

Yeti Travel

Customer insights

☰ Today's Agenda

1

Introduction to the Session

3

Data available

2

Recap of Key issues

4

Key Findings & Suggestions

Business Problem

a noticeable drop in sales
among regular customers

The goal is to find measurable property or characteristic of a phenomenon based on loyal customers during a particular year by using business metric

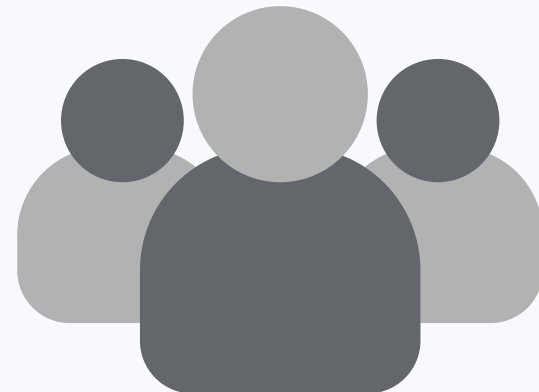
Data available



Sales



Finance



CRM

- From different department
 - Not centralized
- Incomplete
- Inconsistent

Findings & Suggestions

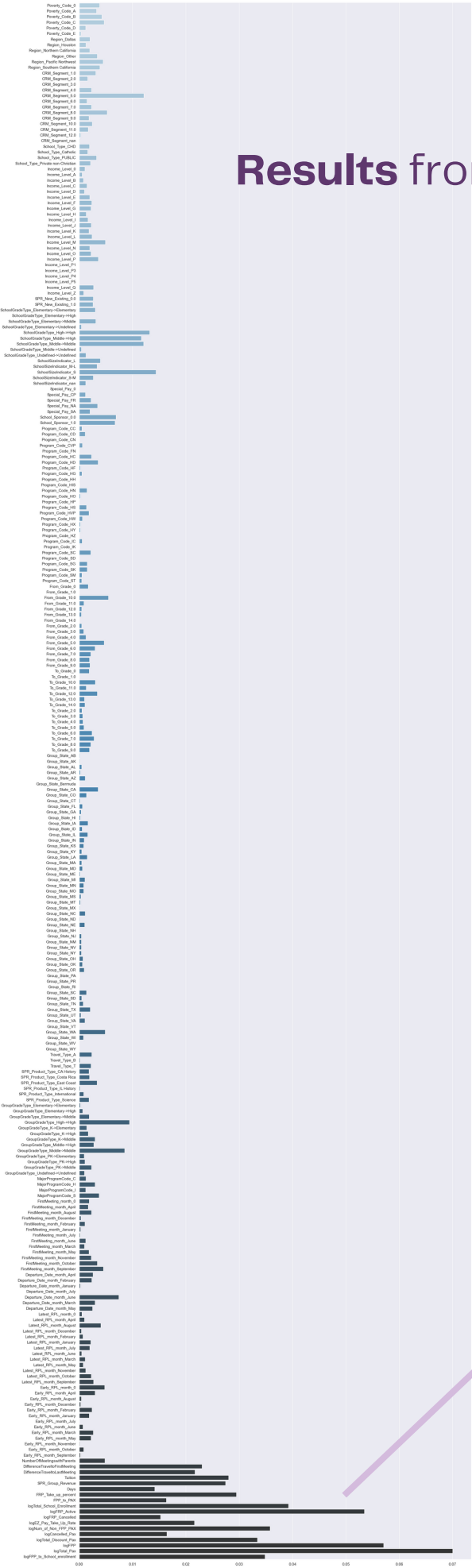




