

The logo for Flying Whale, featuring the text "flyingwhale." in a bold, sans-serif font. The word "flying" is in black, and "whale." is in blue. The text is set against a white silhouette of a whale's head and tail, which is positioned as if it is flying or leaping out of the water. The background of the slide is a bright blue gradient with a diagonal split, and numerous white paper airplanes are scattered across the left side, with one blue paper airplane following a dashed white line that curves from the bottom left towards the top right.

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Flying Whale Airline - Business Intelligence Case Study

Analysis of Customer Activity, Loyalty
Segmentation, and
Enrollment/Cancellation Trends

Presented by Mr. Abdullah Akmal
Business Data Analyst



Agenda

1

Introduction & Objectives

2

Data Overview

3

Flight Activity Analysis

4

Loyalty Segmentation Analysis

5

Enrollment & Cancellation Trends



A decorative graphic on the left side of the slide. It features a grid of 12 white paper airplanes arranged in two columns of six. A single blue paper airplane is positioned to the right of the grid, with a dashed white line trailing from its tail, curving upwards and to the right towards the agenda items.

Agenda

6

Key Insights & Findings

7

Strategic Recommendations

8

Conclusion



Introduction & Objectives

Introduction & Objectives

Introduction:

- Overview of Flying Whale Airline's business intelligence initiative.
- Focus on enhancing customer experience and loyalty program effectiveness.

Objectives:

- Analyze flight activity trends (booking patterns, companion bookings).
- Segment customers by loyalty status and demographics.
- Examine enrollment duration and cancellation patterns.
- Provide actionable insights and recommendations for retention.





Data Overview

Data Overview

Datasets Utilized:

- **Customer Flight Activity:** Flight bookings, companion bookings, distances, and loyalty points.
- **Customer Loyalty History:** Demographics, loyalty card status, CLV, enrollment details, and cancellation details.

Key Fields:

- Enrollment Year/Month, Cancellation Year/Month
- Loyalty Card, CLV, Customer Demographics
- Flight Booking Metrics (e.g., Flights Booked, Flights with Companions)





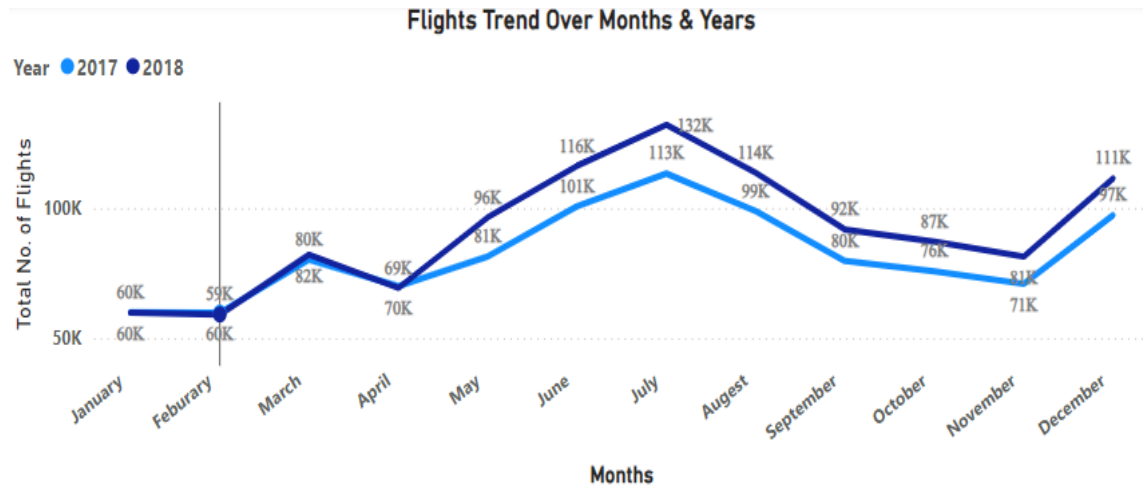
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Flight Activity Analysis

