

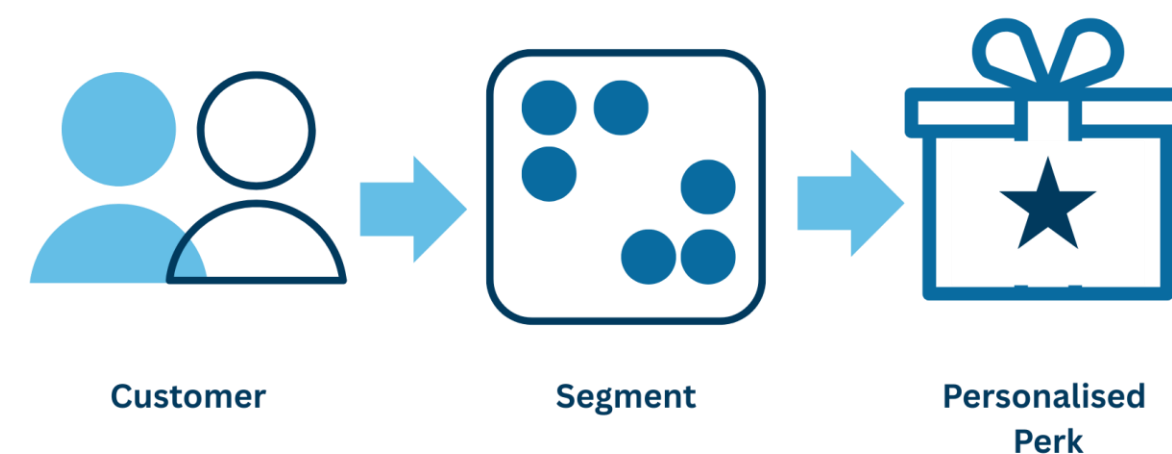
Mapped Journeys, Meaningful Perks:

Segmenting for Retention

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18th May 2025

The Mission

- Translate customer behaviour into insight
- Build segments that reflect real travel habits
- Recommend perks that earn loyalty, not just clicks



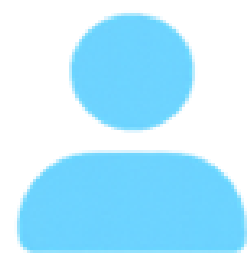
Approach

- **Data Collection**
Combined user, booking, and session data
- **Exploration & Features**
Identified patterns, engineered behaviours (e.g. cancellations, discounts)
- **Clustering**
Grouped customers using booking behaviour & demographics
- **Perk Strategy**
Matched segments to the perk most likely to drive loyalty



What's in the Base?

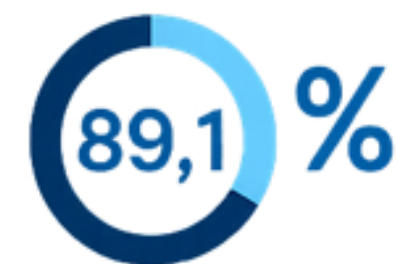
The Facts



Users
1,020,926



Sessions
5,408,063



Users Who Booked
909,192



Trips
2,245,175



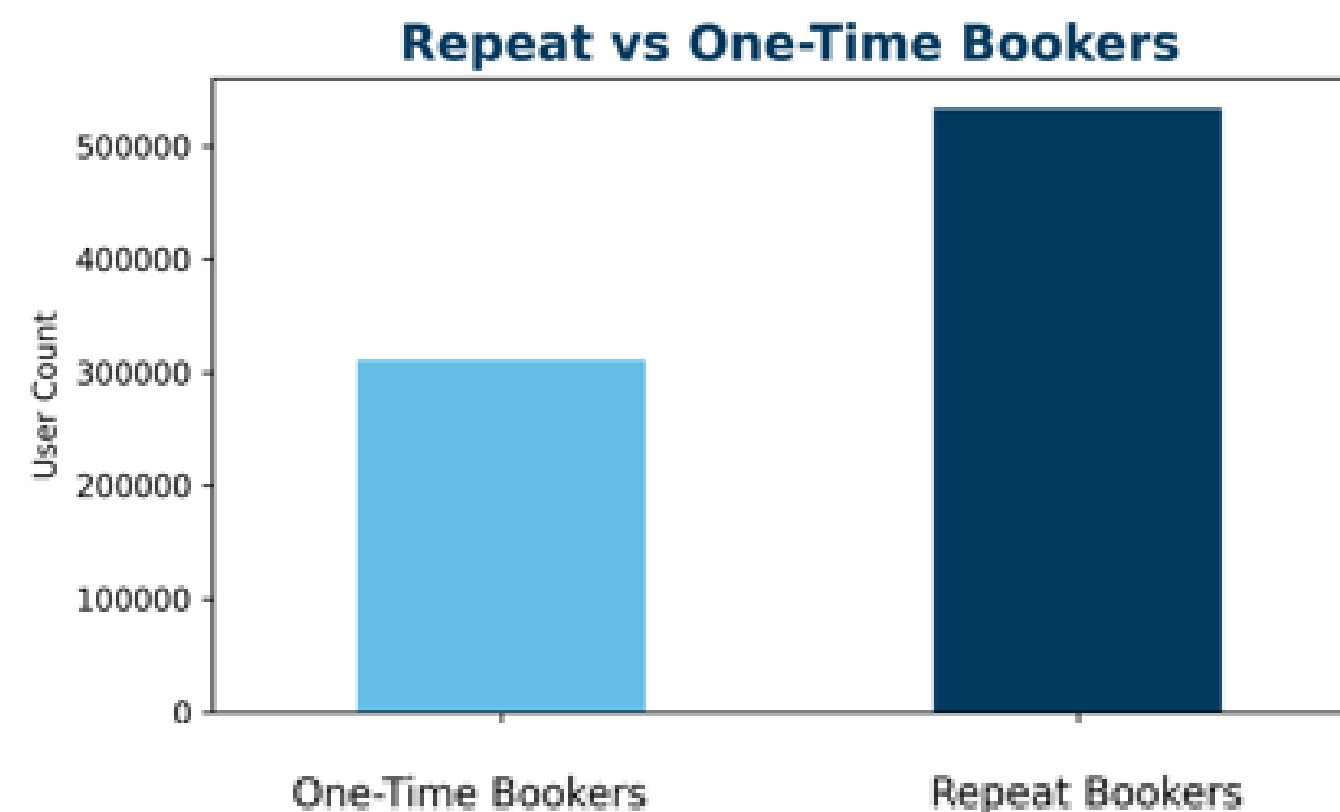
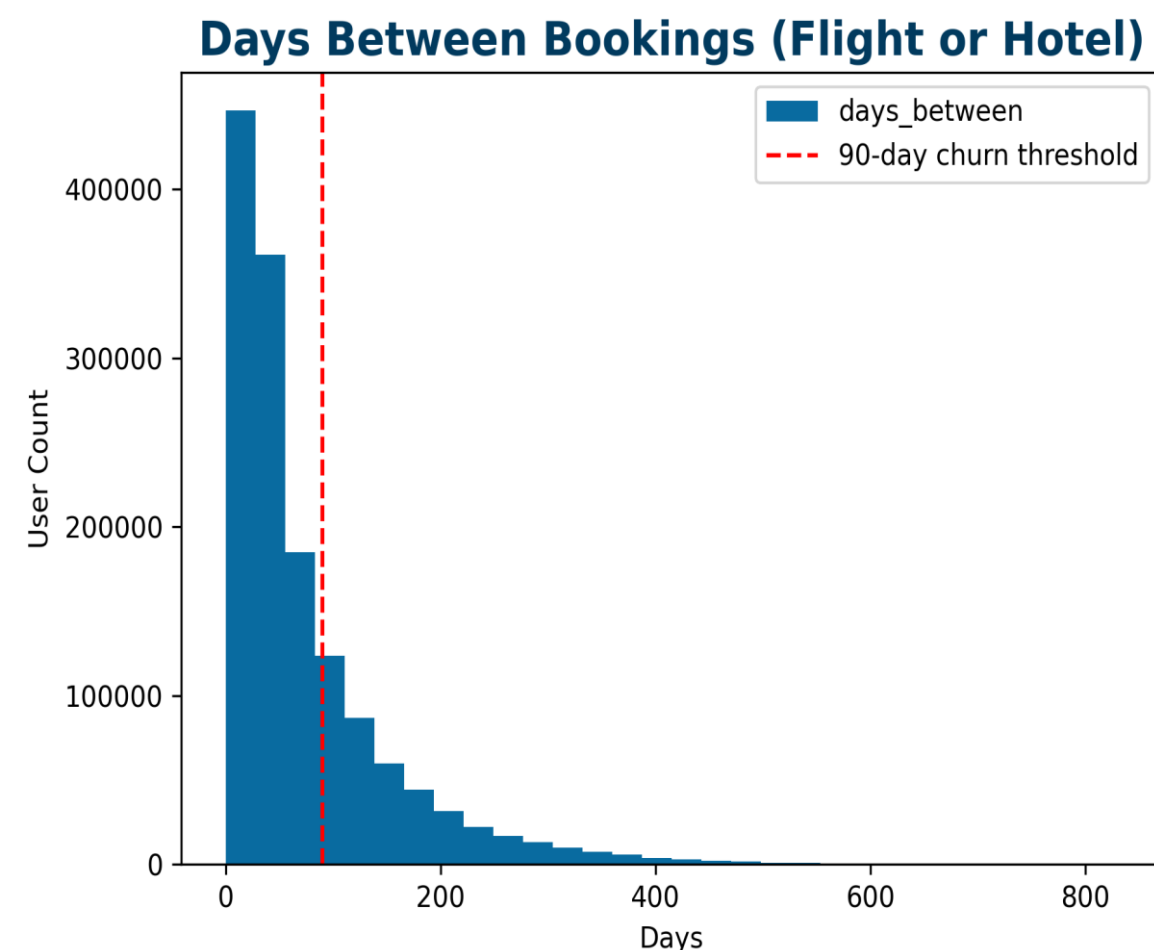
Flight Bookings
1,902,364



