

# Amazing International Airlines Inc.

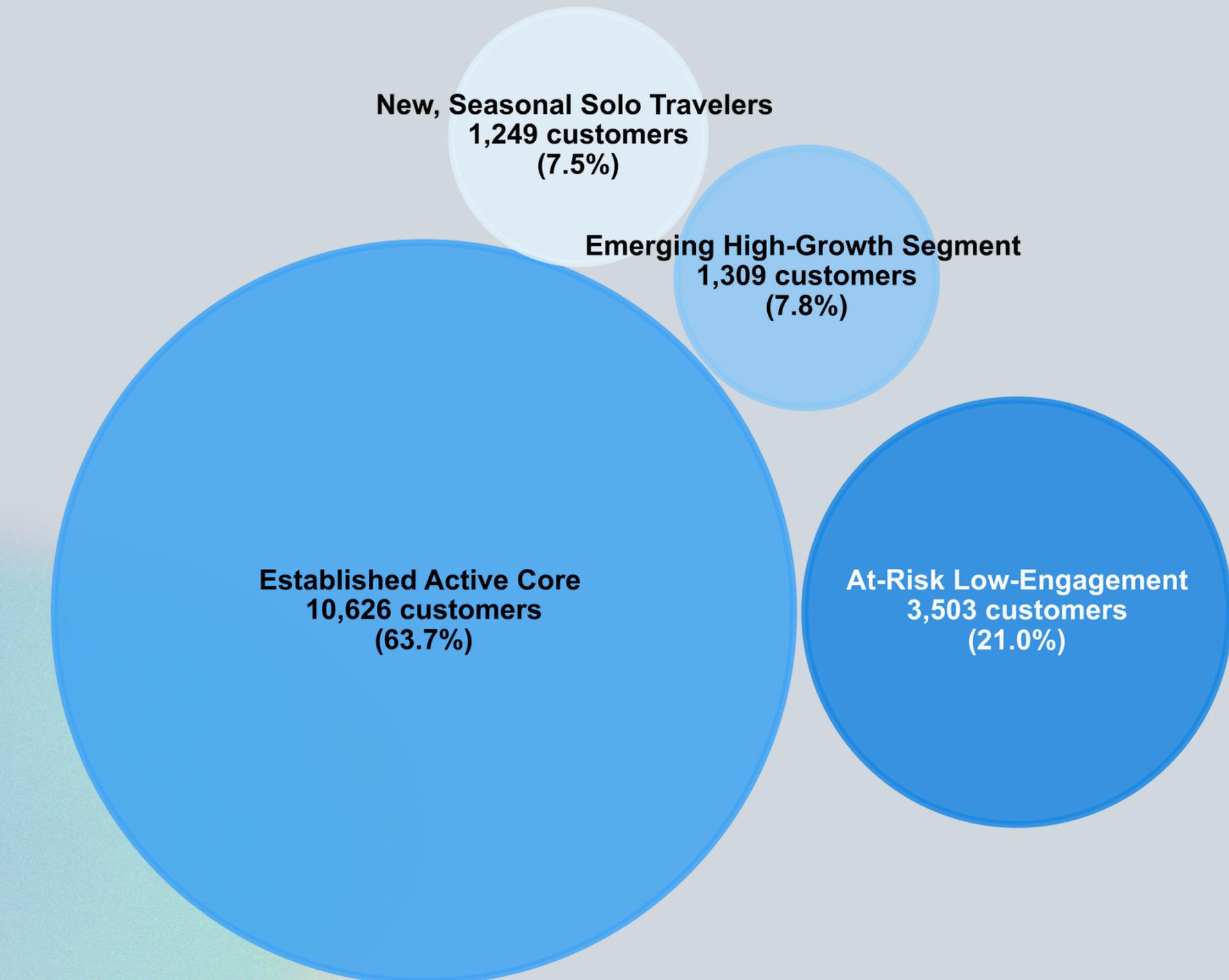
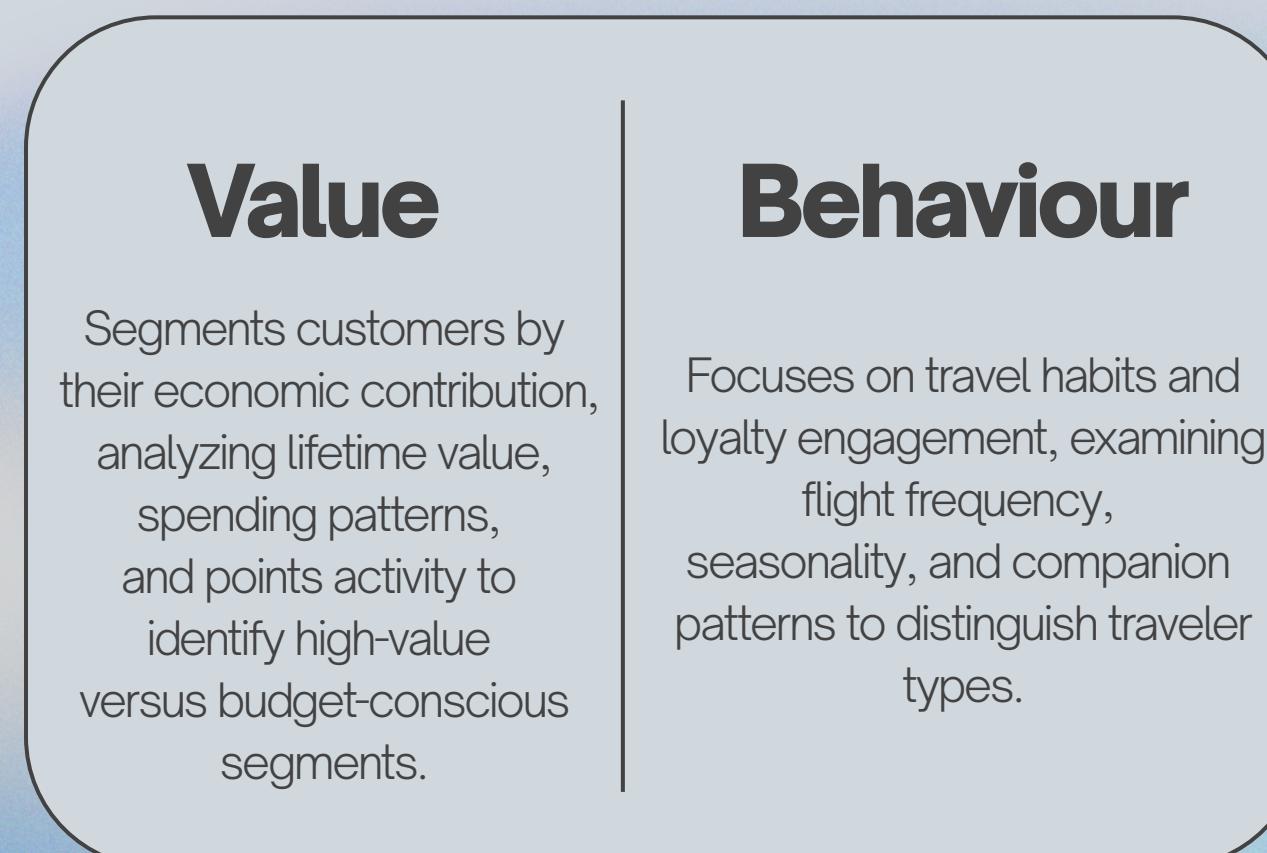
AIAI aims to unlock customer insights through advanced segmentation, enabling targeted marketing strategies and personalized service offerings that drive loyalty and maximize lifetime value.



