

# TRAVELTIDE CUSTOMER SEGMENTATION & REWARDS PROGRAM

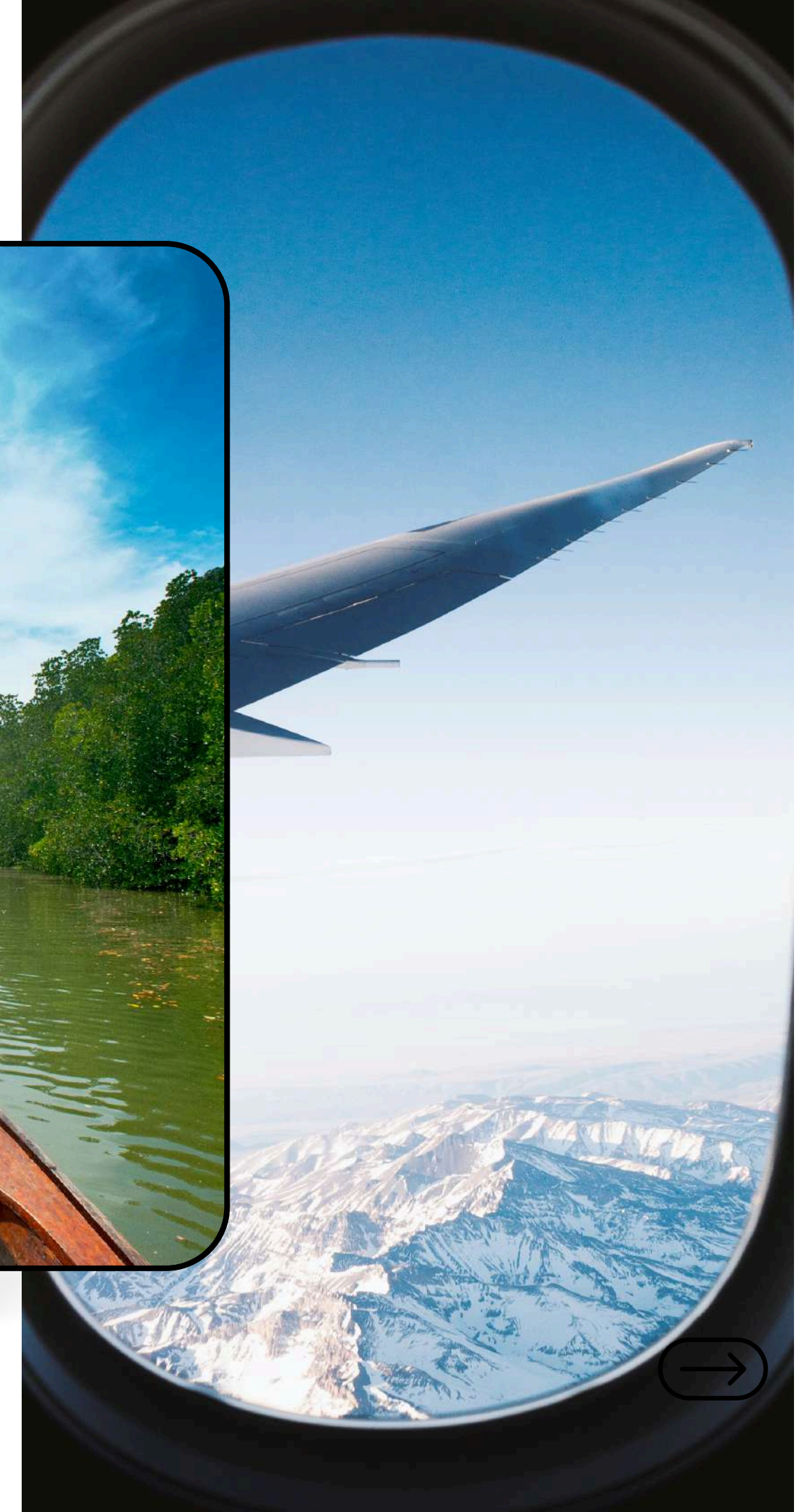
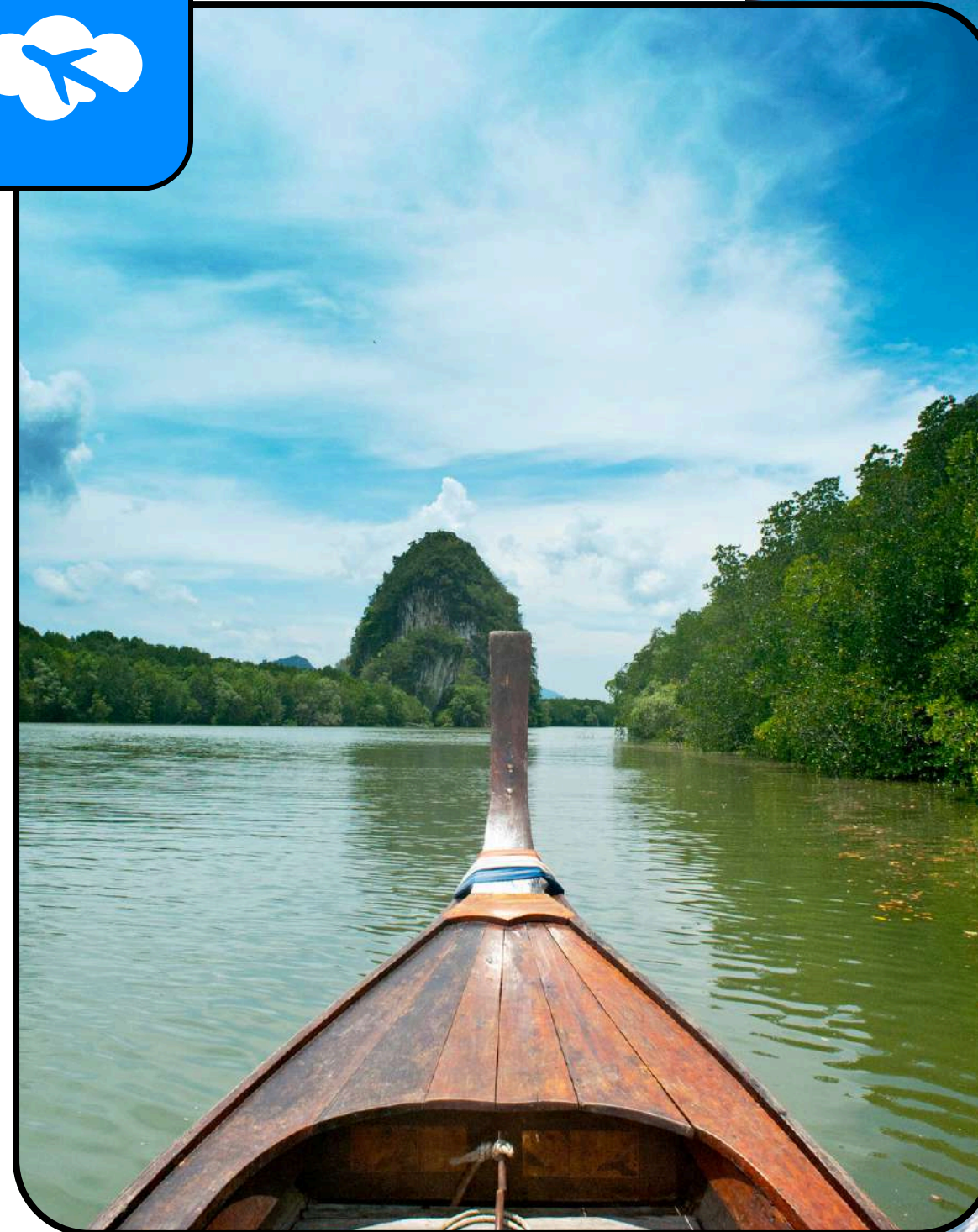
- **VISHNU PADMINI LANKA**