Flight Activity Analysis

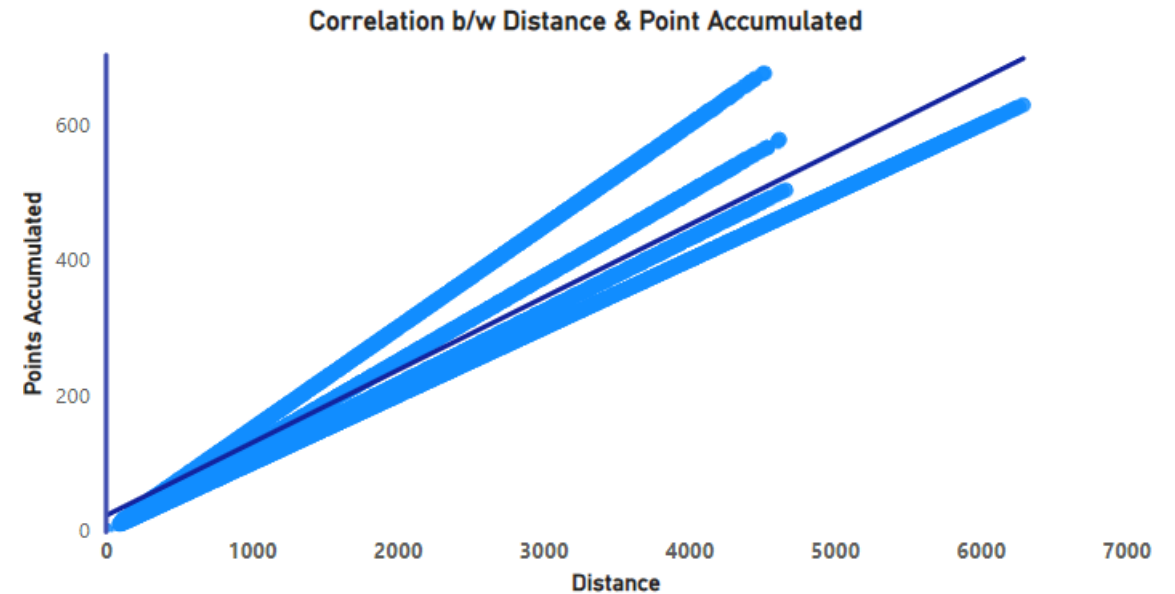
Monthly & Yearly Flight Booking Patterns:

- Line charts showing trends over time.
- Months properly sorted by using a Date Table.



Correlation Analysis:

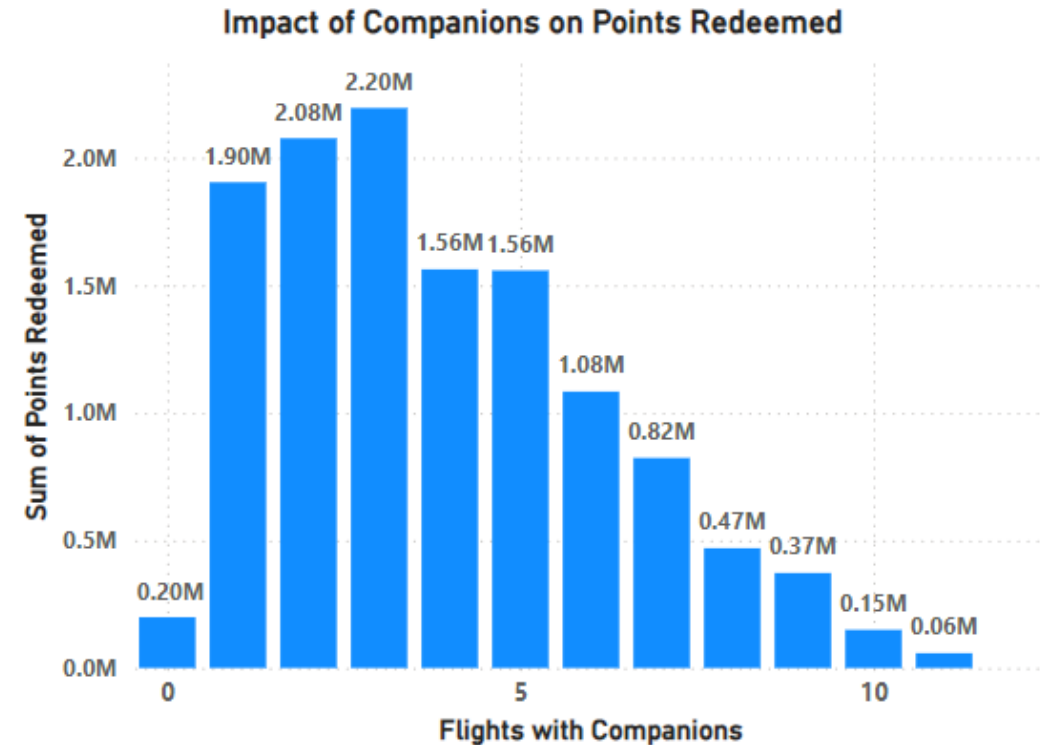
- Scatter plot comparing flight distance vs. loyalty points.
- Trend line indicates a positive correlation.



Flight Activity Analysis

Companion Bookings Impact:

- Analysis of companion counts vs. points redeemed.
- Identified optimal companion count for maximum point redemption.





