

MASTERY PROJECT 2025 | SEVIL KÜCÜK | 29.11.2025

TRAVELTIDE: STRATEGIC GROWTH

Data-Driven Segmentation & Optimal Perk

Assignment for Maximum Customer Retention.

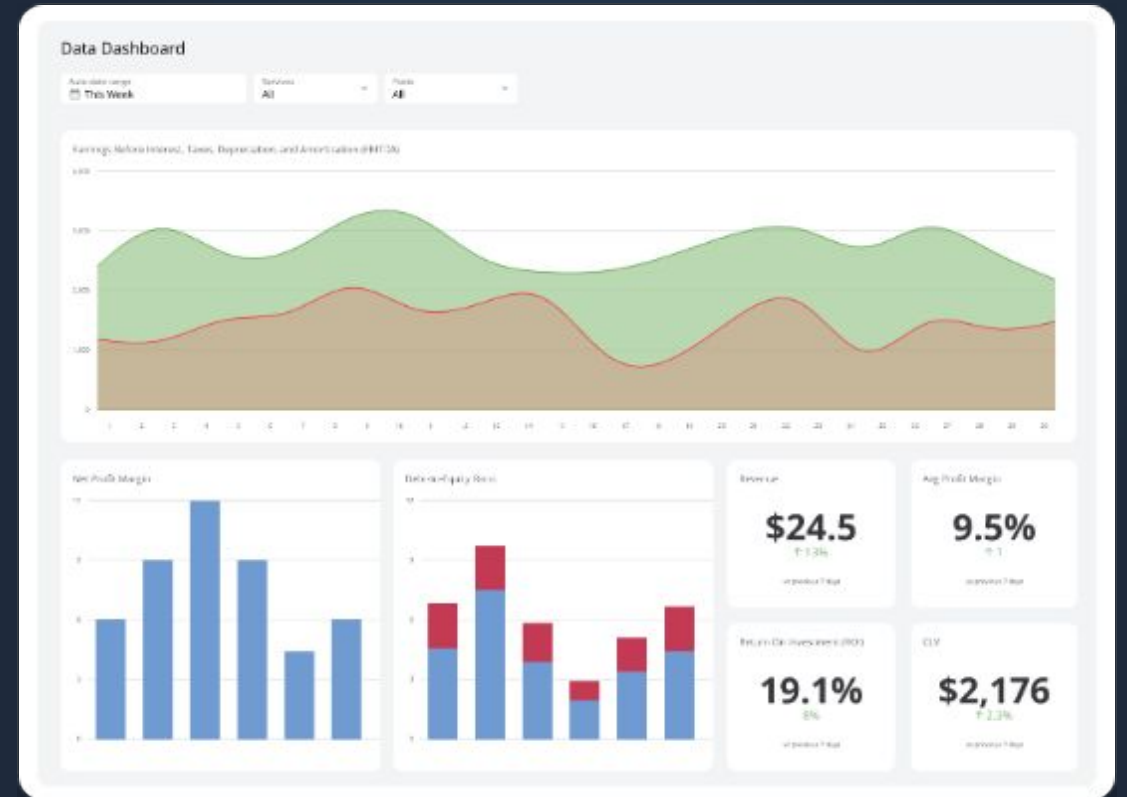
THE CHALLENGE & MISSION

THE CHALLENGE

TravelTide is an unfunded entrant fighting for visibility with only **2% Market Share** against 243+ competitors. Historical reliance on gut-driven marketing has critically limited growth.

THE MISSION

Shift to a radical **Data-Driven Strategy**. We will validate marketing hypotheses using Machine Learning to assign the **optimal perk** to the right user, maximizing Customer Lifetime Value (LTV).



DATA FOUNDATION

We analyzed the 2023 cohort to identify meaningful retention signals rather than noise.

49k+

USER SESSIONS ANALYZED

5

DISTINCT CLUSTERS

>7

HIGH INTENT FILTER

*High intent traffic is often single, but Family Travelers drive the bulk of revenue.

KEY FINDINGS



THE "GOLDEN WINDOW"

Users are most likely to convert after exactly 16 clicks and 3 minutes of active engagement on the platform.



FAMILY FRICTION

Families represent the highest revenue segment but suffer from an 11% lower conversion rate due to UX friction.

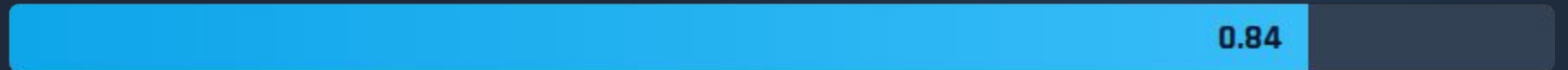
THE DISCOUNT PARADOX

While discounts drive volume, they introduce a 7% churn risk. Deep discounts (>20%) yield diminishing returns.

KEY CORRELATION INSIGHTS

Statistical relationships that guide our segmentation model.

Bundle Opportunity



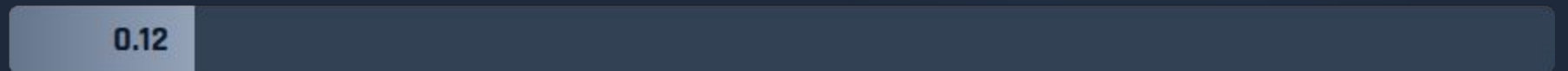
Flight & Hotel bookings are inextricably linked.