16 K

Analysed Costumers

# 4 Segments Merging 2 Perspectives



## Segment I

# New, Seasonal, Solo Travelers

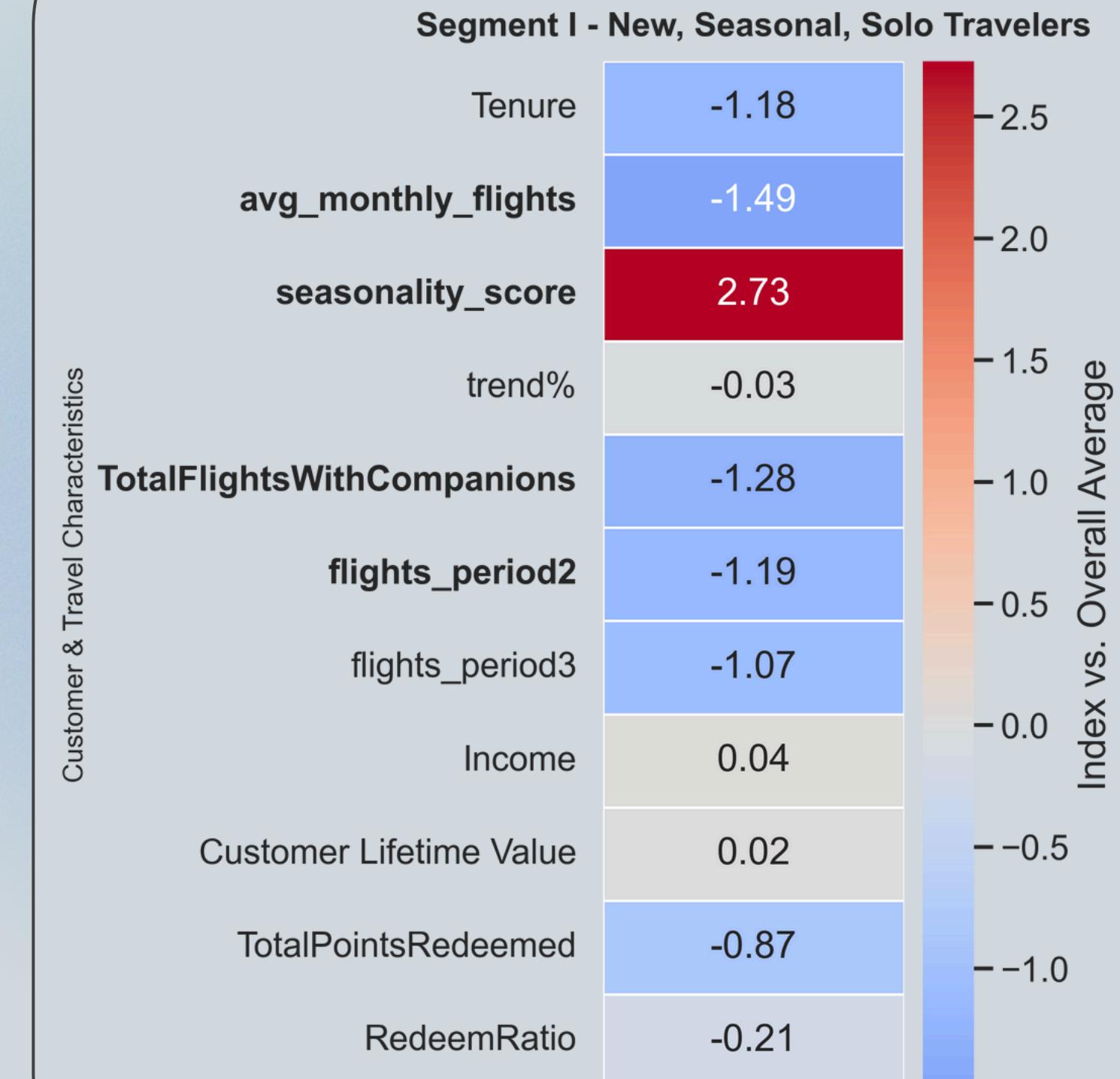
### Profile

- Vacation-only travelers with extreme periodicity.
- Low loyalty engagement despite earning points.
- Budget leisure segment with minimal revenue potential.

### Business Strategy

- **Seasonal redemption bonus**
  - (double points during peak periods)
- Off-peak flash sales and exclusive vacation packages
- Bundled solo traveler offers (hotel + flight)