62 of 100
customers

tend to stay

*based on the predictive model on new unlabeled data



Results from predictive model



Most important features

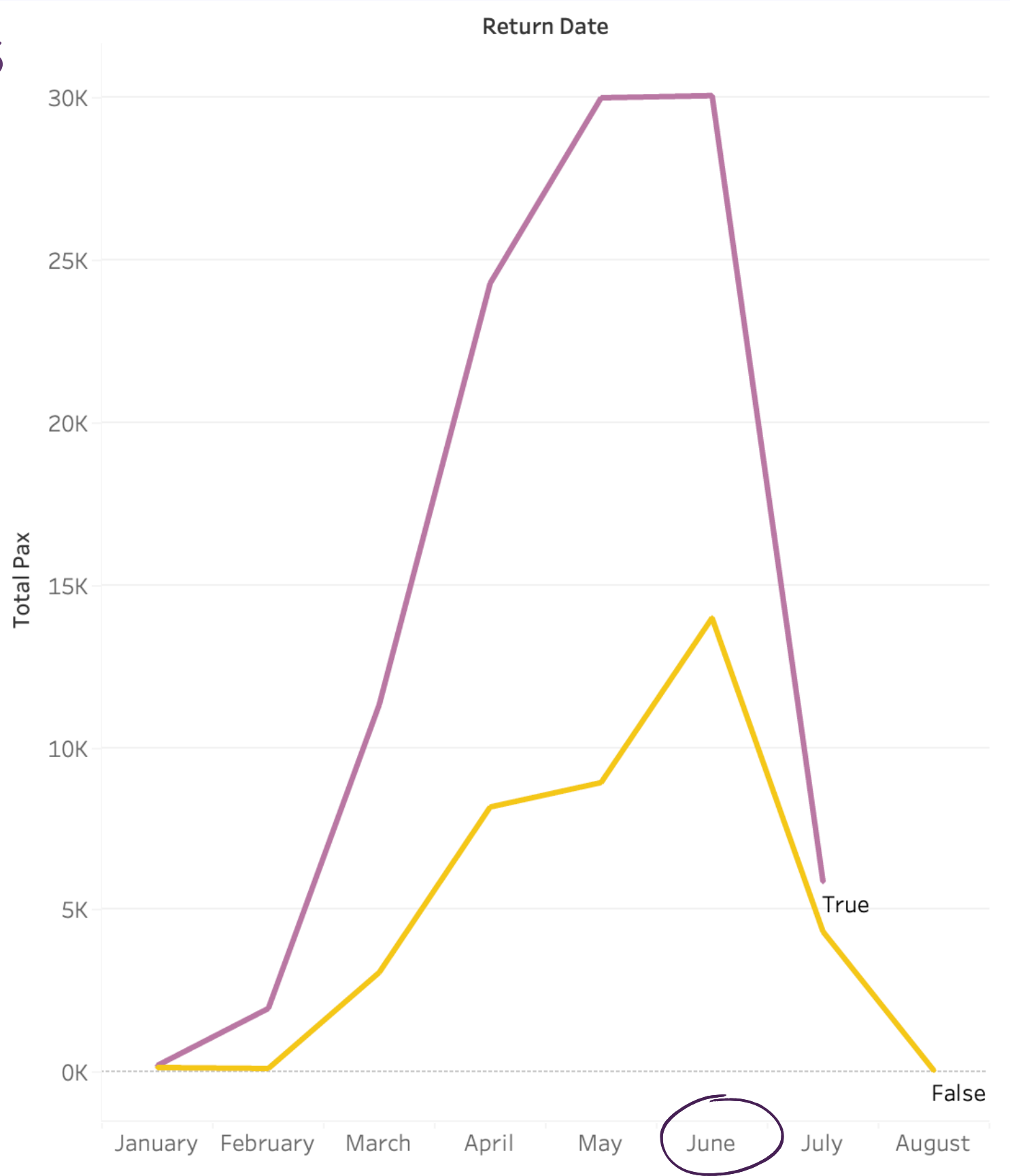
- logTotal_School_Enrollment
- 3 logFRP_Active
- logFRP_Cancelled
- logEZ_Pay_Take_Up_Rate
- logNum_of_Non_FPP_PAX
- logCancelled_Pax
- logTotal_Discount_Pax
- 2 logFPP
- 1 logTotal_Pax
- logFPP_to_School_enrollment

Let's focus on
high-risk
customers



Total participants

by Return month

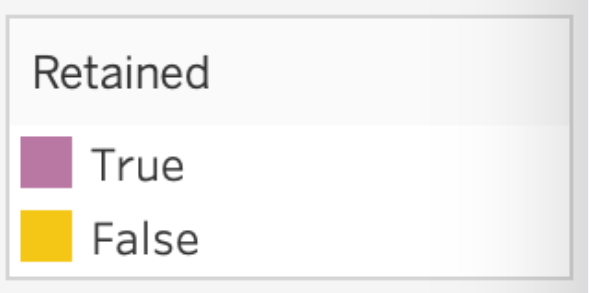
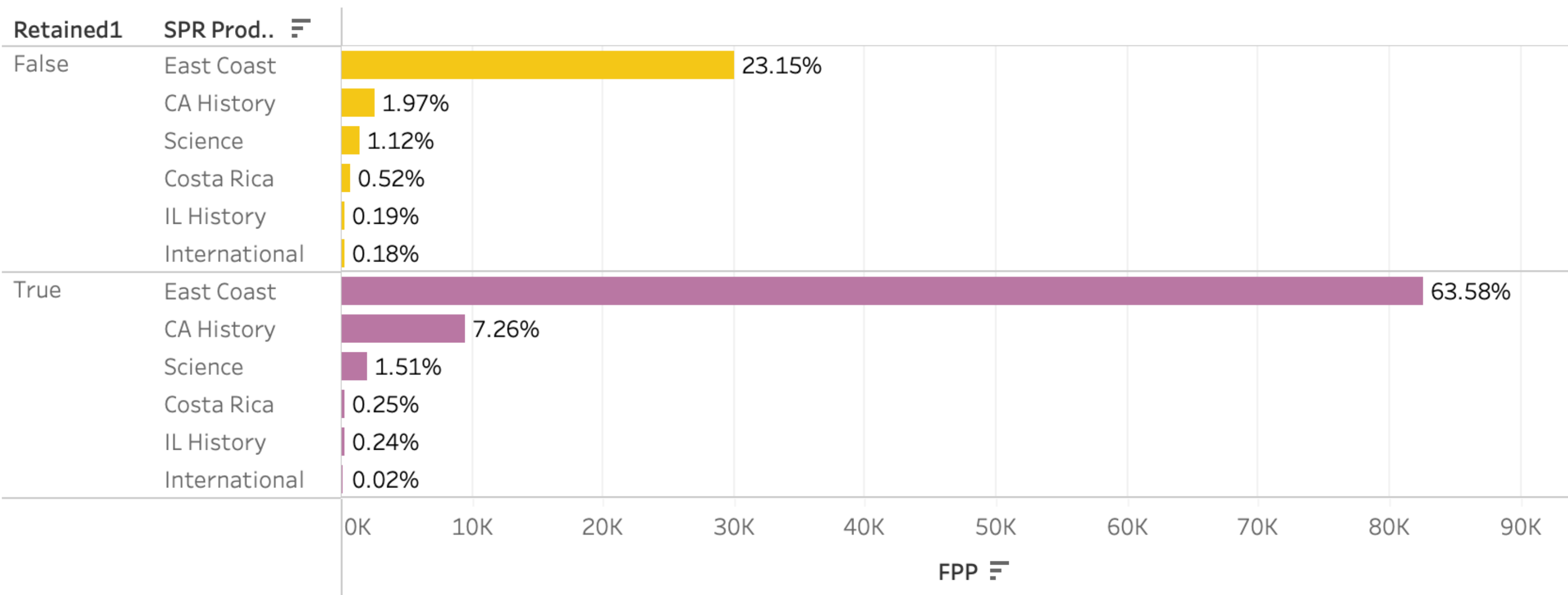