# INTRODUCTION

- **Purpose:** Increase user engagement and booking conversions by leveraging personalized perks.
- **Approach:** Analyze post-Jan 4, 2023 user behavior to segment customers using a decision-tree framework.
- **Data Scope:** Users post Jan 4, 2023 with more than 7 sessions were analyzed for personalization insights.
- **Outcome:** Custom perks designed to align with user demographics, travel frequency, spending, and family status.





# OBJECTIVE



## Find Active Users & assign perks

Our Aim is to identify active users and assign respective perks to the user segments



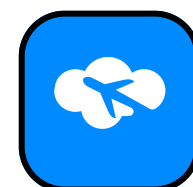
## Boosting Booking Conversions

Target both active and inactive users with contextual perks based on behavioral and transactional insights.



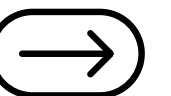
## Enhance Customer Engagement

The primary objective is to enhance user engagement by tailoring perks that resonate with user demographics and behavior.



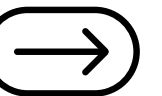
## Improve Customer Retentions

Holding back existing customers through marketing strategies.



# TARGETING ACTIVE AND INACTIVE USERS

To effectively engage both active and inactive users, the strategy involves delivering tailored perks based on user behavior and engagement levels. This targeted approach aims to incentivize re-engagement among inactive users while enhancing the loyalty of active users.





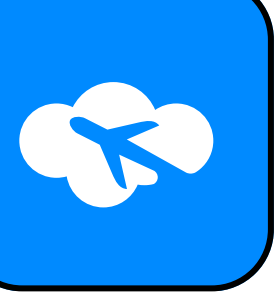
# CUSTOMER SEGMENTAION



## User Session Analysis

The analysis focuses on users with more than 7 sessions post-January 4, 2023, identifying patterns in their interactions. This data enables us to understand user behavior and preferences, providing a basis for developing personalized offers and perks.





# KEY SEGMENTATION DIMENSIONS

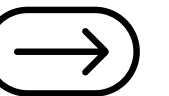
- Trip frequency
- Age group
- Spending behavior
- Family status
- Cancellations



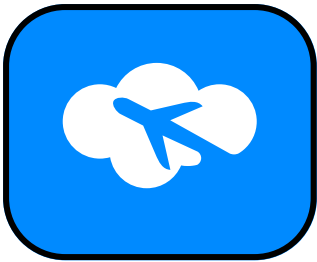


# CUSTOMER SEGMENTATION

1. Family High Spender
2. Family Travellers
3. Adventurers
4. Occasional Travellers
5. Elder Explorers
6. Travel-averse seniors
7. Premium Travellers
8. Standard Travellers
9. Unseasoned Travellers
10. Last Minute Cancellers
11. New Buddies