**KPI:** Off-peak conversion rate, points redemption frequency, booking diversification



## Segment II

# Emerging High-Growth Travelers

### Profile

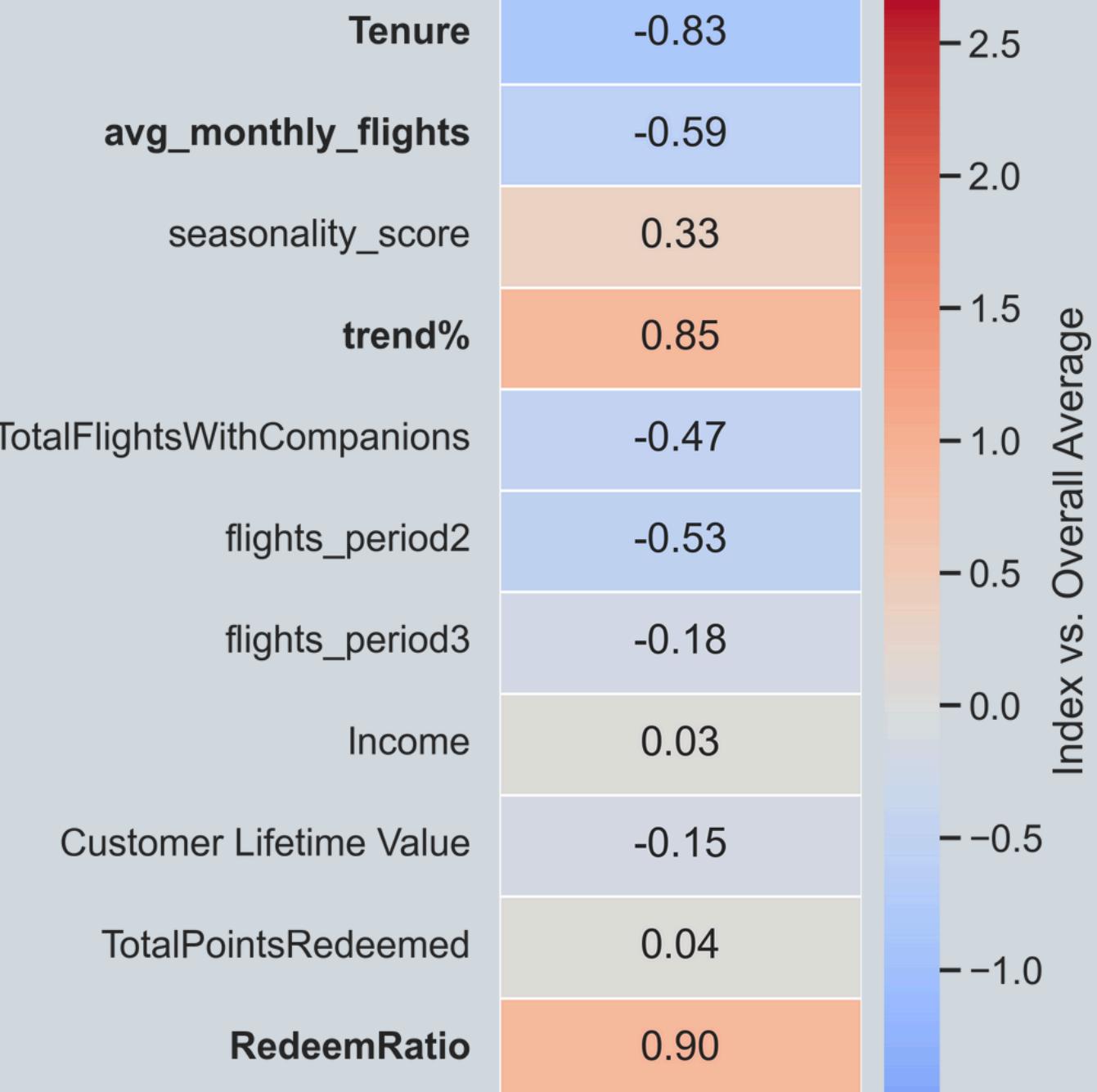
- High-potential emerging customers with rapid engagement growth.
- Active loyalty program participants leveraging points strategically.
- Highest future ROI potential despite current moderate CLV.

### Business Strategy

- Fast-track status upgrades and early VIP benefits
- Bonus point multipliers for next 6 months
- Personalized growth milestone rewards
- Referral incentives to leverage program enthusiasm