Findings & Suggestions

Full-payment participants

by Tour type

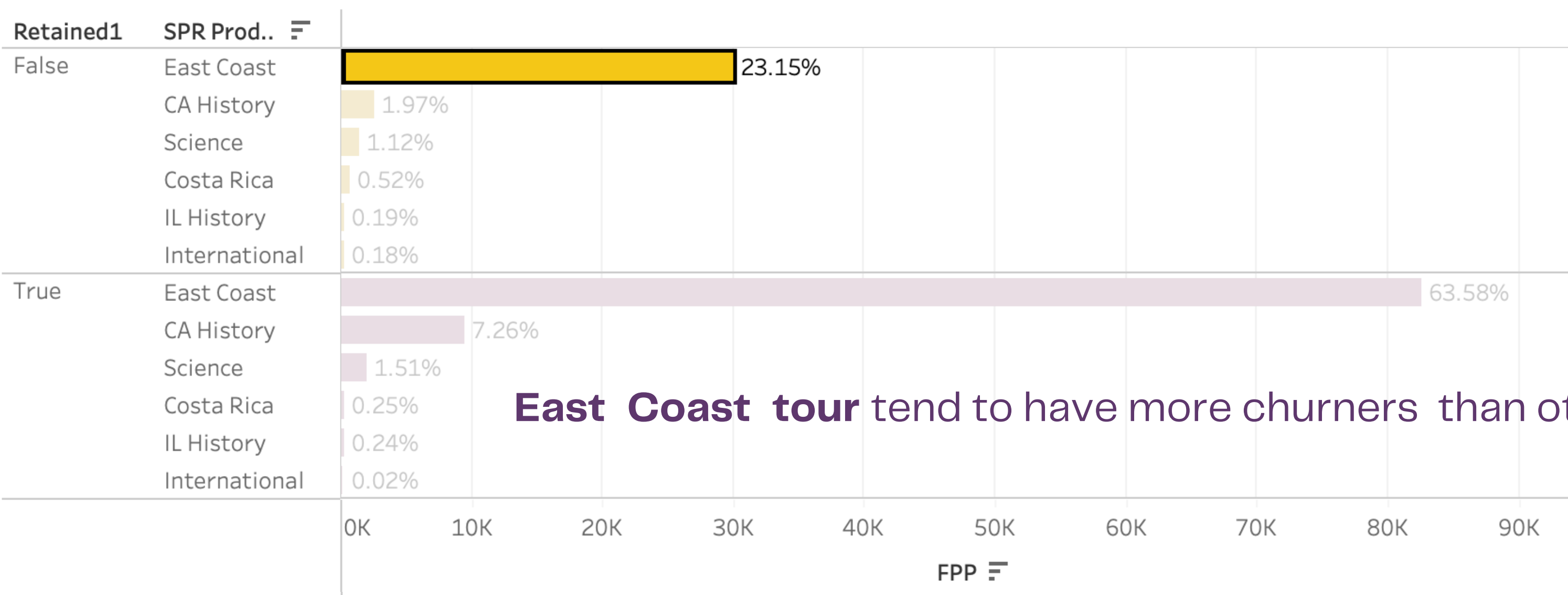
Findings & Suggestions



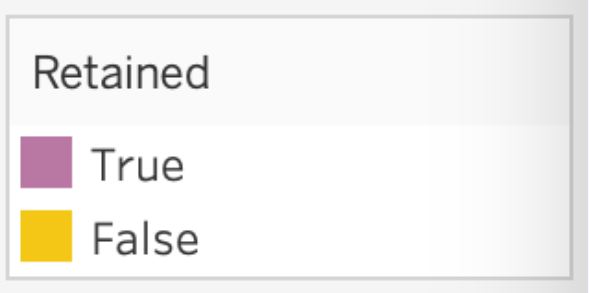
Full-payment participants