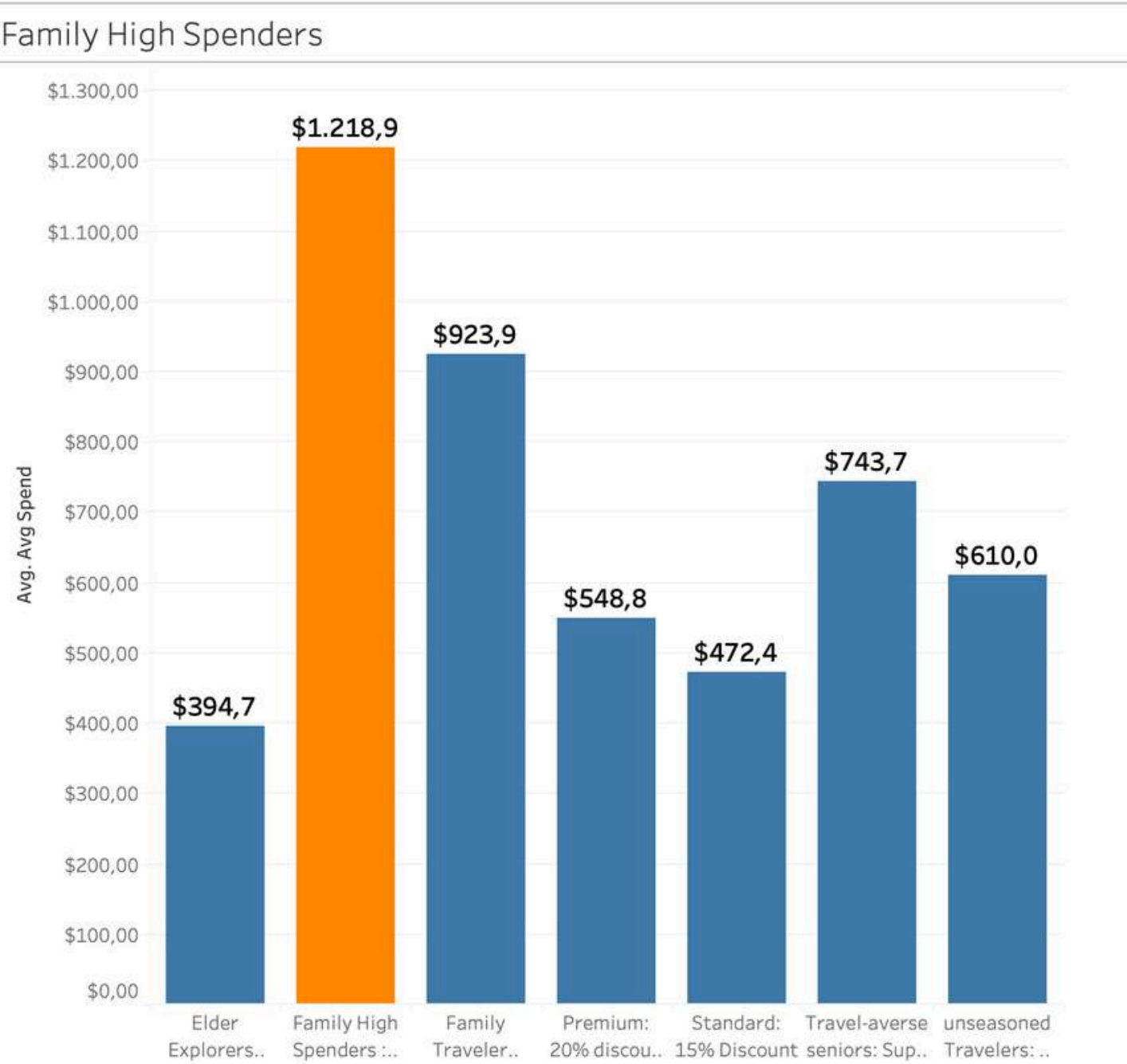




Traveltide

Family High Spenders

num\_trips > 0  
user\_age < 30  
has\_children = TRUE  
avg\_spend > 1.5 \* avg\_spend

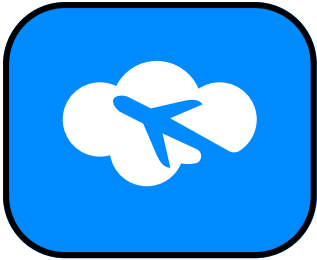


Family High Spenders

num\_trips > 0  
user\_age < 30  
has\_children = TRUE  
avg\_spend < 1.5 \* avg\_spend