**KPI:** Month-over-month flight growth, CLV progression, program engagement rate

Segment II - Emerging High-Growth Travelers



Index vs. Overall Average

## Segment III

# Established Active Core Travelers

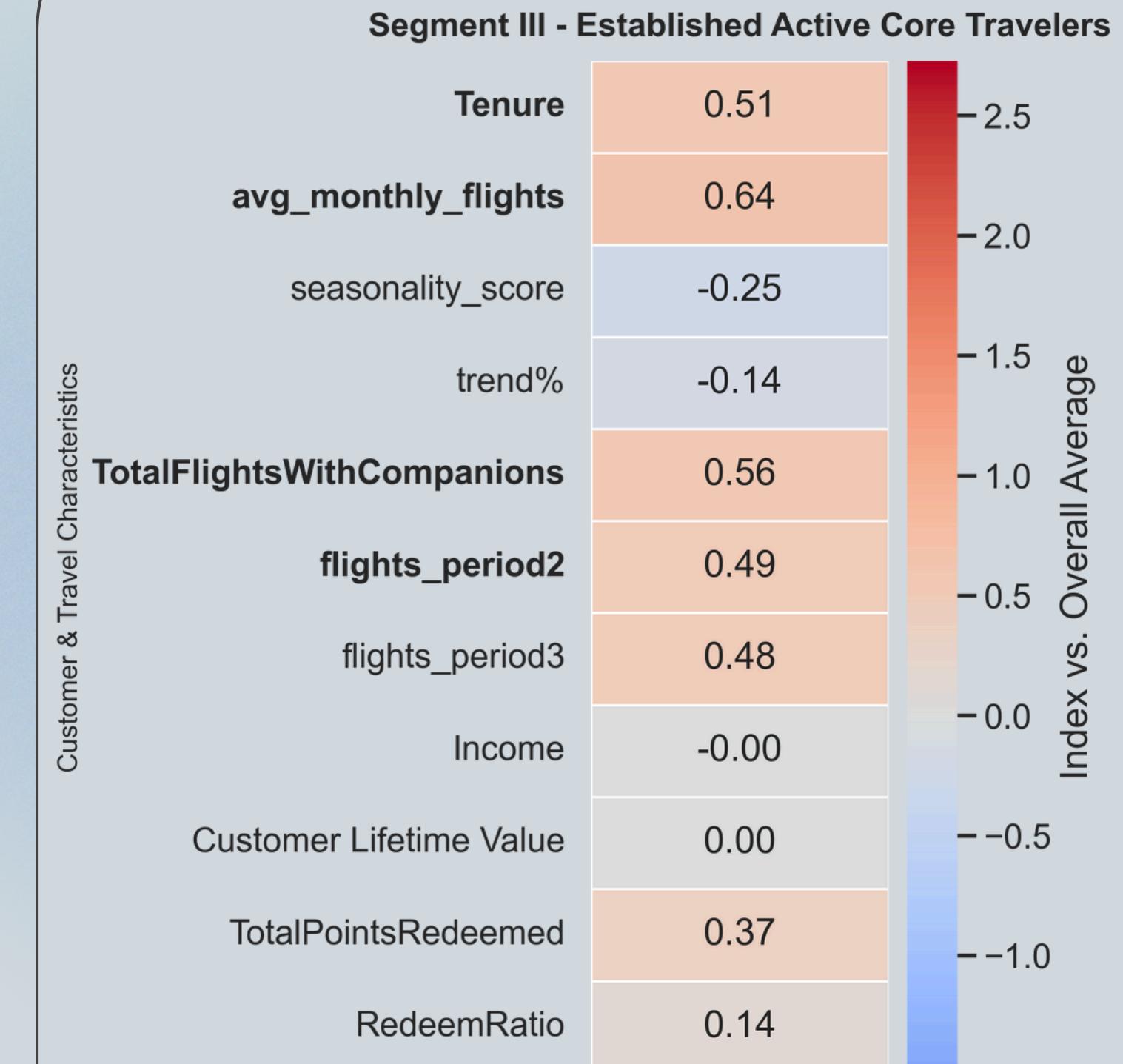
### Profile

- Largest segment (63.7% of base).
- Core customer base with consistent year-round travel, frequent companion bookings, and active loyalty program engagement.
- Stable revenue contributors representing the business backbone.