Hotel Bookings
1,964,984

The who and the why?

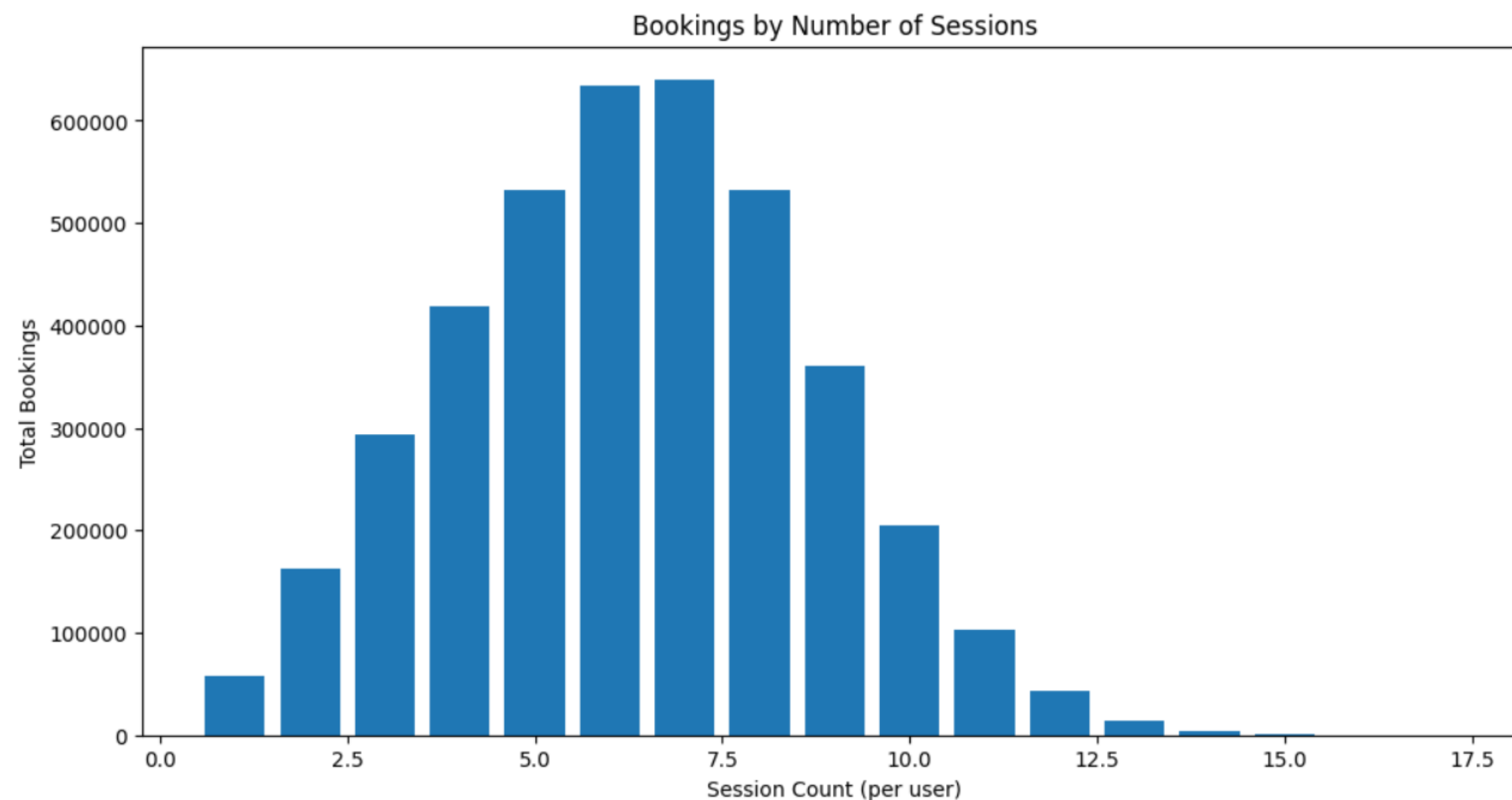
Confirming the Retention Gap



What was found:

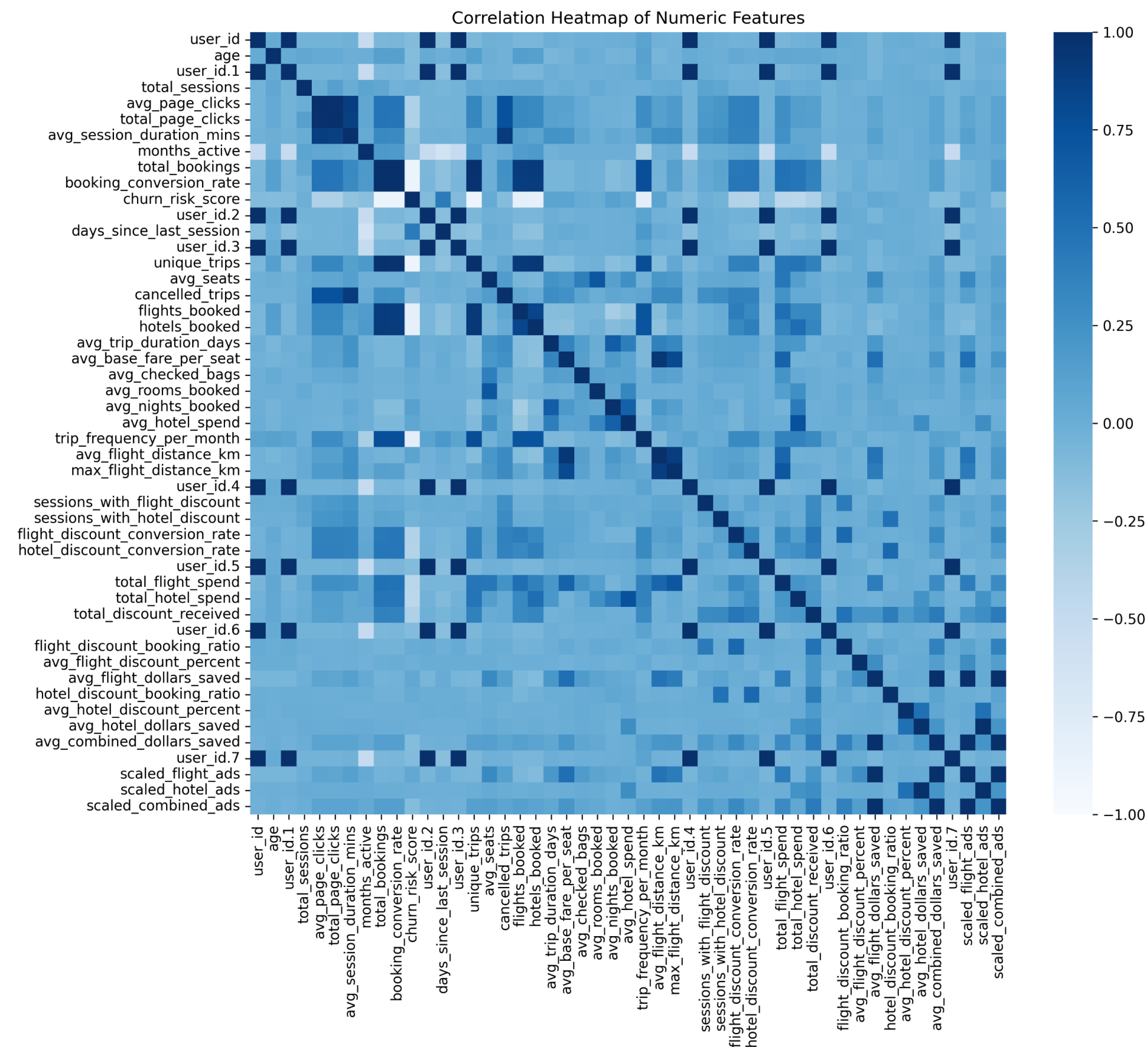
- **Most users book within 90 days** – We therefore used this threshold for further churn calculations and confirmation of cohort from 4th Jan 2023 – 29th Apr 2023
- Over **one third of the users are one time bookers**.
- Both these facts indicate a **clear retention risk** – and opportunity