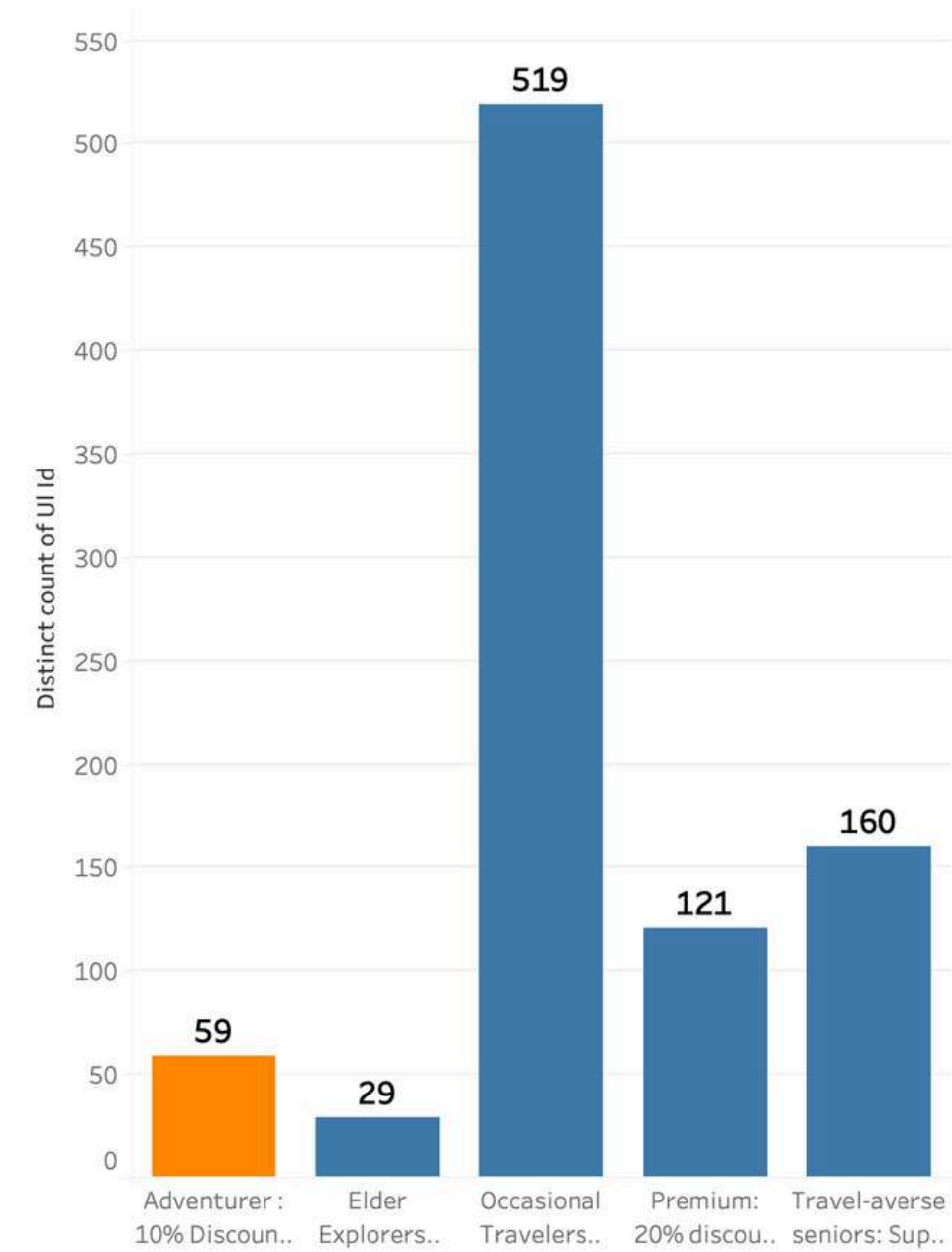


Traveltide

Adventurers

num\_trips > 0  
user\_age < 30  
has\_children = FALSE  
num\_trips > 3

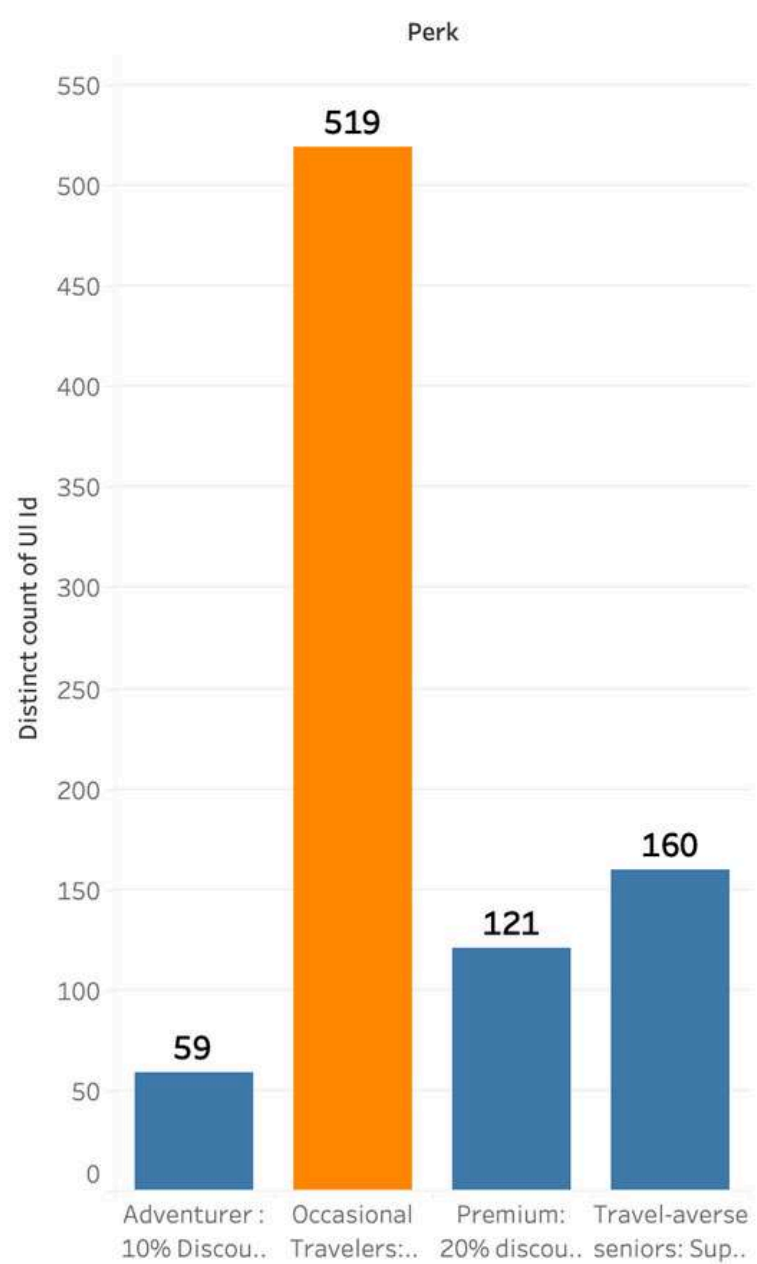
Adventurer



Adventurers

num\_trips > 0  
user\_age < 30  
has\_children = FALSE  
num\_trips < 3

Occational Travelers





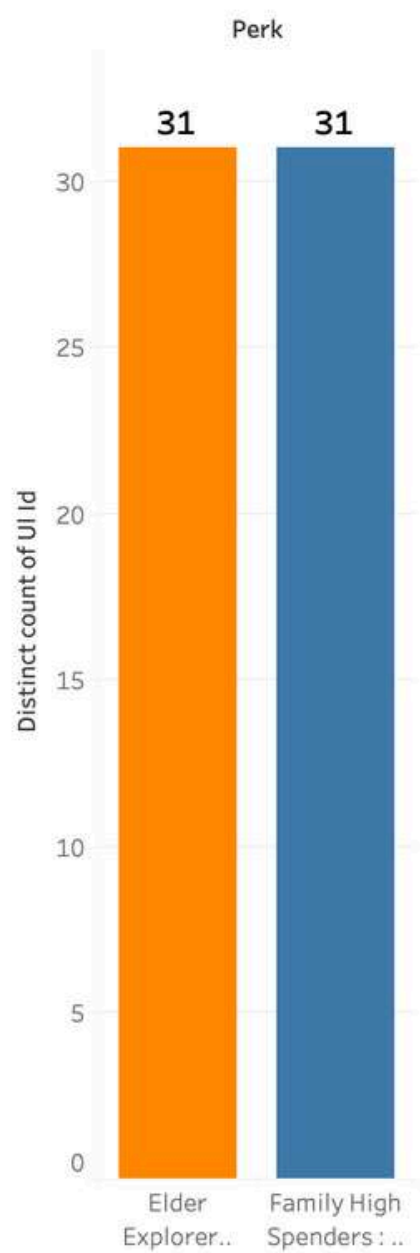