### Business Strategy

- Maintain fresh redemption options and exclusive family/group travel benefits
- Introduce companion bonus programs and multi-traveler discounts
- Launch VIP recognition for tenure milestones

**KPI:** Retention rate, companion booking frequency, redemption satisfaction



## Segment IV

# At Risk, Low Engagement Travelers

### Profile

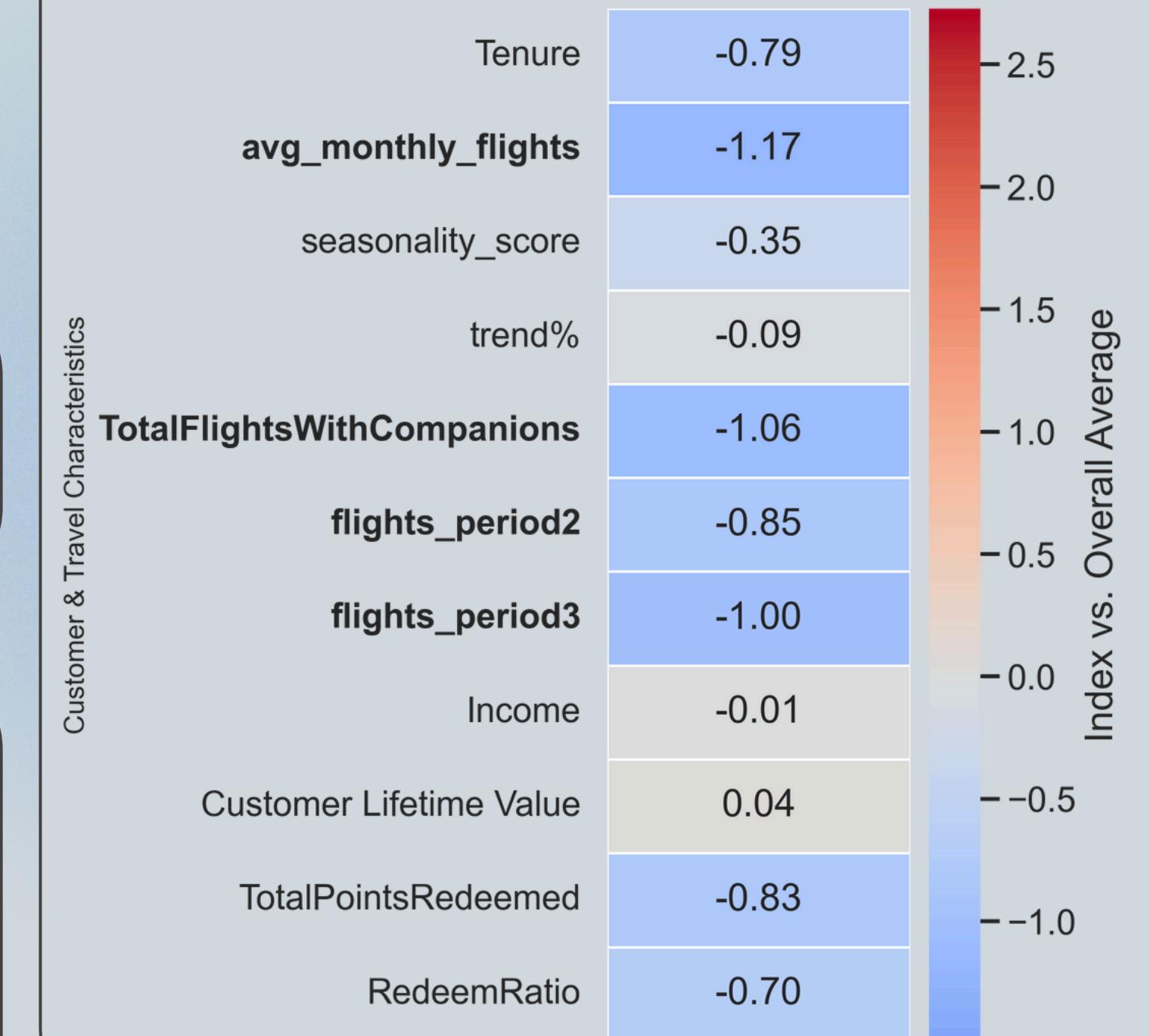
- At-risk segment with minimal engagement from the start.
- Despite low activity, maintains slightly positive CLV.
- Critical churn intervention priority to prevent high-value customer loss.