by Tour type

Findings & Suggestions



East Coast tour tend to have more churners than other tour

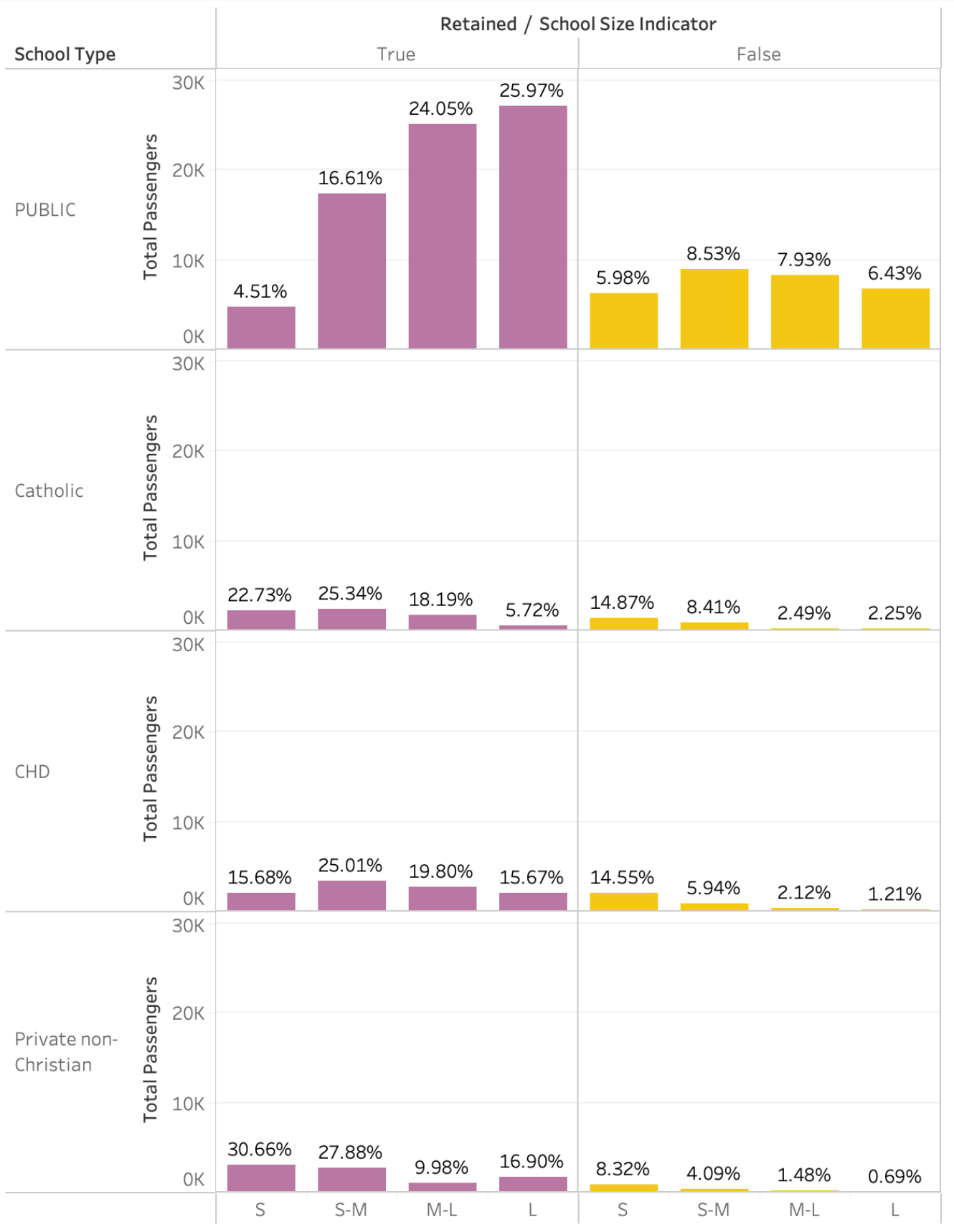


Let's focus on customers
who stayed

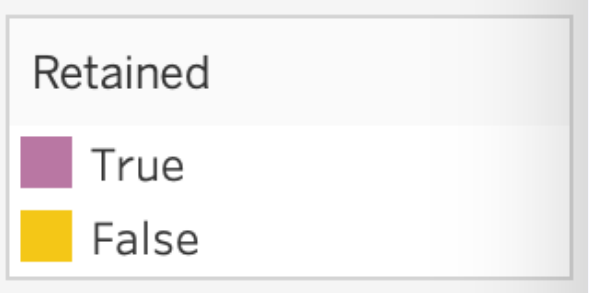


