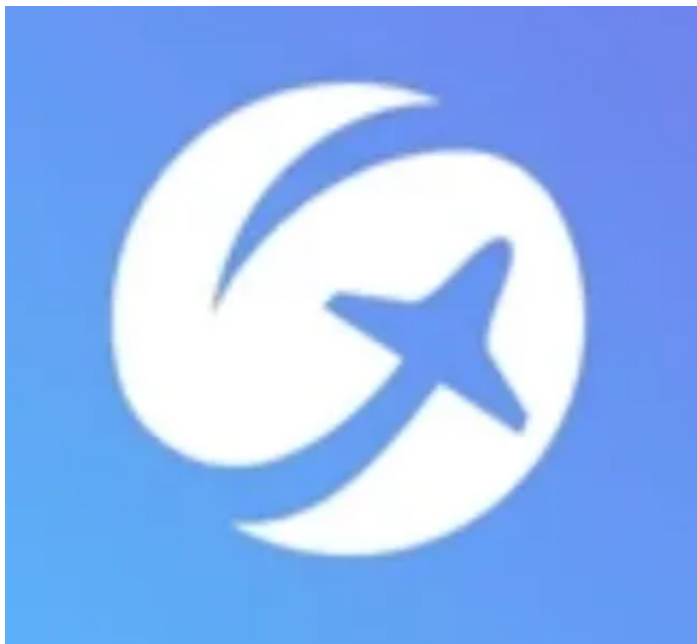


Recommendation Summary: Customer Personas & Perks Optimization for

TRAVELTIDE



Presets by Marketing:

Based exploratory analysis, data cleaning, and feature engineering using SQL and Tableau on session activity, bookings, discounts, and user demographics was limited to :since January 4, 2023. I've created five distinct customer personas by analyzing behavioral features and assigning a "**favorite perk**" per user:

Personas Identified:

1. **Busy Parents** – Ages 35–50, with children, prefer **Free Checked Bags**.
2. **Young Explorers** – Ages 18–30, no children, respond well to **Exclusive Discounts**.
3. **Loyal Vacationers** – Ages 30–55, prefer **1 Night Free Hotel with Flight** offers.

4. **Frequent Flyers** – Ages 25–45, prioritize **No Cancellation Fees**.
 5. **Retired Relaxers** – Age 55+, enjoy **Free Hotel Meals**.
 6. **Unclassified** – Users not strongly leaning toward any perk.
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Key Insights:

- Many users show **null (missing) values** in behavioral features (e.g., cancel_count), indicating incomplete engagement data. I handled this with **COALESCE** and conditional bucketing.
 - The most popular perk drivers are **hotel bookings, discount usage, and trip combo behavior**.
 - Persona rules are built on both **demographics** and **most influential behavior** — this ensures relevant, personalized recommendations, yet the data quality for behavioural segmentation is poor. I could only use the booking behaviour and a handful of demographic variables
 - The cohort is too narrow (less than 1%)
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Recommendations:

- **Target perks by persona:** Use these personas to design email, push, and in-app perk campaigns.
 - **Incentivize inactive segments:** Encourage users with missing data (e.g., no cancellations or discounts) to engage more deeply.
 - **Refine with real-time data:** Update personas monthly as user behavior evolves.
 - **Implement comprehensive data management** for better behavioural insight
 - go for **A/B Testing**
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