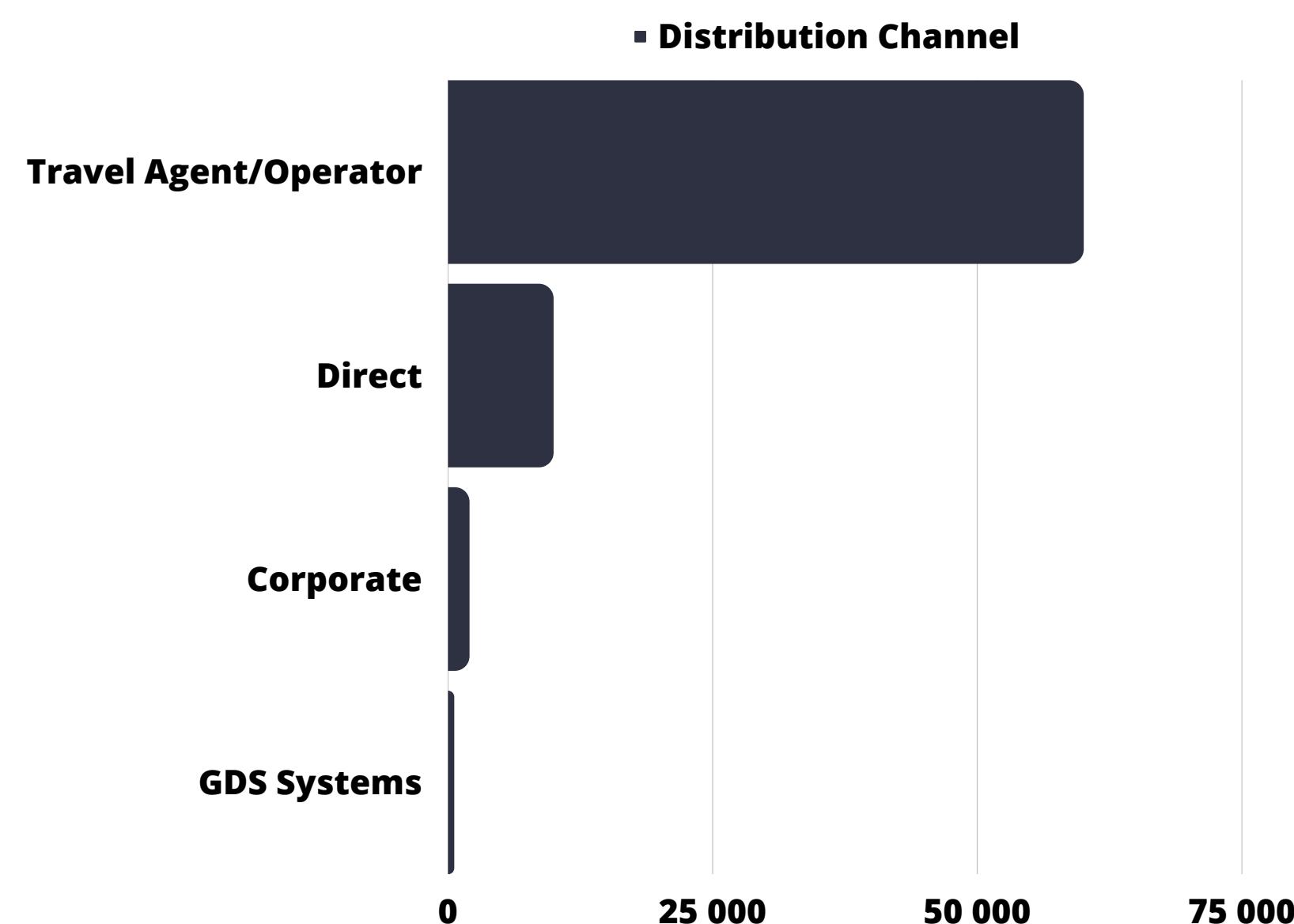
## HOTEL CHAIN C

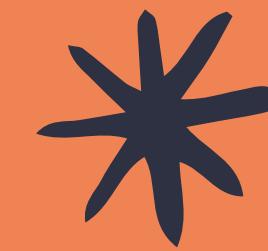


## OUR CUSTOMERS



# OUR CUSTOMERS





HOTEL CHAIN C

## LOYAL SEGMENT

- Return more often
- Come from all nationalities
- Make bookings directly and through the corporate channel
- Makes bookings with less time ahead
- Compared to the other segments, they usually ask less for a king size bed, twin bed and quiet room
- Asymmetric pattern in revenues

HOTEL CHAIN C

# STRATEGY

- Loyalty Programs
- Personalized Offers
- Early Booking Initiatives



## TYPICAL SEGMENT

- Almost all did not check in more than once
- Come from Portugal, Spain, France, Germany and Great Britain
- Make bookings through the travel agent
- Makes bookings with more time ahead
- Bring less revenue



# STRATEGY

## Targeted Marketing

---

## Benefits to Travel Agents

---

## Discounts

---

## OUTSIDER SEGMENT

- Almost all did not check in more than once
- Outside of our 5 biggest nationalities
- Make bookings through the travel agent
- Makes bookings with the most time ahead, compared to the other segments
- Bring more revenue



# STRATEGY

01 LOCAL TOURISM

---

02 LUXURY PACKAGES

---

03 HOTEL EXPERIENCE

---



# THANK YOU GRUPO G

- Miguel Cruz, 20221391
- Sara Galguinho, 20220682
- Ana Rita, 20220703
- Ana Miguel, 20221645
- Rodrigo Brigham, 20221607