

# **TravelTide - Customer Segmentation**

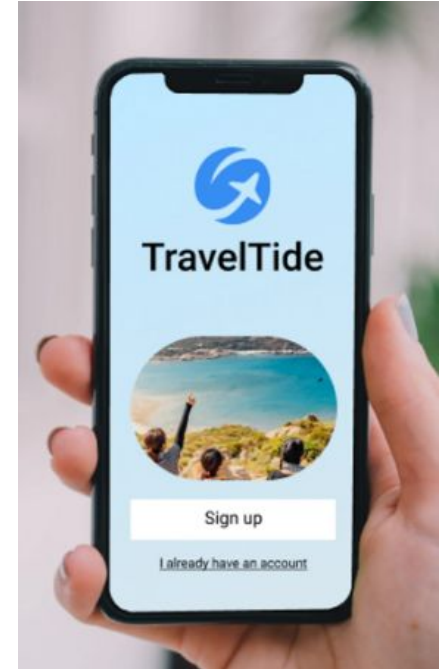
For personalized rewards program

# Agenda

- Introduction/Context
- Objectives
- Methodology
- Key Findings
- Recommendations/Next Steps
- Q&A

# Context

- Customer segmentation analysis
  - To support the implementation of a personalized rewards program for TravelTide customers.
  - Focus on customer retention
  - Data driven approach



# Objectives

- Design an enticing personalized rewards program that resonates with customers
- Drive platform engagement and customer loyalty
- Goals:
  - Validate the hypothesis of customer segments showing a distinct interest in proposed perks
  - Assign each customer to a preferred perk

# Methodology

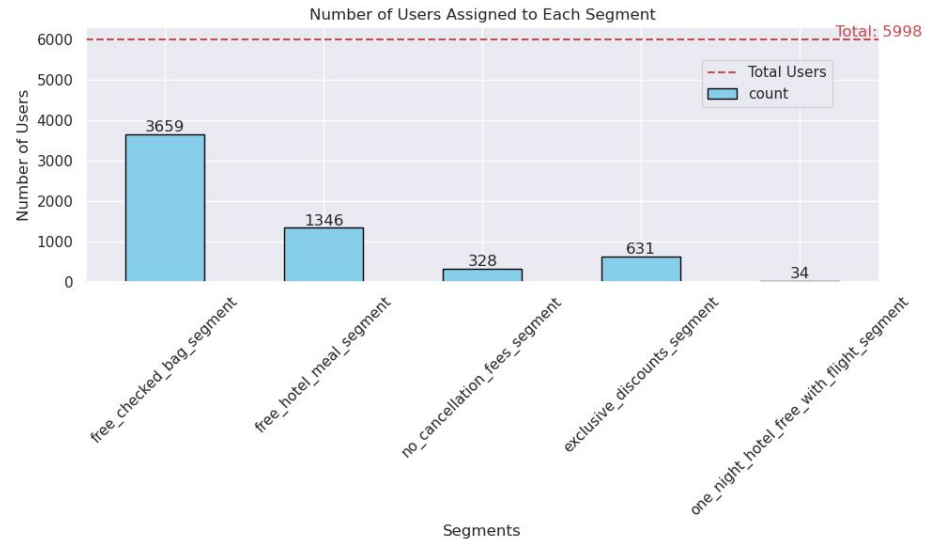
- **Cohort Definition:** Users with  $> 7$  sessions from '2023-01-04' onwards
- **Data Extraction:** SQL for extracting aggregated cohort data from database system
- **Data Analysis:** SQL and Python to define and rank customer segments
- **Segment Assignment:** Assign each customer to an appropriate segment

# Key Findings

## ➤ Fuzzy Segmentation

- Free Checked Bag Segment: **3,659** customers
- Free Hotel Meal Segment: **1,346** customers
- No Cancellation Fees Segment: **328** customers
- Exclusive Discounts Segment: **631** customers
- One-night Free Hotel with Flight Segment: **34** customers

**Note:** Users not meeting segment criteria are additionally categorized under the lowest cost segment, 'Free Checked Bag Segment'



# Recommendations/Next Steps

## ➤ **Personalized Marketing Plans:**

- Craft tailored marketing strategies for each segment.
- Highlight the perk most appealing to the respective segment.

## ➤ **Cost Consideration:**

- Assess total cost of proposed perks for each segment
- Assess feasibility of phased promotions

# Q&A

Time for questions...



# Appendix - Base Segmentation

## TravelTide-Customer Segmentation