From All Users to High-Value Targets



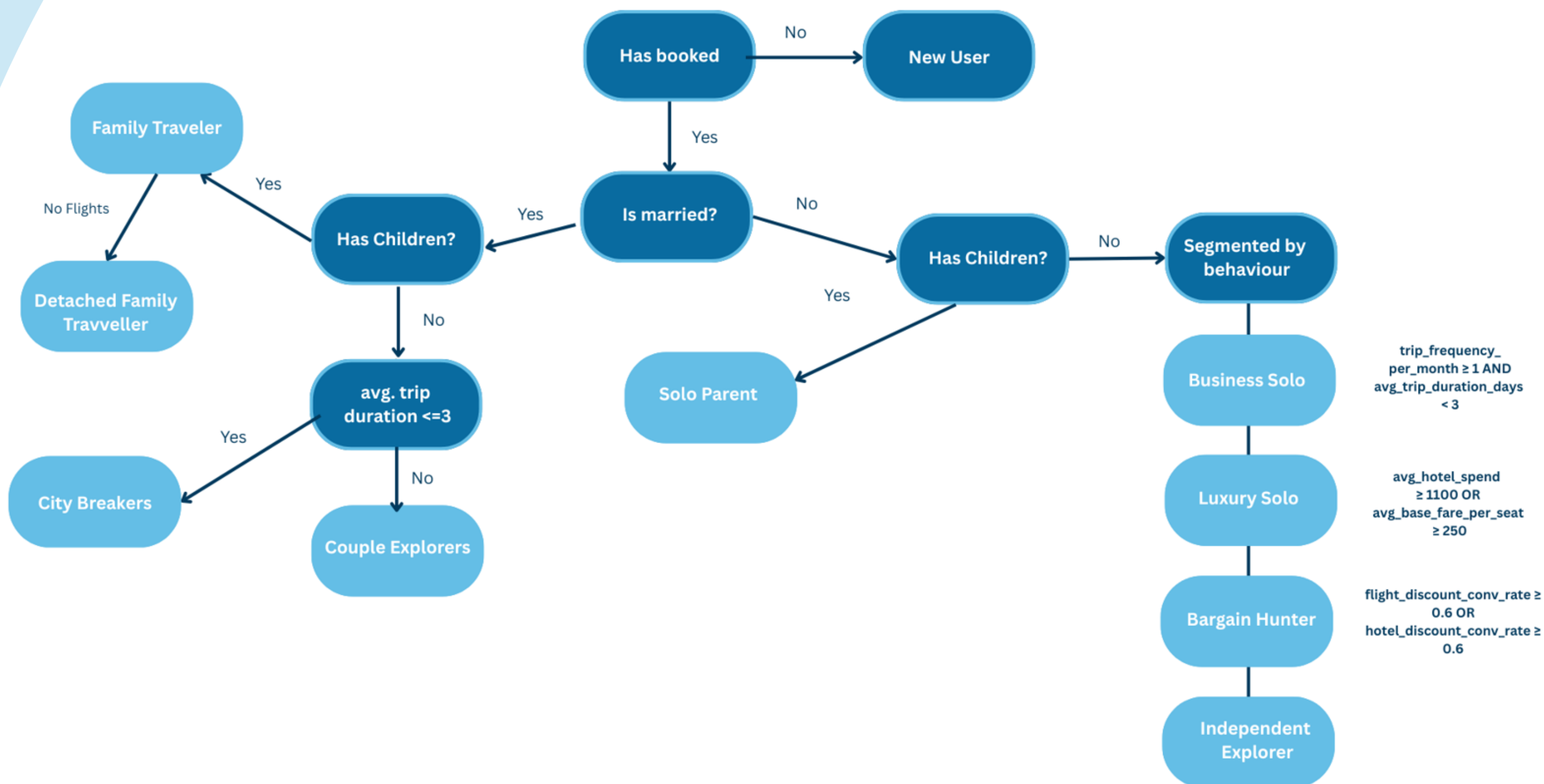
- Sessions are a reliable proxy for user engagement
- Booking peaks around 5–7 sessions — but 7+ signals repeat usage
- Personalised rewards are most effective for high-intent users
- Segmentation focused on those most likely to rebook

Refining the Metrics That Matter



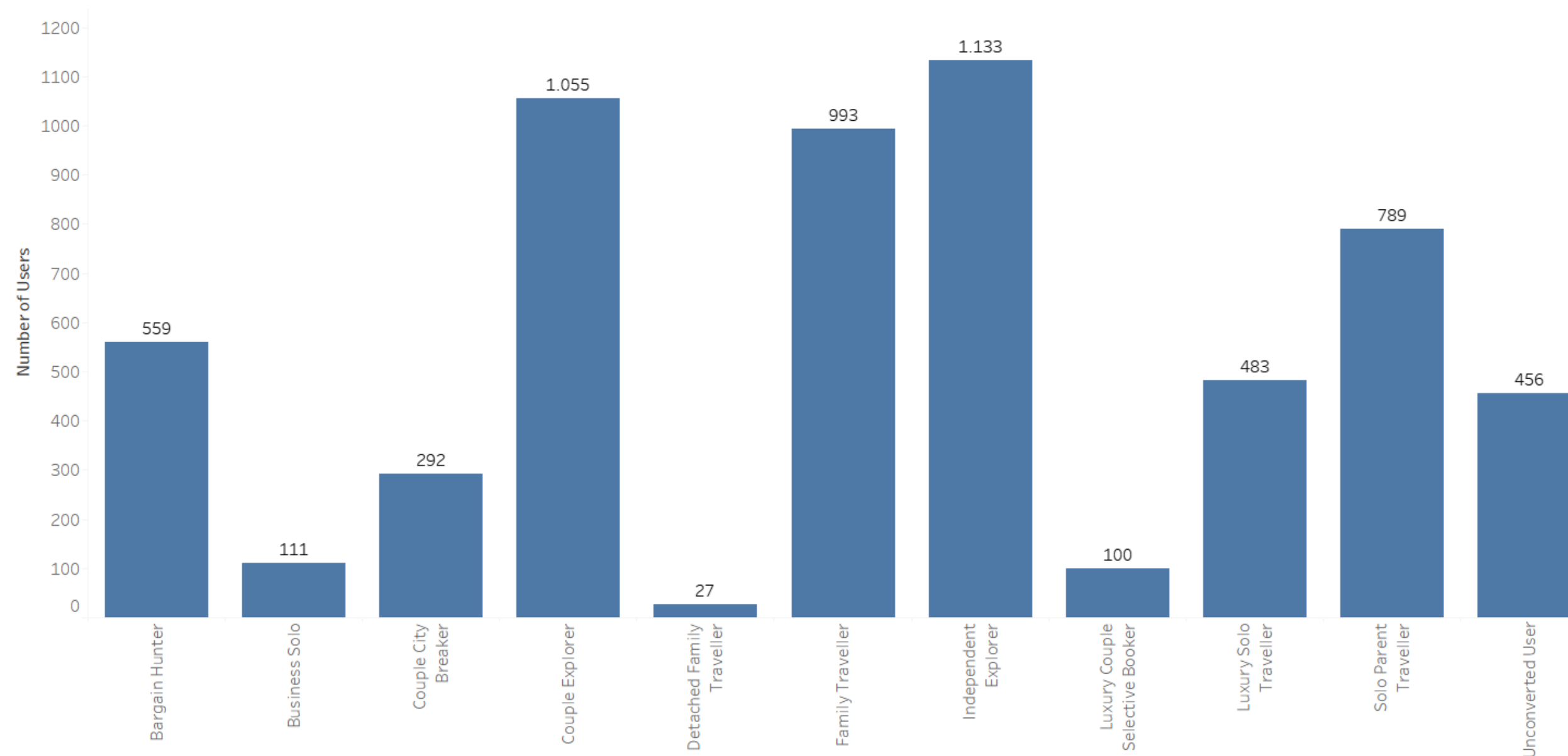
- Analysed 50+ engineered metrics
- Checked for redundancy and correlation
- Identified signals linked to behaviour
- Informed our decision tree logic
- Built a lean but powerful segmentation base