Risk Mitigation



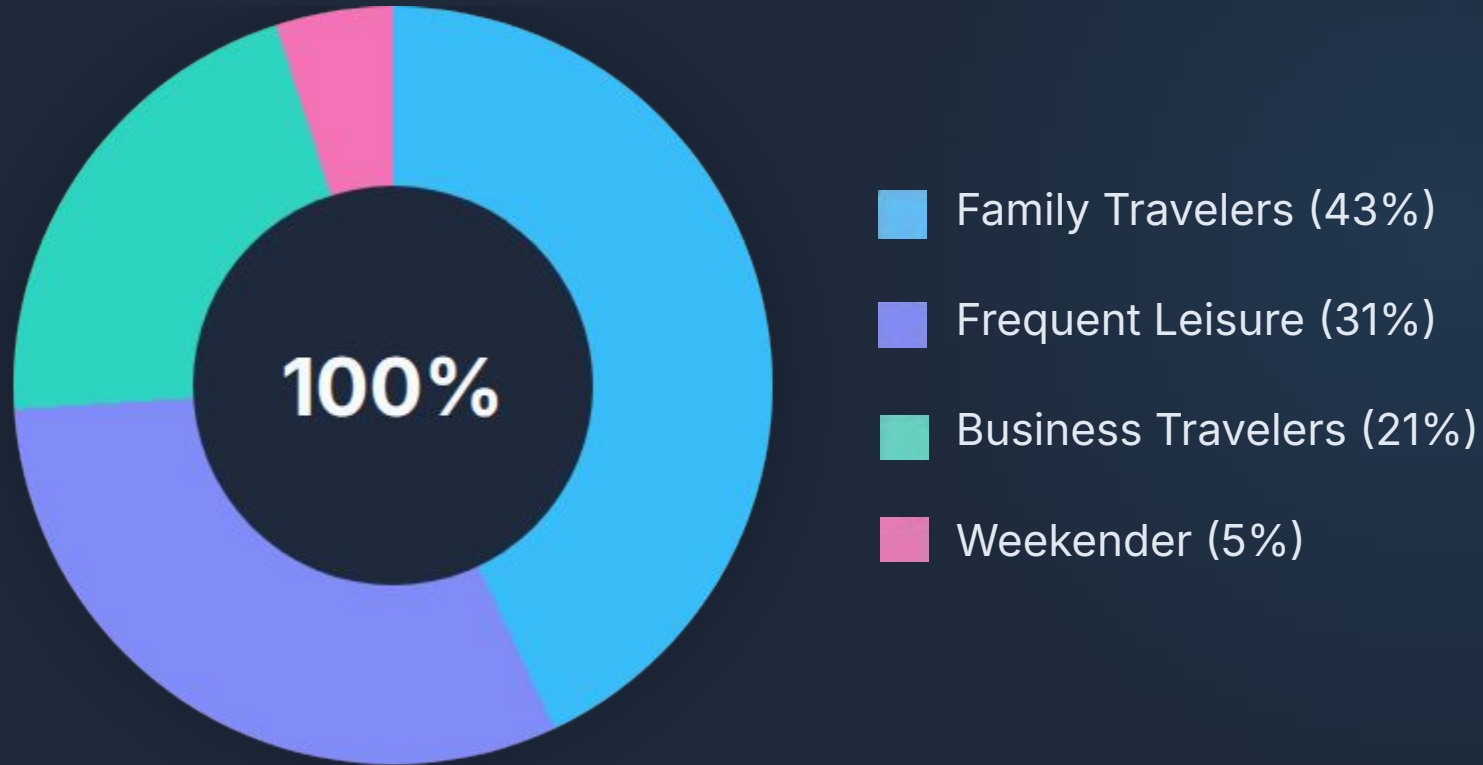
High click counts correlate with cancellation (Need reassurance).

Visit Frequency



Mere quantity does not predict value; quality does.

TRAVELER SEGMENT DISTRIBUTION



While Family is the volume driver, the **Weekender** segment represents a major untapped growth opportunity.

HIGH-VALUE SEGMENT STRATEGY

BUSINESS TRAVELER

Need: Efficiency & Speed.

Strategy: Prioritize comfort and flexibility to drive loyalty.

Optimal Perk: Lounge Access / No Cancel Fees

FAMILY TRAVELER

Need: Cost Mitigation.

Strategy: Incentivize bulk bookings (High Trip Value).

Optimal Perk: Free Checked Bags



OPPORTUNITY SEGMENT STRATEGY



FREQUENT LEISURE

Needs recognition. Offer **Exclusive Upgrades**.



BARGAIN HUNTER

Price sensitive. Offer **Free Hotel Night** (Bundle).



THE WEEKENDER

Window shopper. Convert with **Last-Minute Deals**.

STRATEGIC ALIGNMENT MATRIX

Segment	Key Need	Perk Strategy	Expected Outcome
Business	Efficiency & Speed	Lounge Access	Retention & Loyalty
Family	Cost Mitigation	Free Checked Bag	Increased Conversion
Frequent	Recognition	Exclusive Upgrades	Booking Frequency
Bargain	Lowest Price	Free Hotel Night (Bundle)	Bundle Adoption

KEY TAKEAWAYS

1. Data Over Intuition

Engagement quality—not just quantity—is the true driver of value.

2. Segmentation Works

5 distinct clusters allow for precise targeting over generic marketing.

3. Maximize LTV

Targeting high-ROI segments (Family & Business) yields the best returns.



Q & A

Thank you for your attention.