TravelTide Customer Segmentation

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Project Background + Objectives

Project Purpose

- Identify customer groups based on behavior for personalized communications.
- Enhance customer retention through targeted offers.

Objectives:

- Validate Perks: Assess data support for Elena's perk hypotheses.
- Segment Users: Group users by habits for tailored perks.
- Design Rewards Program: Develop a retention-focused program.

Methodology

How we ensured we had useable results.

Customer Grouping:

- Targeted User Segmentation

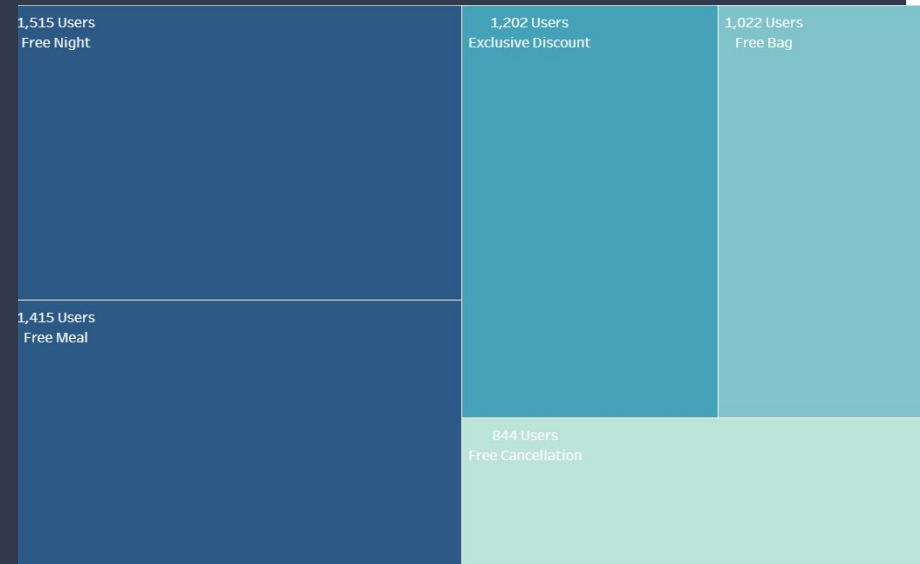Key Metrics:

- List of Metrics
- Understanding Customer Behavior

Data Standardization:

- Fair Comparison
- Managed Outliers with Standard Scaling

Perk Allocation:

- Ranked Assignment Towards Perk Grouping

Key Findings

1,515 Users
Free Night

1,202 Users
Exclusive Discount

1,022 Users
Free Bag

1,415 Users
Free Meal

844 Users
Free Cancellation

What did we find during our analysis of the data?

● Our dataset contained all necessary information for perk calculation.

● "1 Free Night Hotel Stay" and "Free Meal" were most popular perks.

● "Free Cancellation" was the least popular perk.

● Focus on popular perks for more effective advertisements.

● Target perks likely to resonate with future users.

Conclusion + Next Steps

Next Steps:

- Personalized Emails
- Rewards Program Launch & Marketing

Conclusion:

- Customer Segmentation Benefits
- Retention & Growth Strategy