Decision Tree Segmentation



- Segments based on demographics and behaviour
- Focus on family, frequency and spend.
- Easy to target with clear perks
- Transparent actionable rules

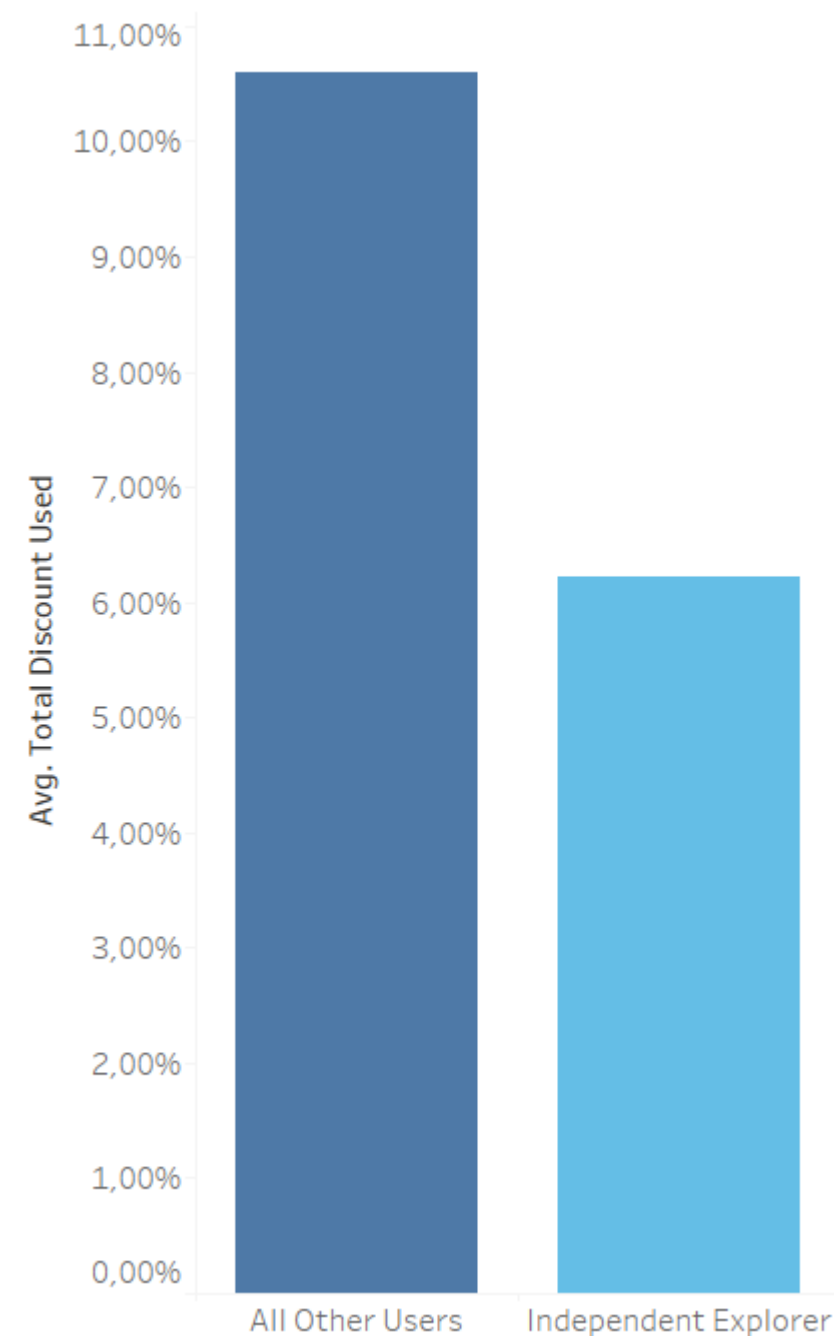
The Segmentation Landscape



- **Independent Explorers & Couple Explorers dominate** — together they represent the largest user base.
- **Smaller segments like Business Solo or Luxury Couples** still offer high strategic value due to spend patterns.
- **All segments over 100 users were used** — ensuring viability for personalised reward strategies.

Personas

Independent Explorer



- Independent **solo travellers** who book at their own pace
- **~19 % of our active users** fall into this category
- Often **take longer to plan** and review options before booking
- **Price is not a key driver** — they respond the least to discounts
- Typically choose both flights and hotels, but without urgency
- **Key Metrics**
 - Sessions per Booking: 3.9
 - **Priority Ranking = 4**



Perk: **Late Hotel Check Out**



Business Solo



- Independent users who fly regularly for work, typically **travelling alone**
- **~2% of our active users** fall into this category
- Primarily in their **30s and 40s**, often booking short trips across Europe

Key Metrics

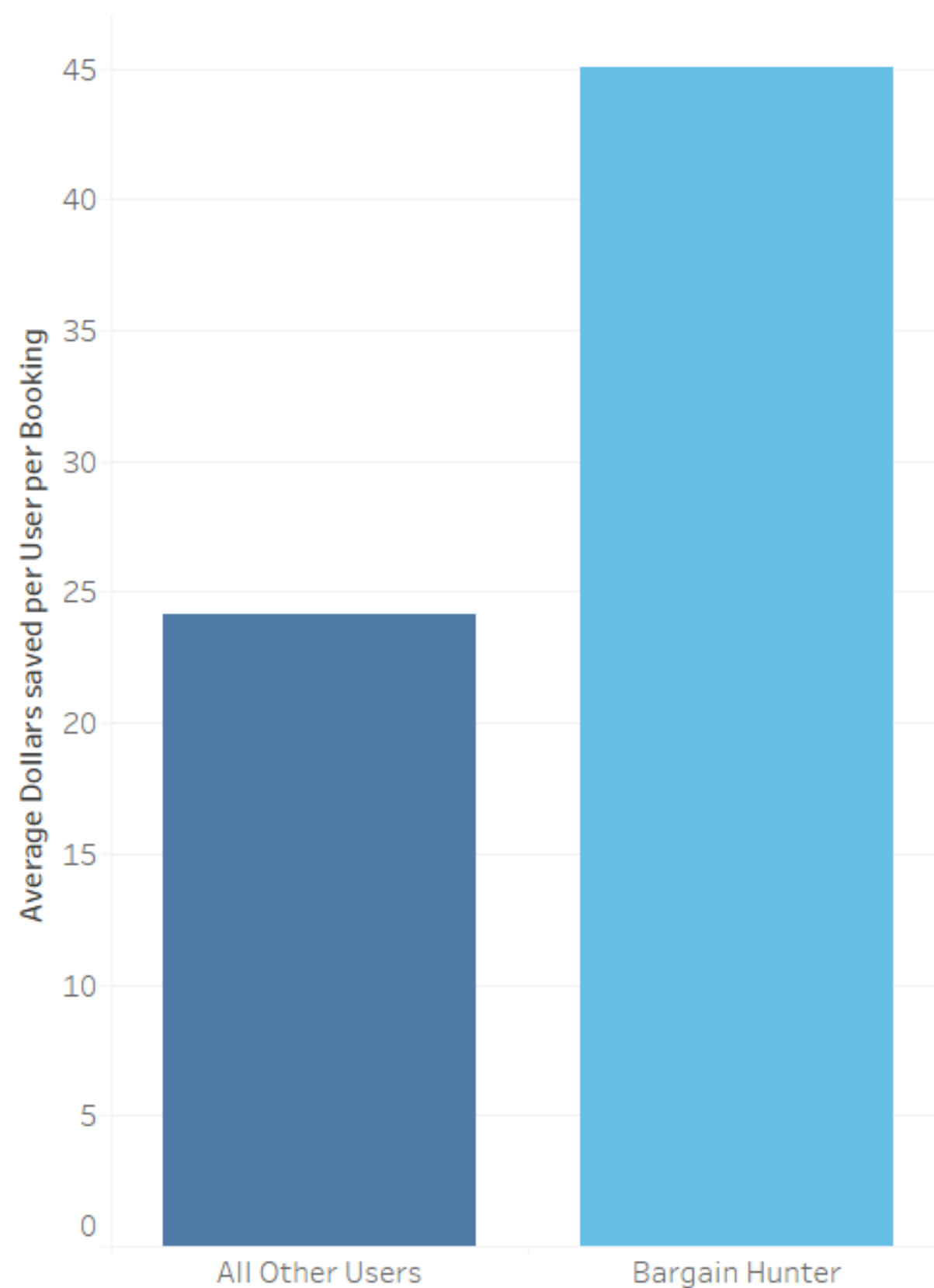
- Avg Flights per Month: **1.2**
- Repeat Booking Rate: **3.47**
- **Priority Ranking: 8**