Traveltide

Elder Explorers

num\_trips > 0  
user\_age > 60 = TRUE  
avg\_spend > 1.5(avg\_spend) = TRUE

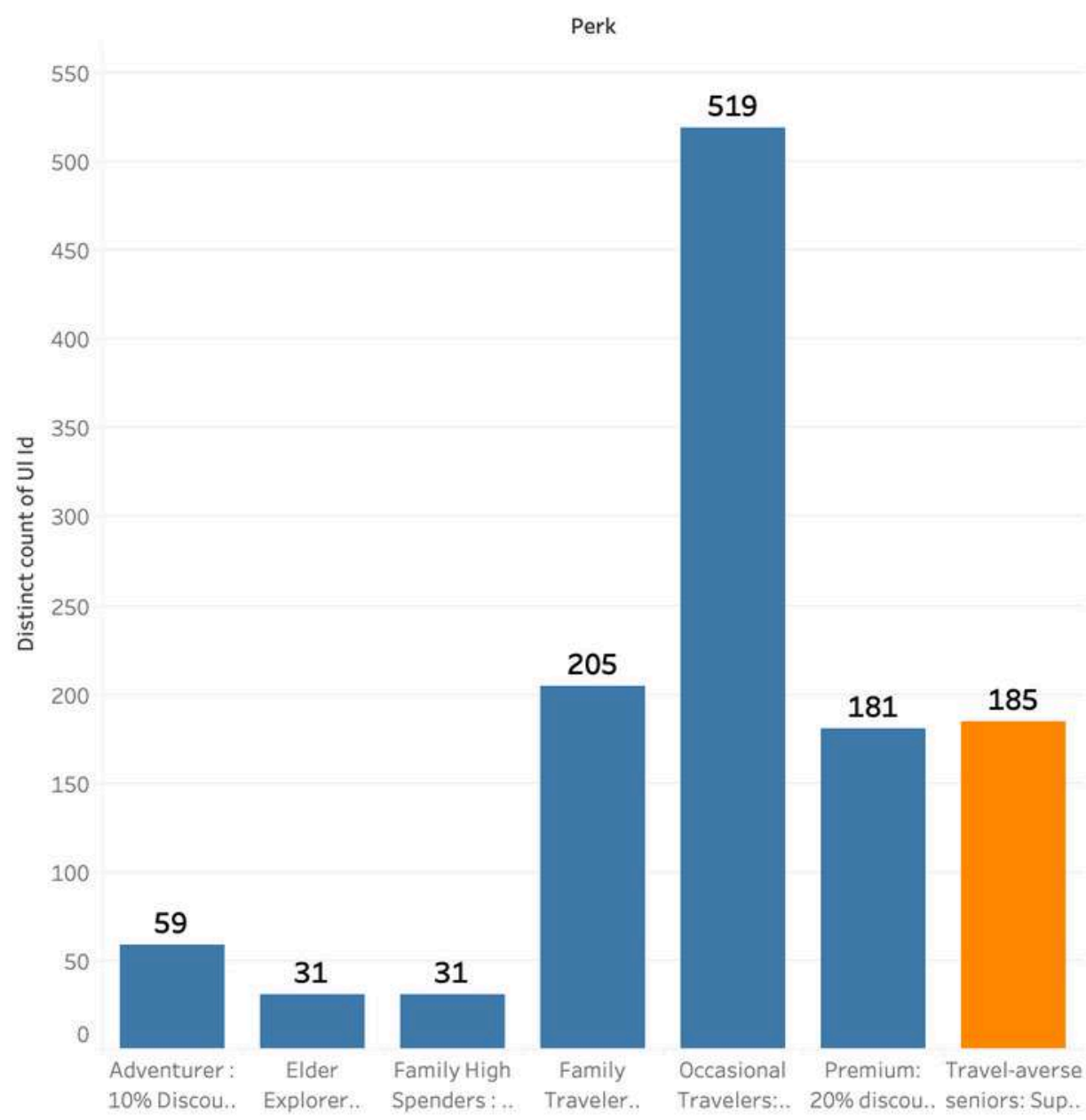
Elder Explorers



Travel-averse Seniors

num\_trips > 0  
user\_age > 60 = TRUE  
avg\_spend > 1.5(avg\_spend) = FALSE

Travel-averse seniors





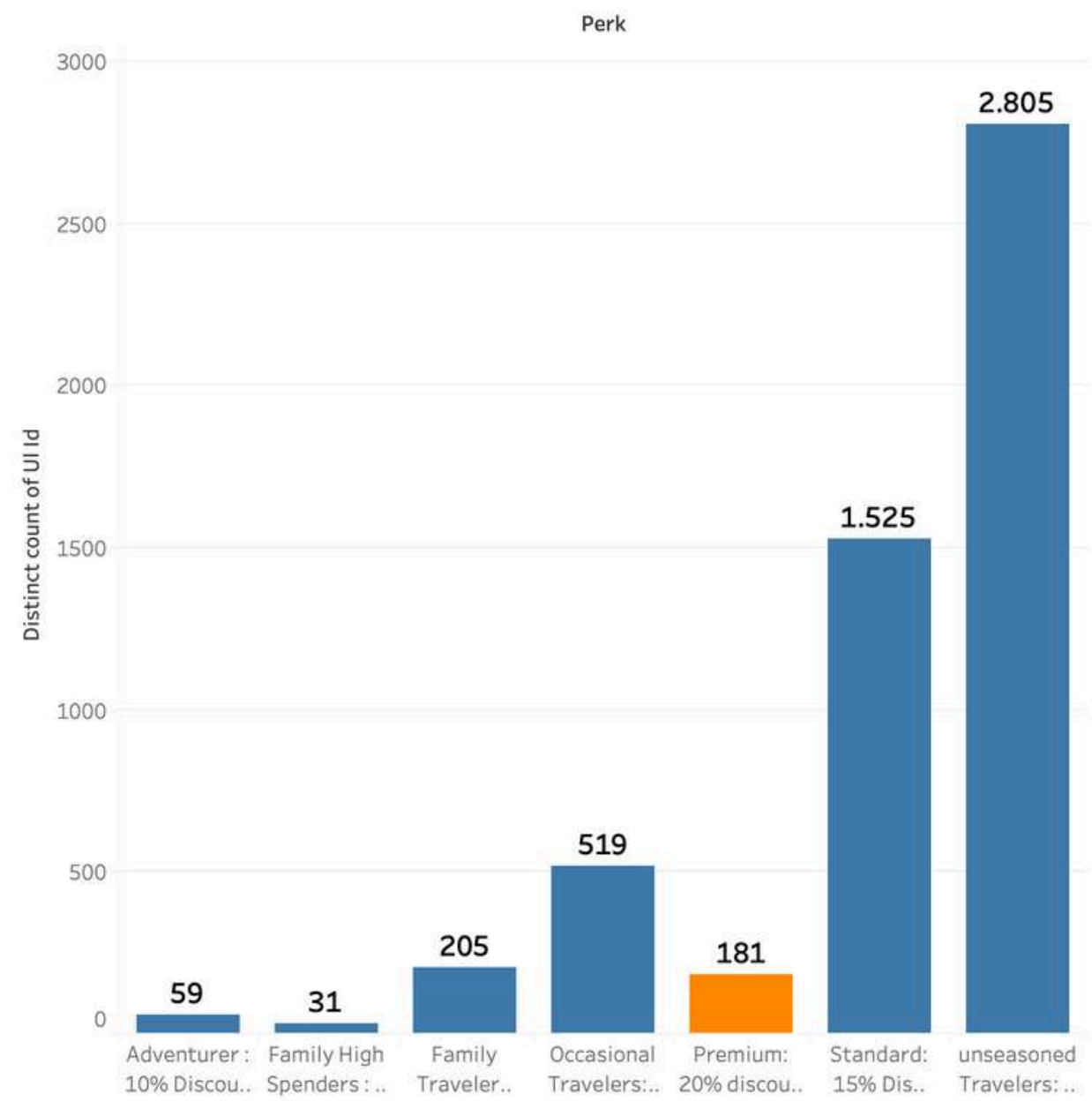


Traveltide