### Business Strategy

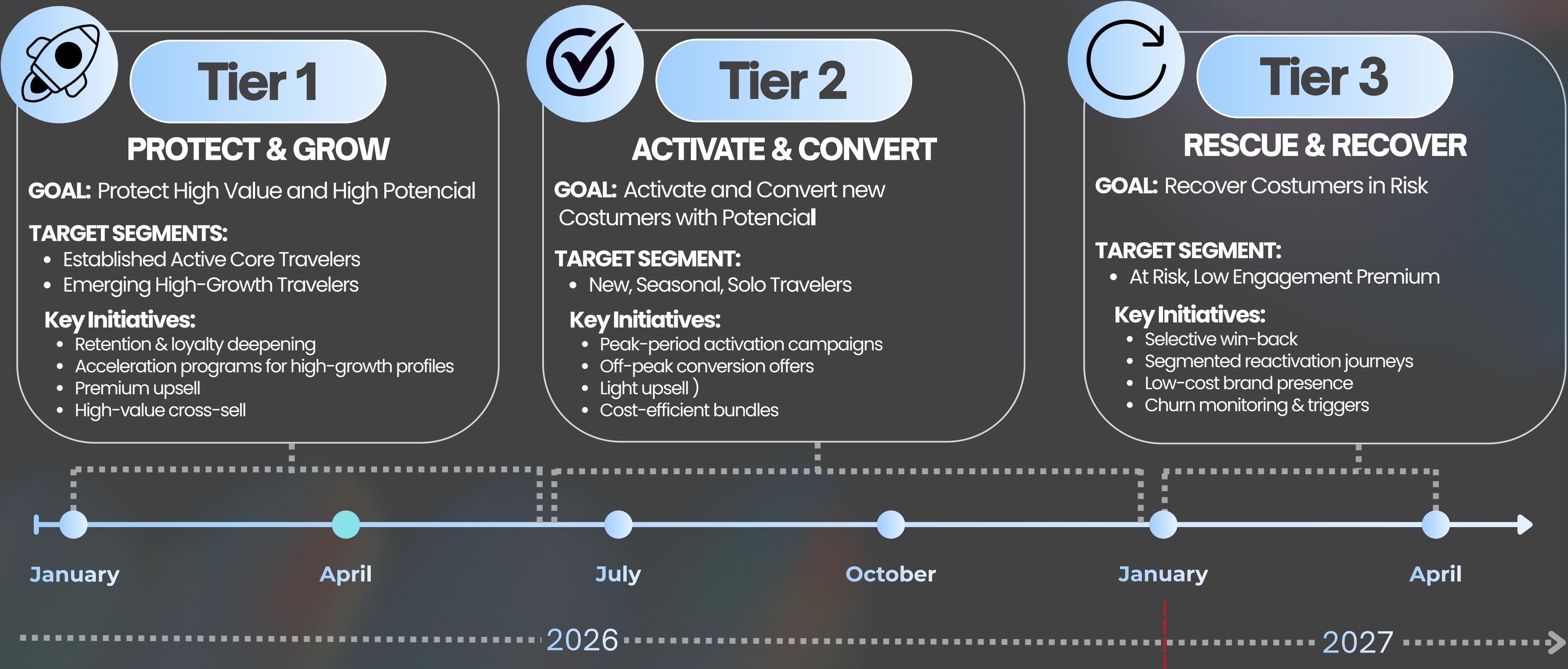
- Premium subset: Immediate personal outreach, service recovery, exclusive win-back offers
- Low-value subset: Automated reactivation campaigns, point expiration warnings, limited-time incentive
- Identify root causes through surveys (service issues, competitor switching, life changes)

**KPI:** Reactivation rate by value tier, churn rate reduction, win-back ROI

Segment IV - At Risk, Low Engagement Travelers



# Implementation timeline



# Business Impact

01

## Revenue & Value Optimization

Focuses commercial efforts on customers with the highest lifetime potential, protecting core revenue while accelerating future value creation.

02

## Smarter Marketing Investment

Improves ROI by reallocating spent from mass campaigns to targeted, engagement-led initiatives with structurally higher returns.

03

## Cost Control & Churn Risk Reduction

Reduces cost leakage from low-value actions and enables selective retention of high-value customers at risk, improving margin discipline.

04

## Actionable & Scalable Decision-Making

Provides a behaviour-driven segmentation that can be directly embedded into CRM and campaign execution, ensuring consistency at scale.

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Thank  
You

for your time  
and attention