Total participants

by School

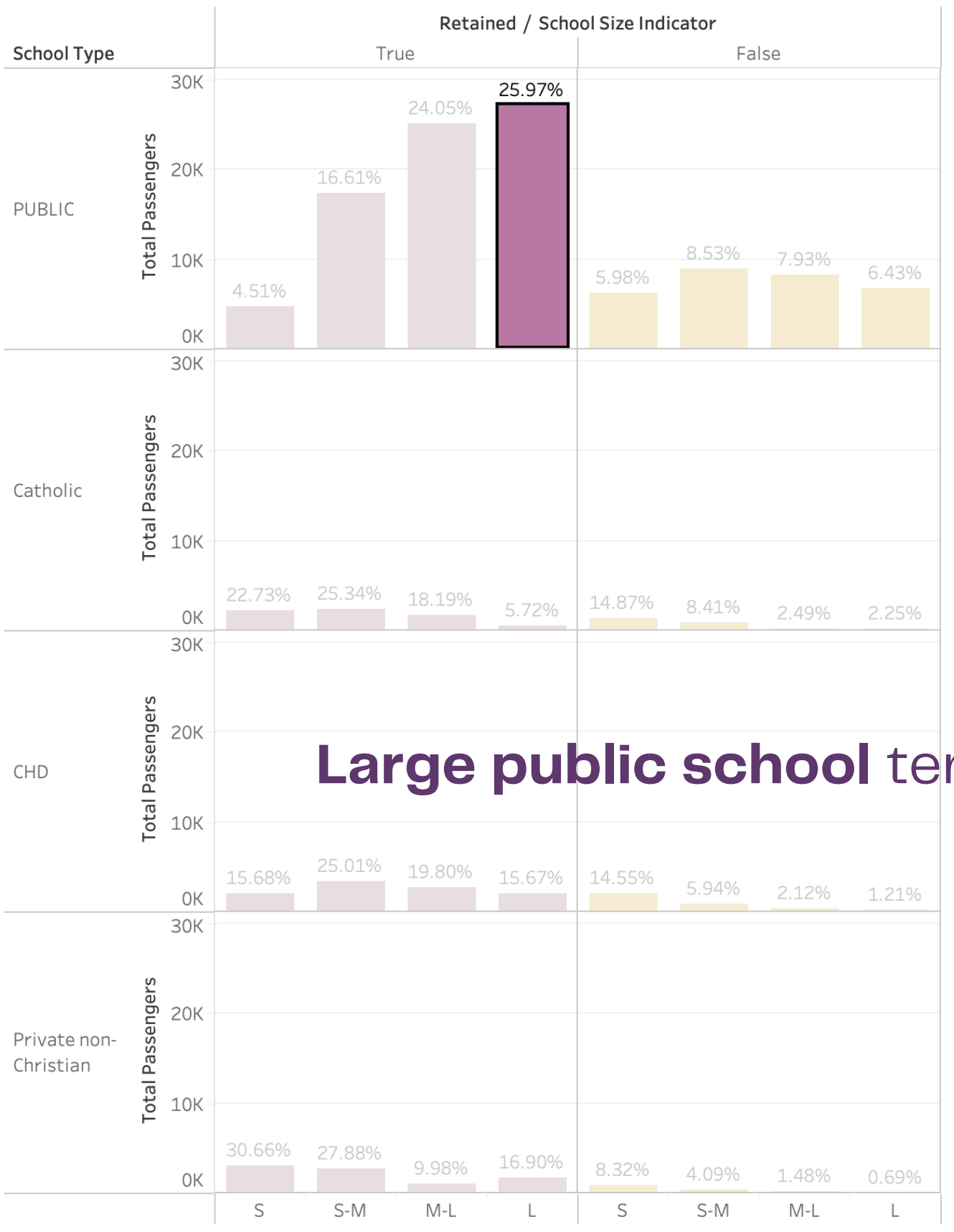


Findings & Suggestions



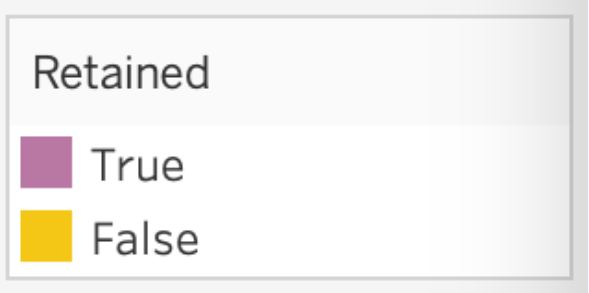
Total participants

by School