Premium Travellers

num\_trips > 0  
user\_age < 30 = FALSE & user\_age > 60 = FASLE  
num\_trips > 3  
avg\_spend > 1.5(avg\_spend) = TRUE

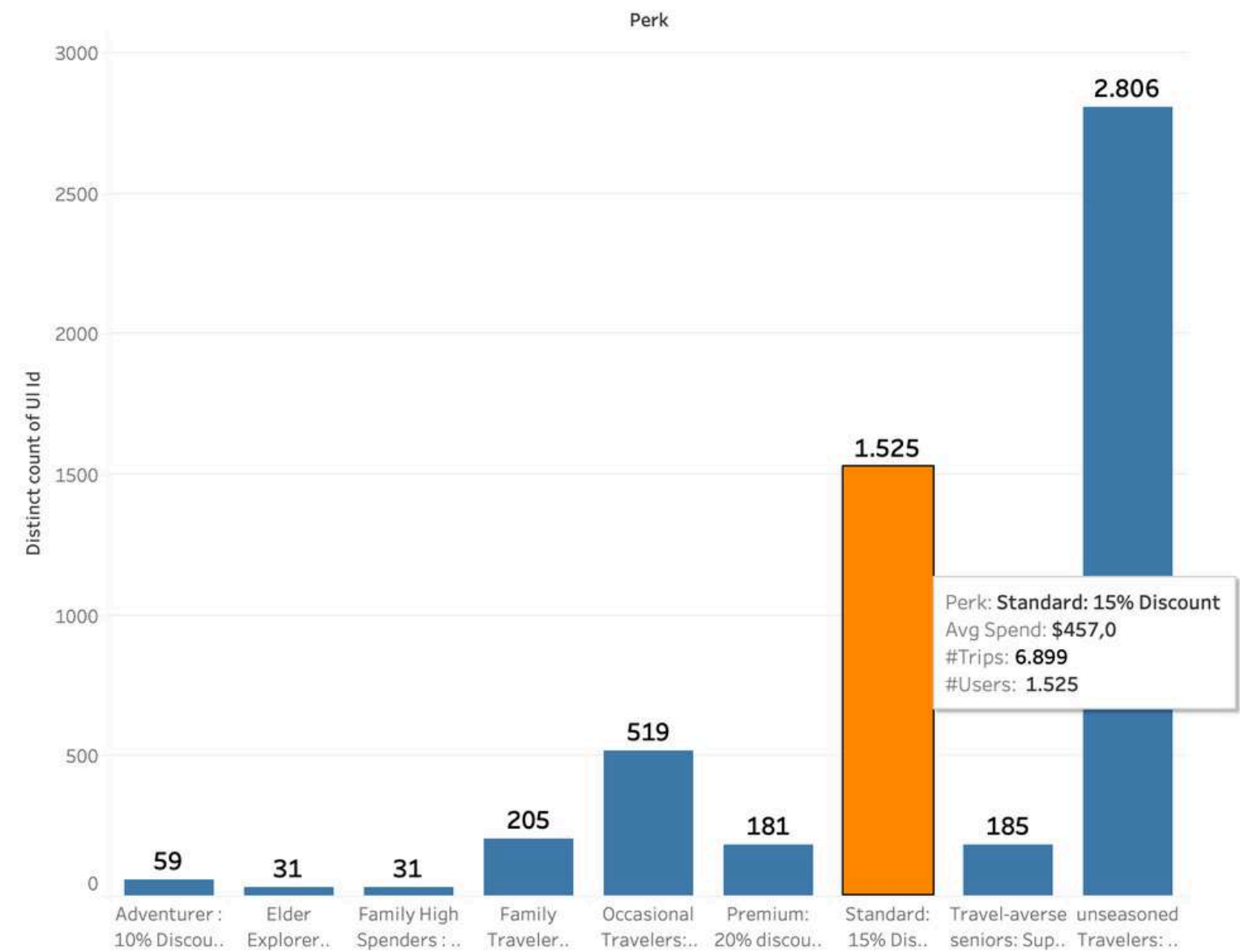
Premium Traveler



Standard Travellers

num\_trips > 0  
user\_age < 30 = FALSE & user\_age > 60 = FASLE  
num\_trips > 3  
avg\_spend > 1.5(avg\_spend) = FALSE