Perk: Upgrade to Business Class on next flight



Bargain Hunter



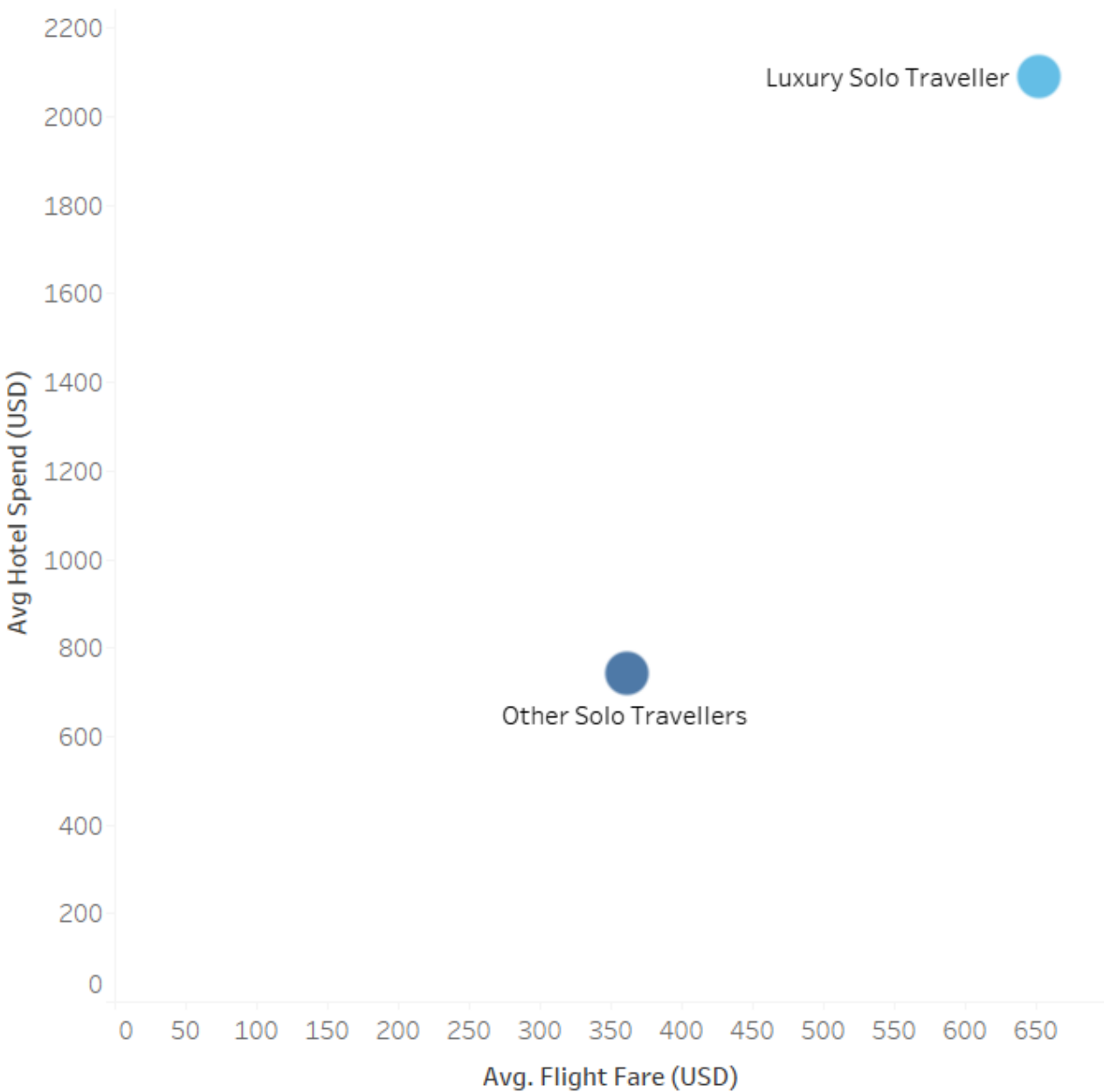
- Active users who book **only when a discount is available**
- **~9% of our active users** fall into this category
- Majority are **Millennials**, travelling solo
- Often book both **hotel and flight** as a bundle
- Highly engaged: average of **8 sessions per trip** before booking
- **Key Metrics**
 - Hotel Discount Conversion: 78.1%
 - Avg Dollars Saved per Booking: \$45.01
 - **Priority Ranking: 6**