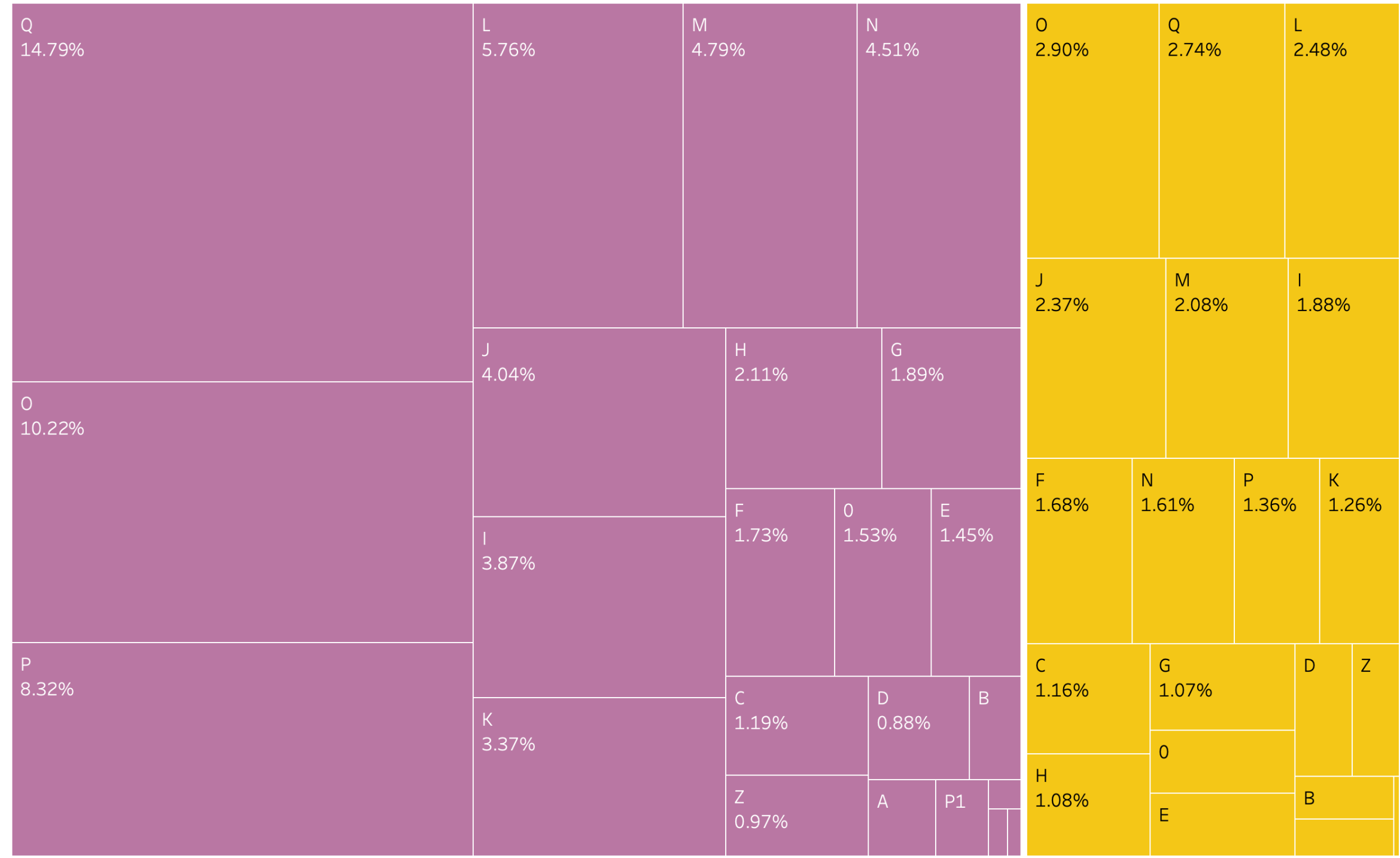
Findings & Suggestions

Large public school tend to have more passengers



Full-payment participants

by Income Level



Findings & Suggestions

Retained