Standard Traveler



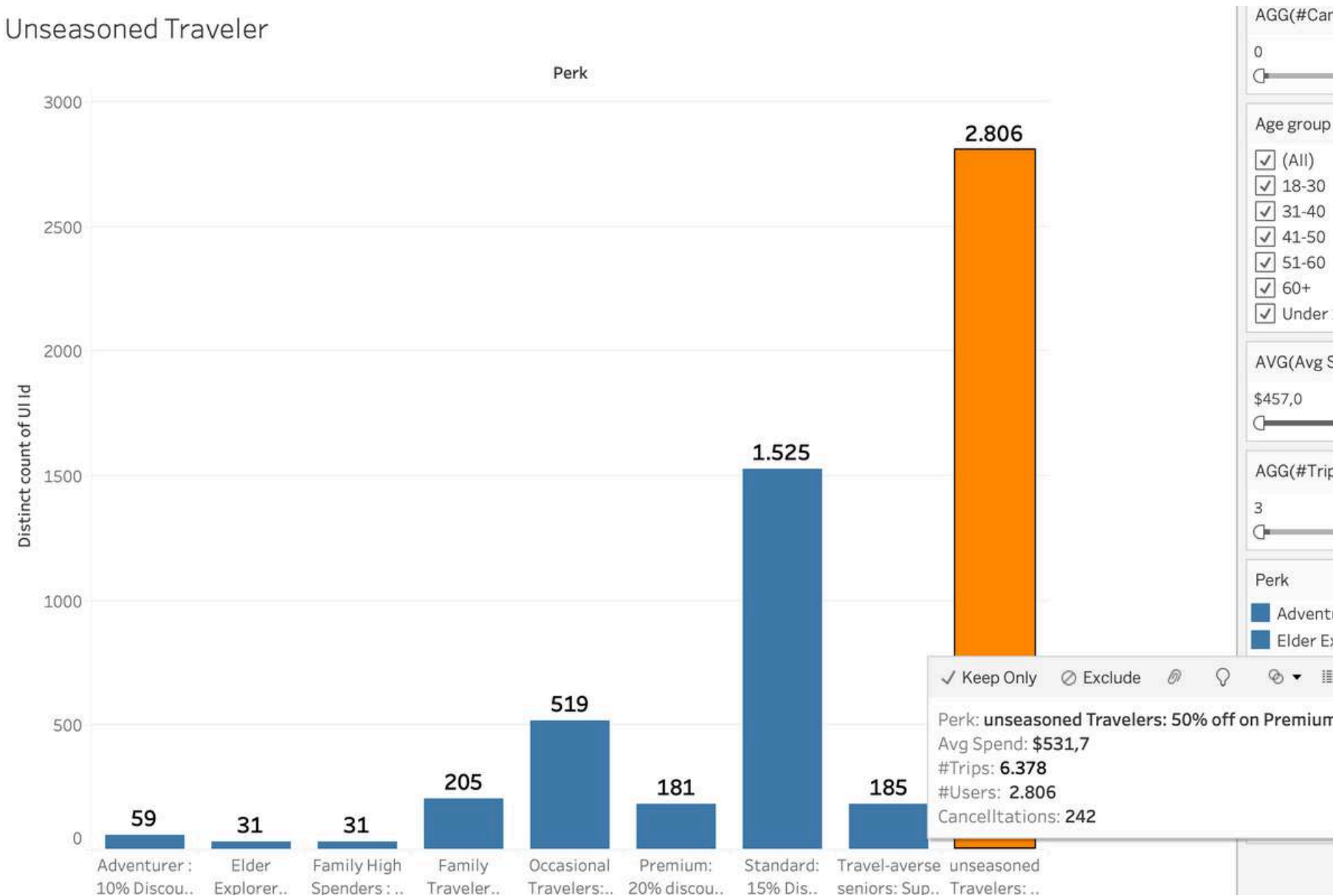




Traveltide

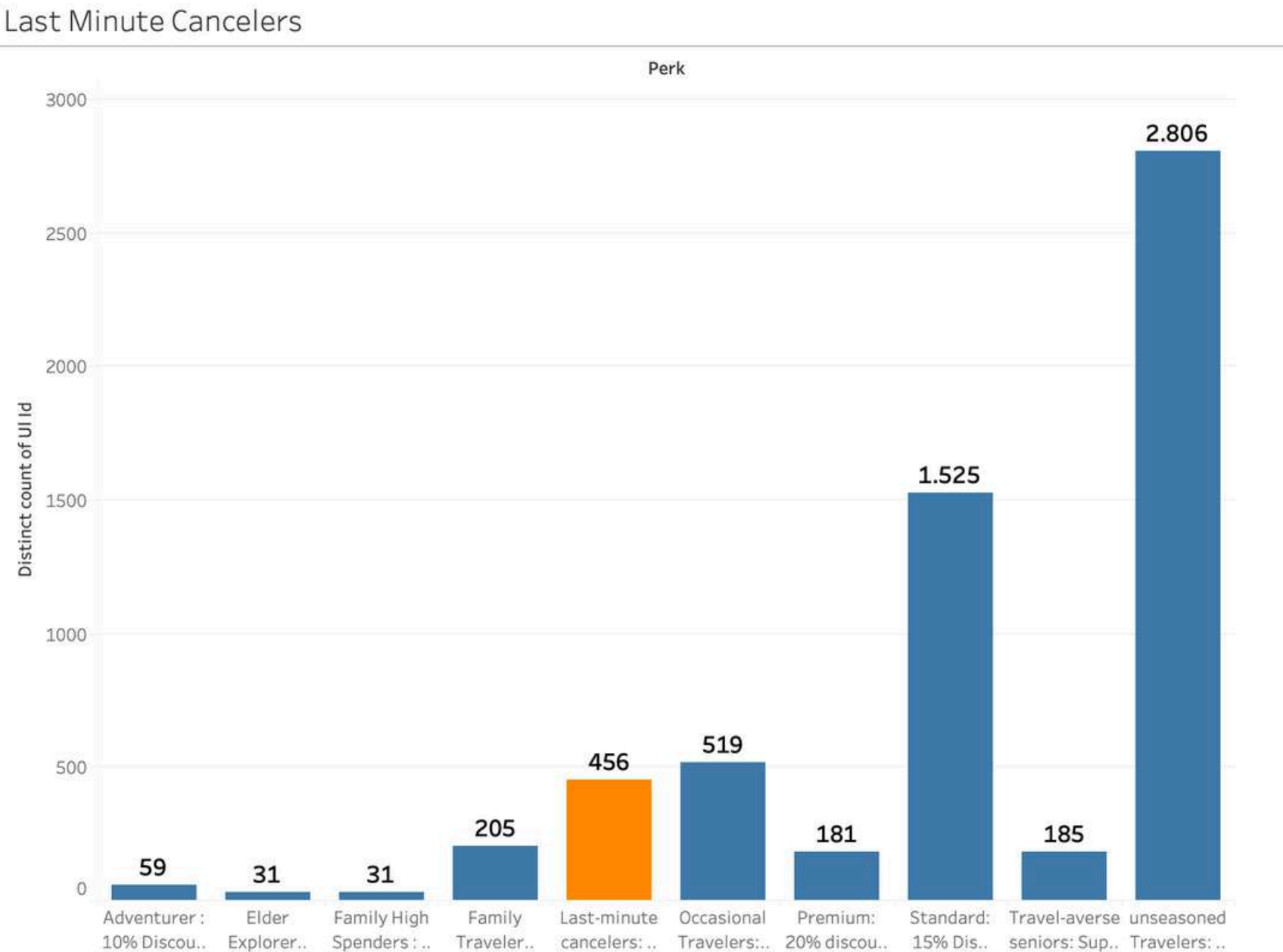
Unseasoned Travellers

num\_trips > 0  
user\_age < 30 = FALSE &  
user\_age > 60 = FASLE  
num\_trips < 3



Last Minute Cancellers

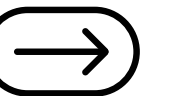
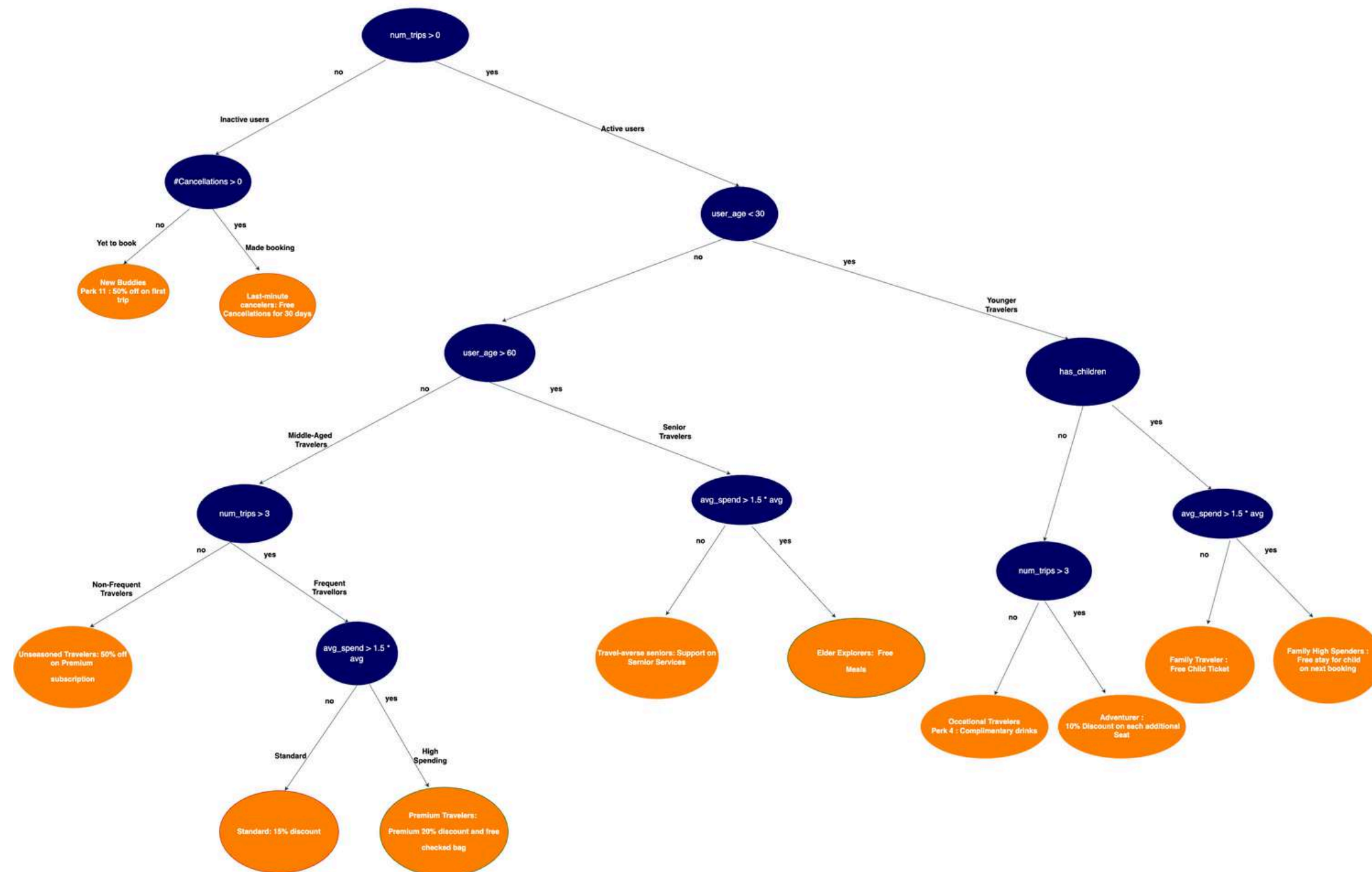
num\_trips < 0  
#cancellations > 0



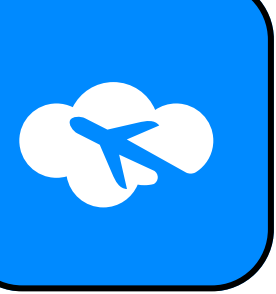


# DECISION TREE FRAMEWORK

Session after Jan 4 2023  
From Users table with more than 7 Sessions







# FINDINGS



- Younger users without children and >3 trips tend to spend more and are highly active.
- Elderly travelers show strong loyalty but benefit from added service perks.
- A notable number of cancellations come from users with low session activity.
- Family users respond positively to child-centric benefits.



# RECOMMENDATIONS

- Deploy perks to segmented users via email/app for better impact.
- Monitor CTR and conversion uplift per perk type.
- A/B Test perks with a control group for ROI validation.
- Refine segmentation logic quarterly based on evolving user data.
- Add tracking for perk impact on next 30-day engagement or spend.

## A/B Testing

Perform A/B testing on perks with a control group for ROI validation.







**THANK**  
*you!*