Perk: **Early Access to Exclusive Deals**



Luxury Solo Traveller

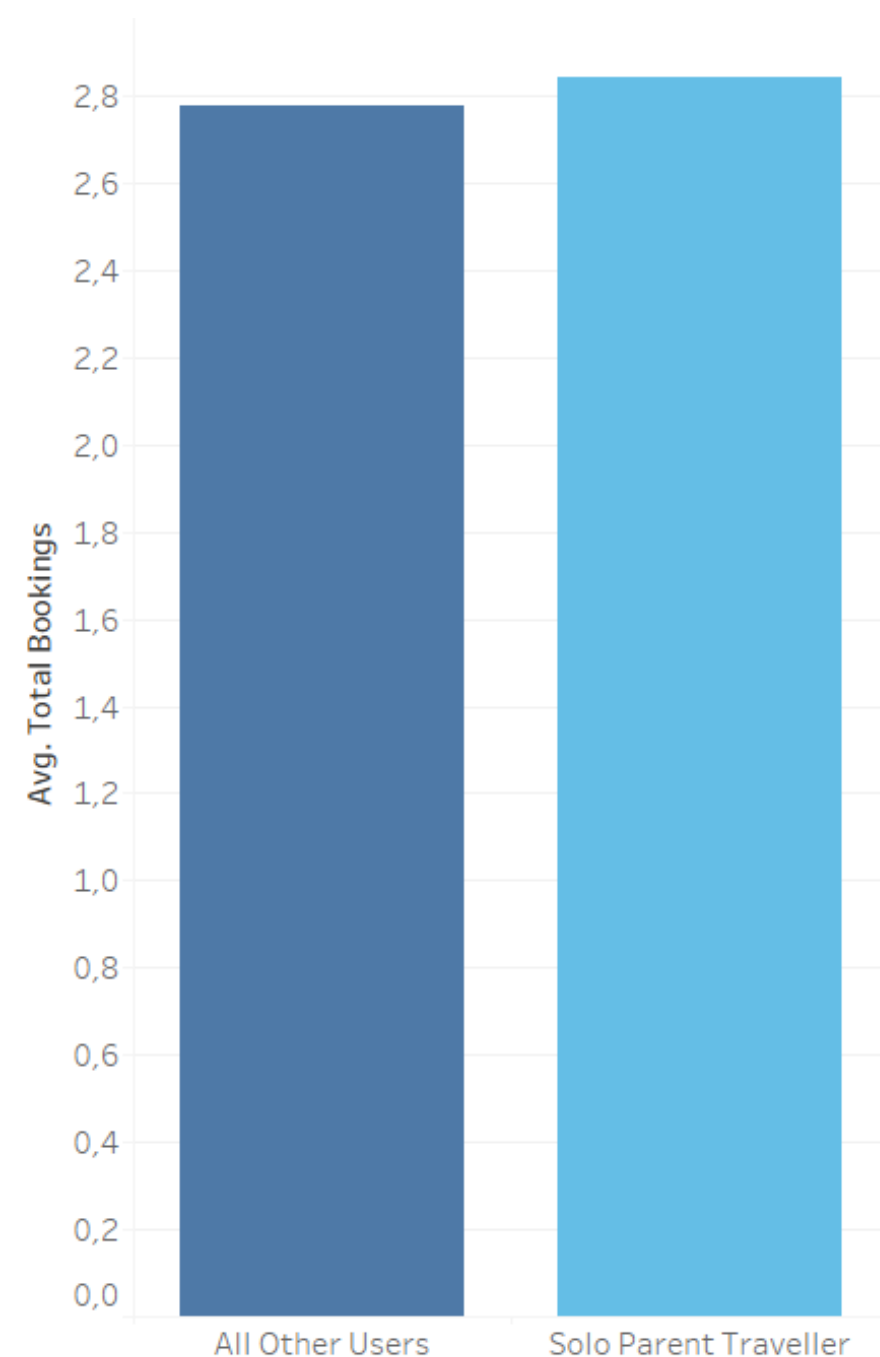


- Luxury SoloSolo travellers who take **fewer but more premium trips**
- **~8% of our active users** fall into this category
- Show low price sensitivity and **rarely use discounts**
- **Spend more** on both flights and hotels compared to other solo travellers
- Value quality and comfort over deal-hunting or frequent travel
- **Key Metrics**
 - Avg Total Spend per Booking: \$980.50
 - **Priority Ranking = 3**


Perk: **Lounge Access on Next Trip**



Solo Parent



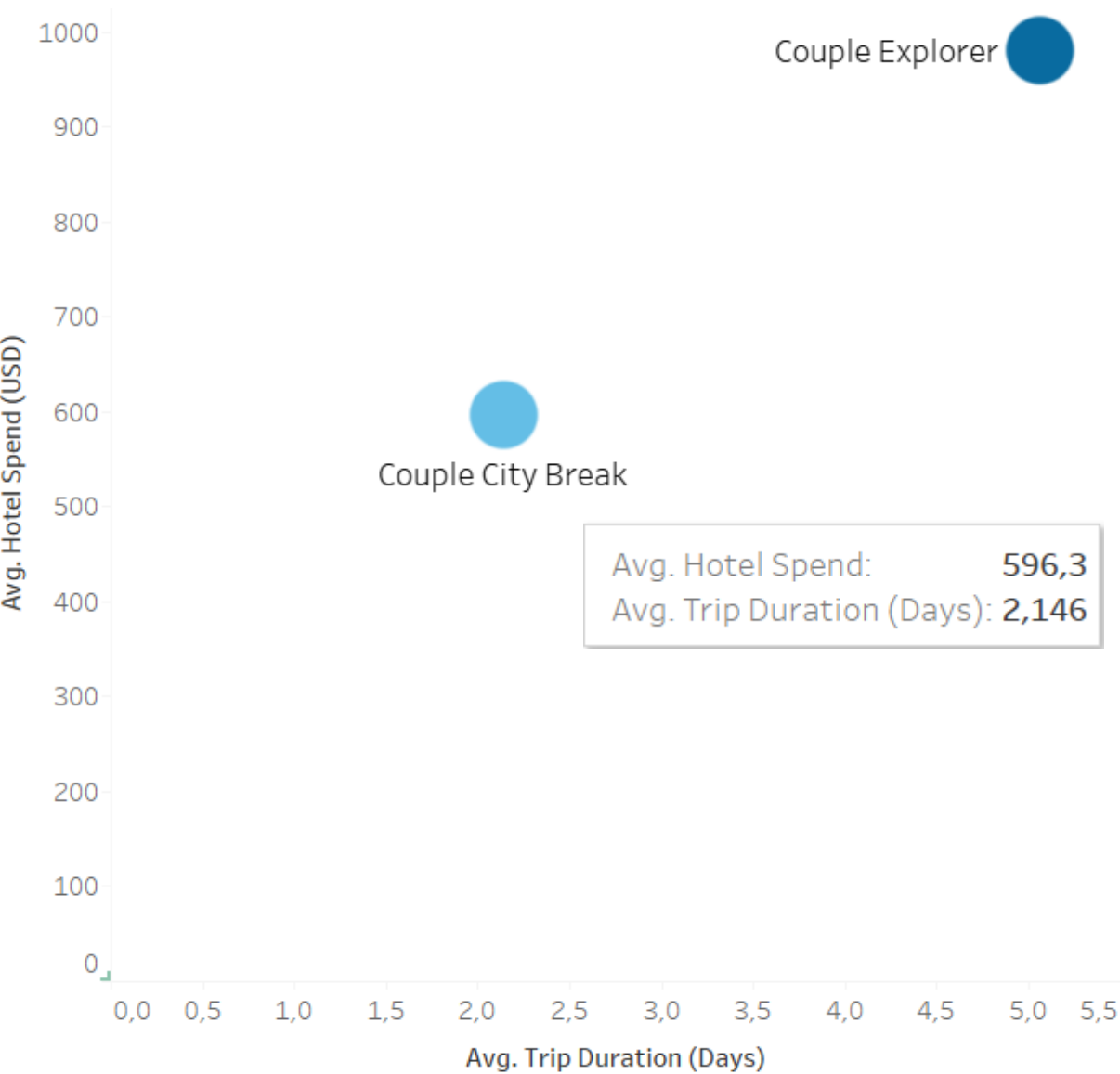
- ~1.7% of our active users fall into this niche group
- Books for more than one — likely travelling with a child
- Mid-range spend and trip frequency
- Often books both hotel and flight
- Life stage defines the need, not high spend
- **Key Metrics**
 - **Priority Rank : 5**