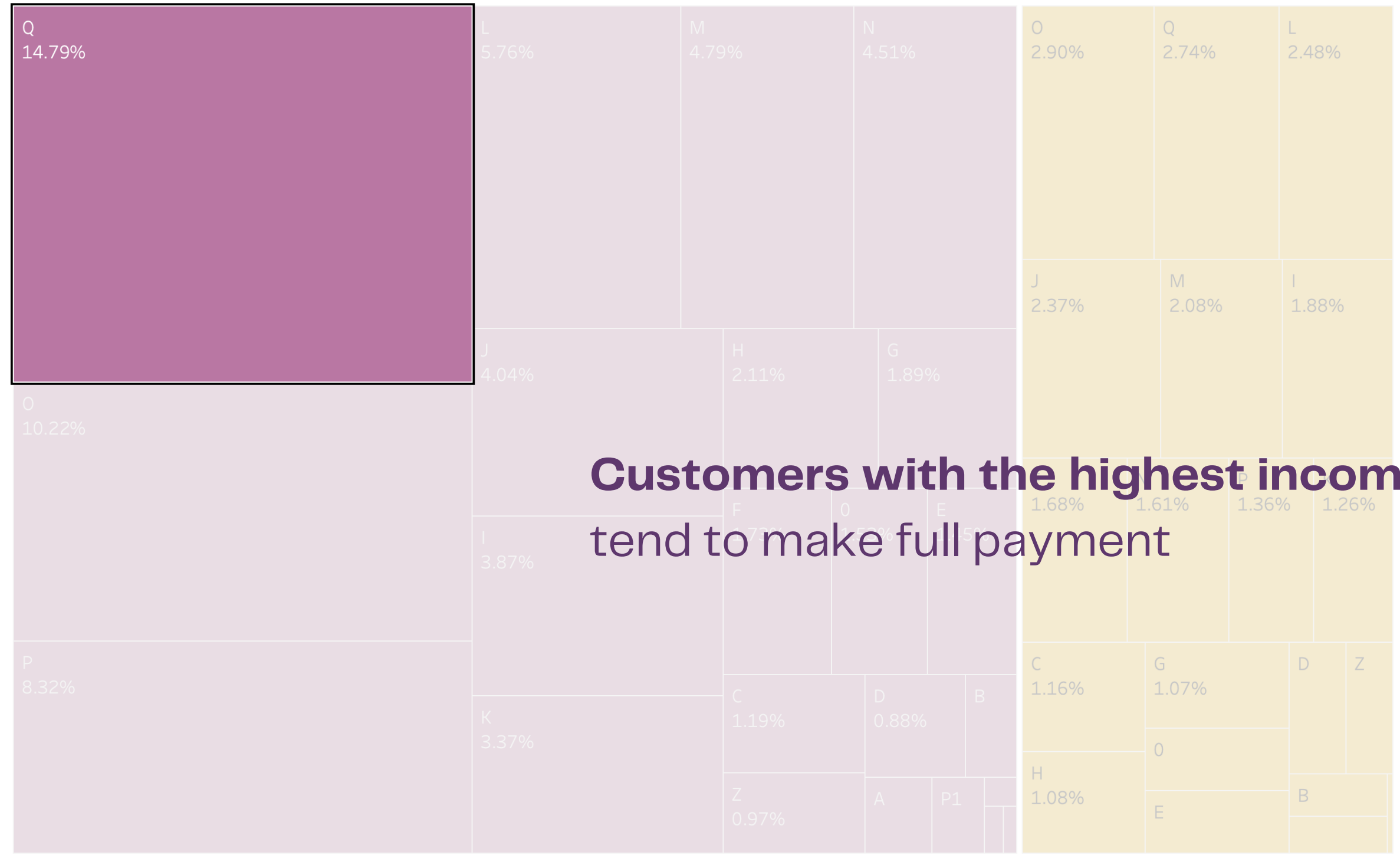
True

False

Full-payment participants

by Income Level

Findings & Suggestions



Retained

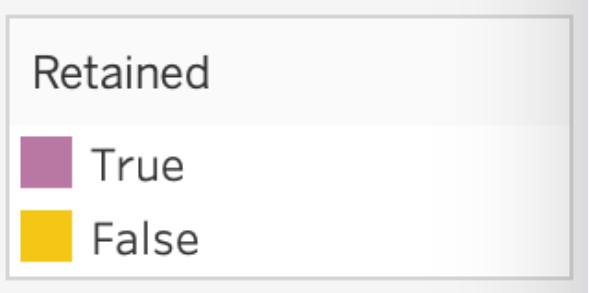
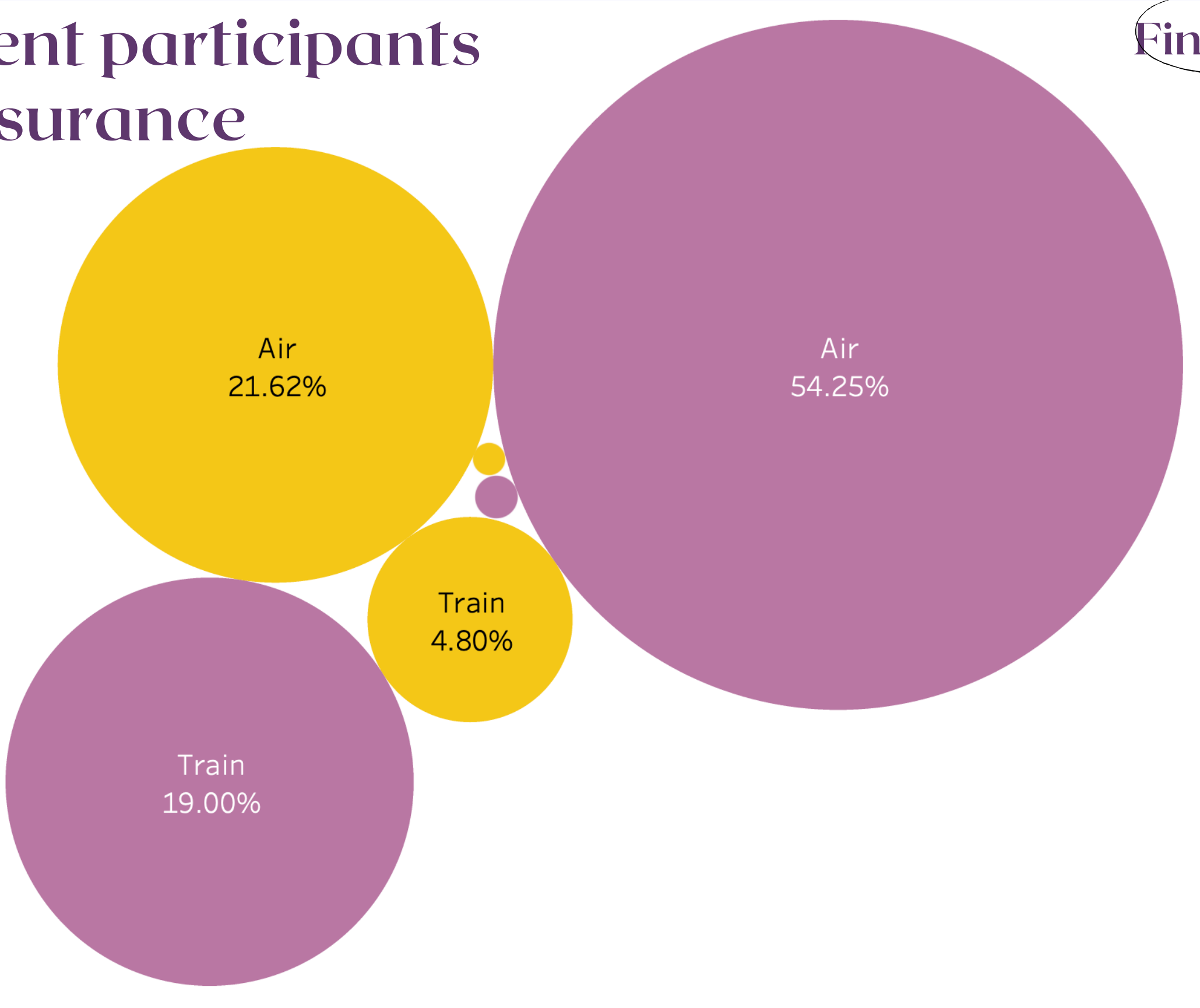
True