Perk: 10 % off Next Hotel Booking



Couple City Breaker



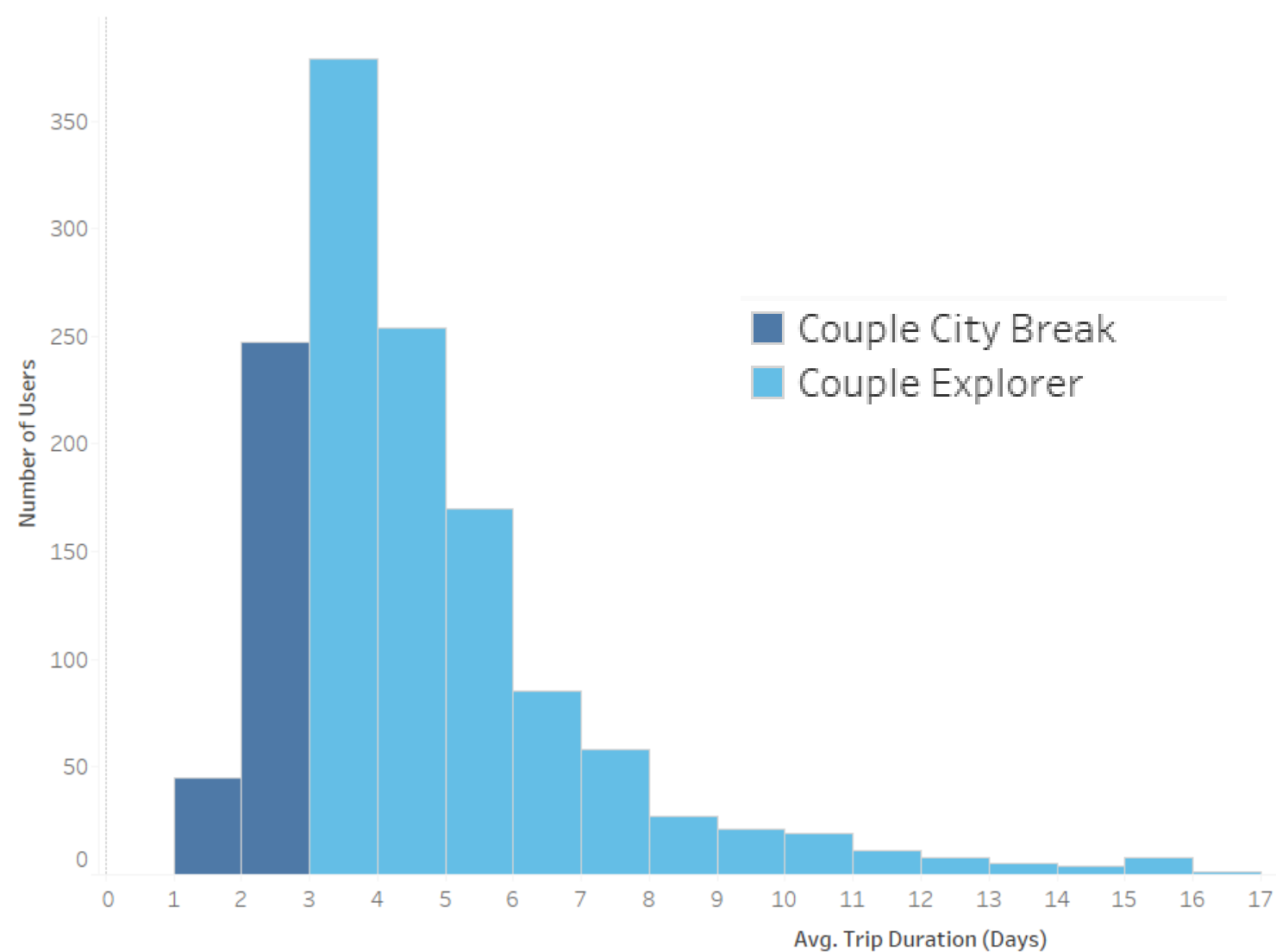
- **Pairs who take short trips together**, often for leisure and cultural experiences
- **~5 % of our active users** fall into this category
- Typically in their **late 20s to 40s**, booking weekend getaways
- Prefer to book flight and hotel together for convenience
- Trips average just **under 3 nights**
- **Key Metrics**
 - Avg Hotel Nights per Trip: 3.0
 - **Priority Ranking: 7**



Perk: **Free Hotel Breakfast**



Couple Explorer

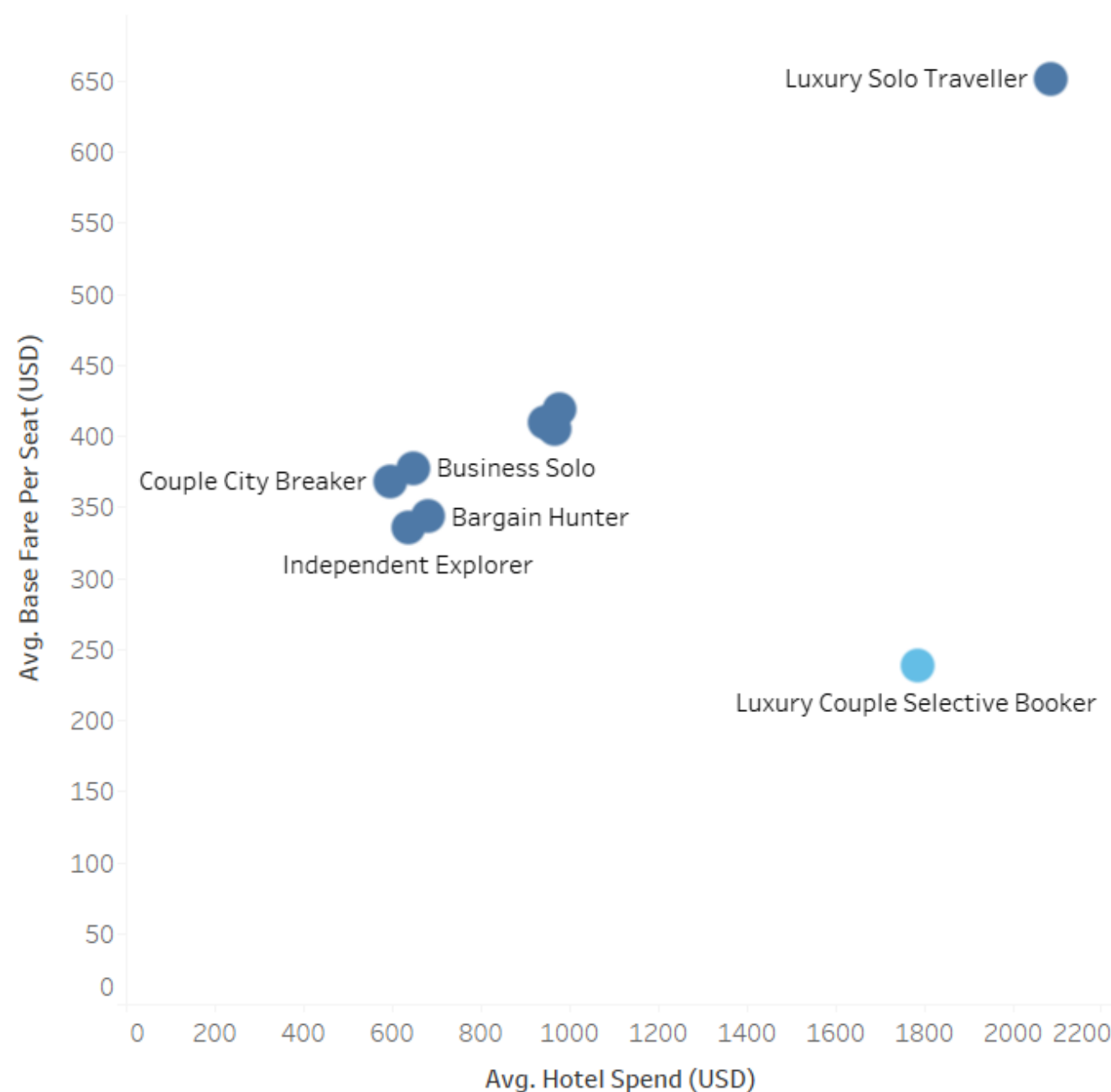


- Couples who **take fewer but longer trips**, often cultural or destination-based
- **~18% of our active users** fall into this category
- Typically in their 40s to early 60s, travelling without children
- **Book both hotel and flight**, with longer stays and higher planning effort
- Value **quality experiences** over speed or savings
- **Key Metrics**
 - Avg Trip Duration: ~ 5 days
 - **Priority Ranking: 2**