False

Full-payment participants with trip insurance

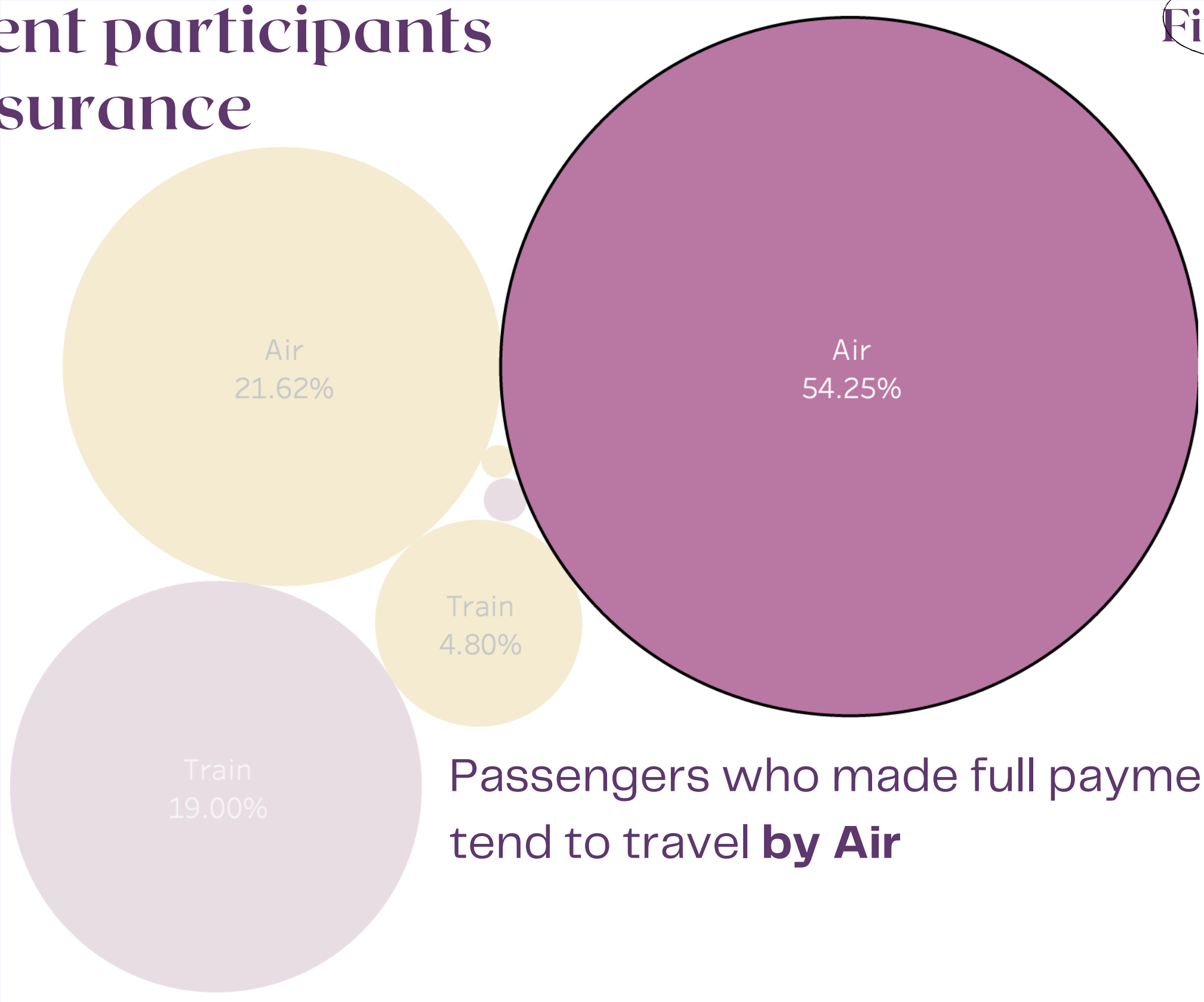
by Travel Type

Findings & Suggestions



Full-payment participants with trip insurance

by Travel Type



Passengers who made full payment and bought insurance
tend to travel **by Air**

Findings & Suggestions

Retained

True

False

Top most important features

- 1) Number of **total passengers**
(including extra participants)
- 2) Number of **full-payment** participants
- 3) Number of full-payment participants
who bought trip-cancellation **insurance**

Suggestions

Personalize trips focus on

- Month April-June
- East coast region

Establish **deeper relationships** on

- Large public school
- Highest income level
- Traveling by Air

Thank you

Questions?