Perk: **Free Room Upgrade on Long Stay**

Luxury Couple

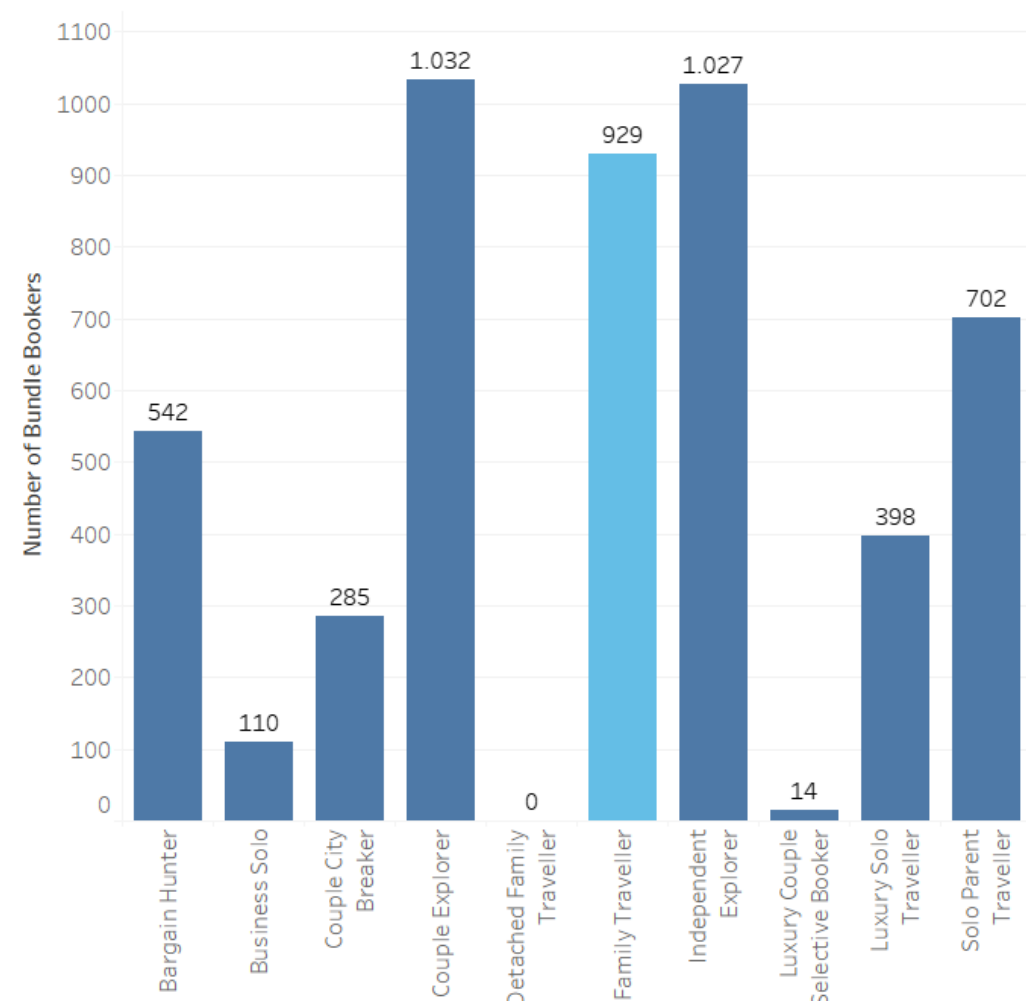


- ~1.7% of our active users fall into this niche group
- Book longer or multi-night hotel stays, often with higher per-night spend
- Travel less frequently than most segments but spend more when they do
- Show very low discount usage — prefer flexibility and
- Likely to be dual-income travellers looking for immersive, stress-free breaks
- **Key Metrics**
 - Avg Nights per Hotel Stay: 7.8
 - **Priority Rank: 9**



Perk: Free hotel meal

Family Traveller



- Families who take **multiple holidays per year**, often during school breaks
- **~17% of our active users** fall into this category
- Typically **married with children**, consistently booking both flight and hotel
- **Hotel spend is high**, and trip patterns are reliably repeatable
- **Key Metrics**
 - Total bundle bookings: 1,629 Users
 - **Priority Ranking = 1**



Perk: **Free Night with Flight Booking**

Summary & Next Steps

Summary

Segment	Assigned Perk	Avg Churn Risk Score	Segment Priority Score	Priority Rank
Family Traveller	Free night with Flight Booking	0,23	851979,19	1
Couple Explorer	Free Room Upgrade on Long Stay	0,21	849163,37	2
Luxury Solo Traveller	Lounge Access on Next Trip	0,23	608312,08	3
Independent Explorer	Late Hotel Check Out	0,23	572476,69	4
Solo Parent Traveller	10% off Next Hotel Booking	0,23	549925,99	5
Bargain Hunter	Early Access to Exclusive Deals	0,19	378992	6
Couple City Breaker	Free Hotel Breakfast	0,22	150674,69	7
Business Solo	Upgrade to Business Class on next flight	0,39	137707,75	8
Luxury Couple Selective Booker	Free hotel meal	0,26	50597	9

- Priority score combines segment size, average churn risk, and user value
- Perks were matched to travel style, engagement patterns, and motivations
- Segments ranked 1–5 are the strongest candidates for immediate targeting
- Lower-ranked segments are niche or low-risk, but remain visible for future campaigns

*Priority Rank is based on each segment’s total priority score: a combined measure of churn risk and total spend across all users in the segment.

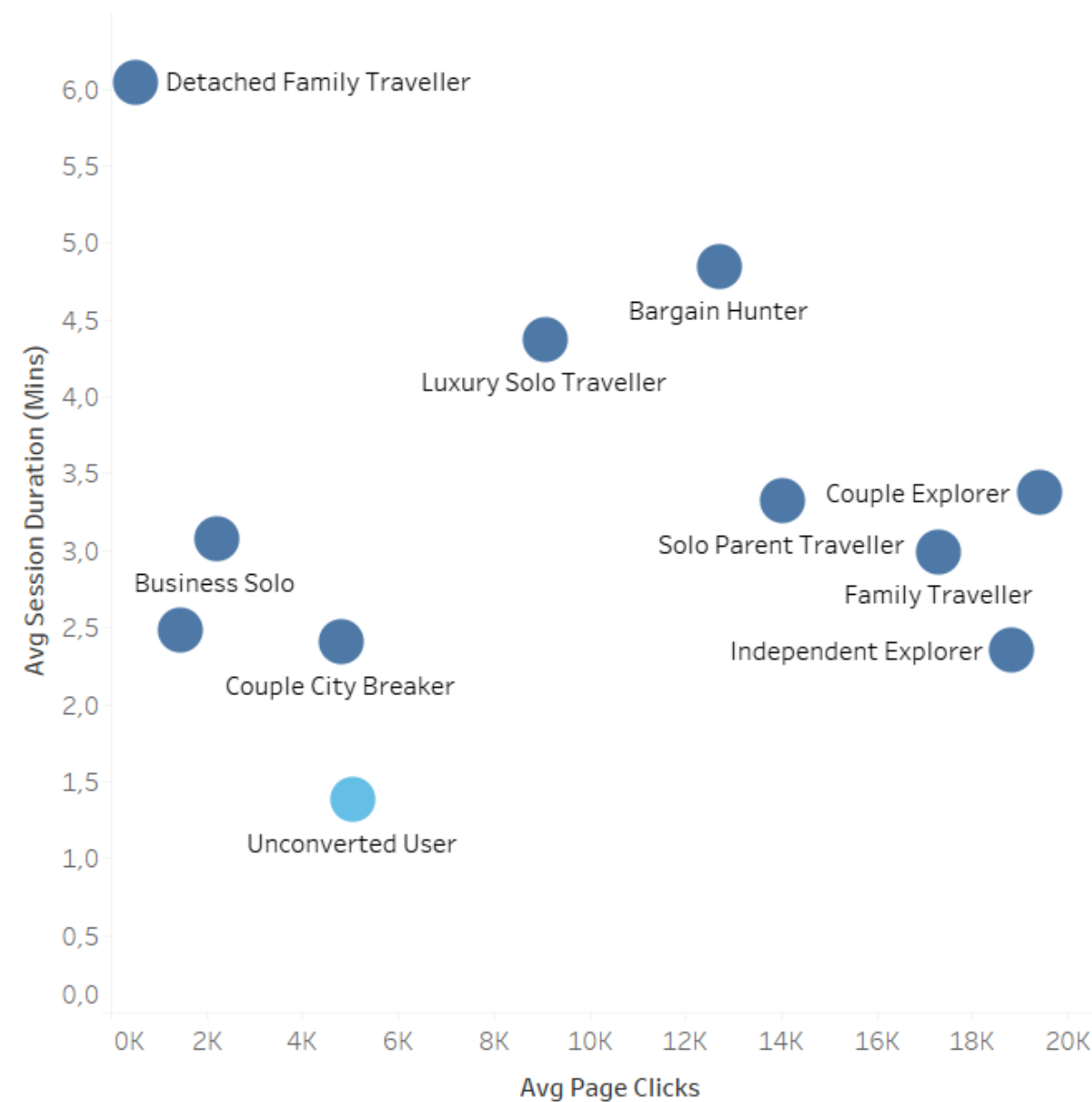
Next Steps:

- A/B test perks for top-priority segments
- Deploy targeted reward campaigns
- Monitor retention uplift by segment
- Integrate segments into future CRM activity
- Extend segmentation to new or legacy users
- If campaigns prove successful think about implementing a rewards based scheme / loyalty programme



THANK YOU!

Unconverted User



- ~7.6% of our active users fall into this unconverted group
- Frequently explore both flight and hotel options without completing a booking
- **Often engage with discount offers** but leave them unused
- Show **repeat session behaviour**, indicating interest but low follow-through
- Likely value-conscious browsers who need stronger reasons to convert



Perk: **10 % off Next Hotel Booking**