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Loyalty Segmentation Analysis

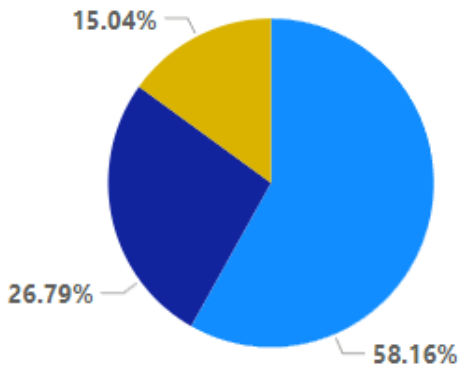
Loyalty Segmentation Analysis

Demographics & Behavior:

- Distribution by marital status and gender.
- Loyalty Card distribution.
- Median distance traveled per loyalty card tier.

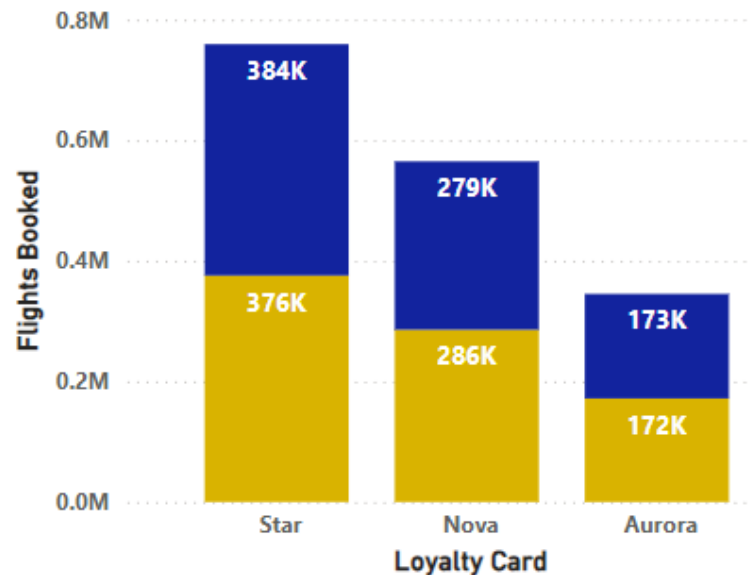
Loyalty Members by Marital Status

● Married ● Single ● Divorced

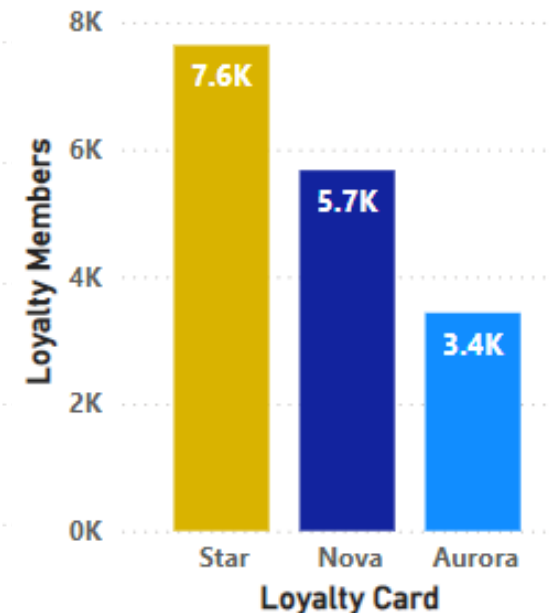


Flights over Loyalty card & Gender

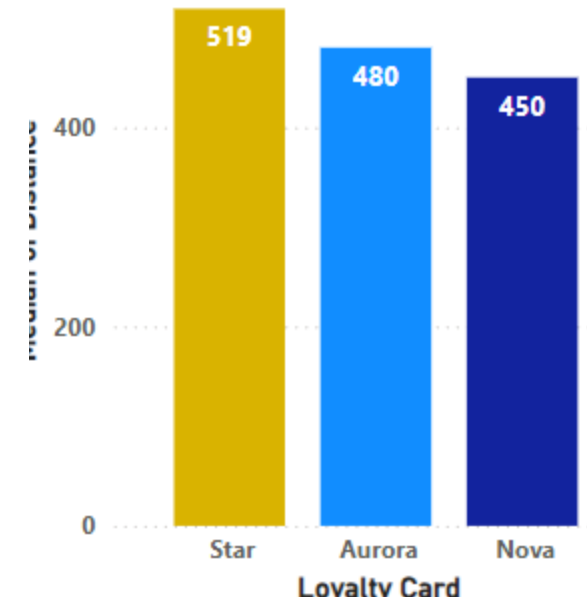
Gender ● Female ● Male



Loyalty Members by Loyalty Card



Median of Distance by Loyalty Card



Loyalty Segmentation Analysis

Segmentation by Loyalty Card:

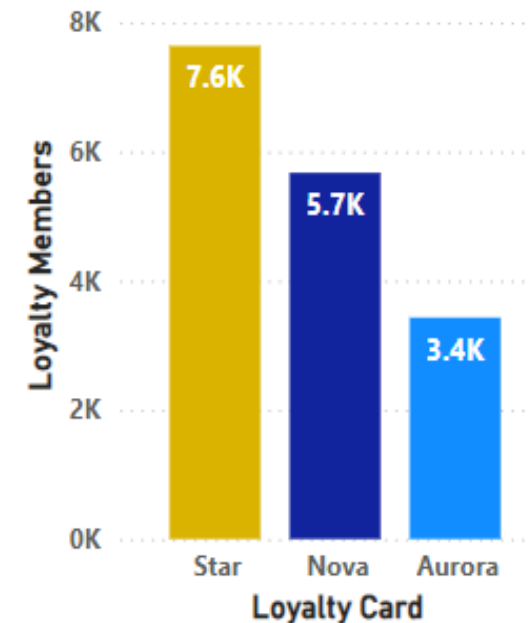
- Visuals showing total flights by loyalty card tier across months.



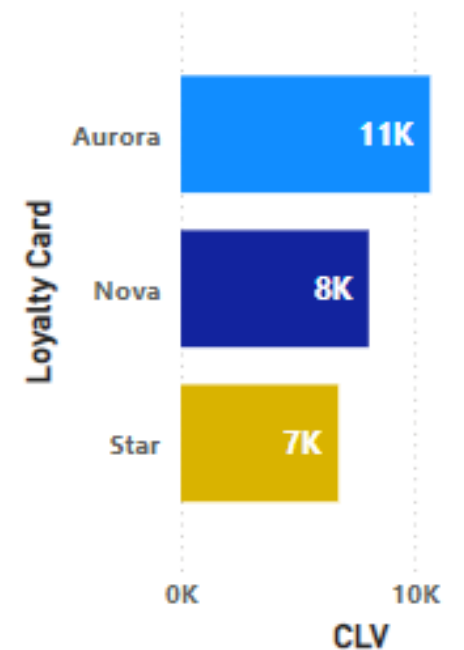
Customer Lifetime Value (CLV):

- Trend analysis across loyalty segments.

Loyalty Members by Loyalty Card



Average CLV by Loyalty Card





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Enrollment & Cancellation Trends

Enrollment & Cancellation Trends

Enrollment Duration Calculation in Customer Loyalty History:

Custom columns created:

- **Enrollment Duration (Till Date):** Uses either the cancellation date or today's date.
- **Enrollment Duration (Till Date) Months:** Total months of membership.

Enrollment Duration (Till Date)	Enrollment Duration (Till Date) Months
11 years 12 months	143
10 years 8 months	127
8 years 3 months	98
8 years 9 months	104
12 years 9 months	152
12 years 9 months	152
7 years 11 months	94
6 years 4 months	75
7 years 5 months	88
6 years 3 months	74

Cancellations Duration Calculation and created table for cancelled members:

Custom columns created:

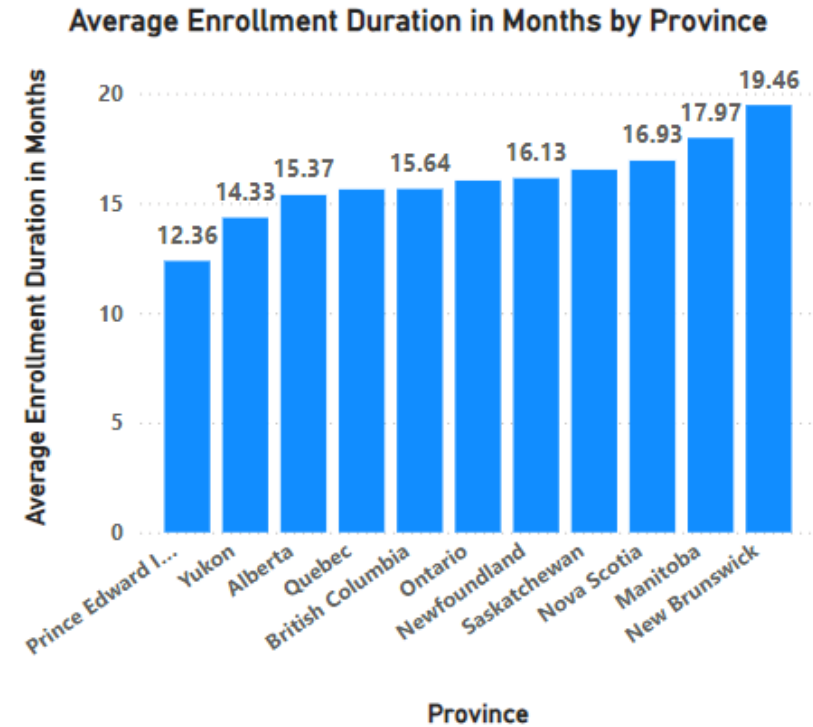
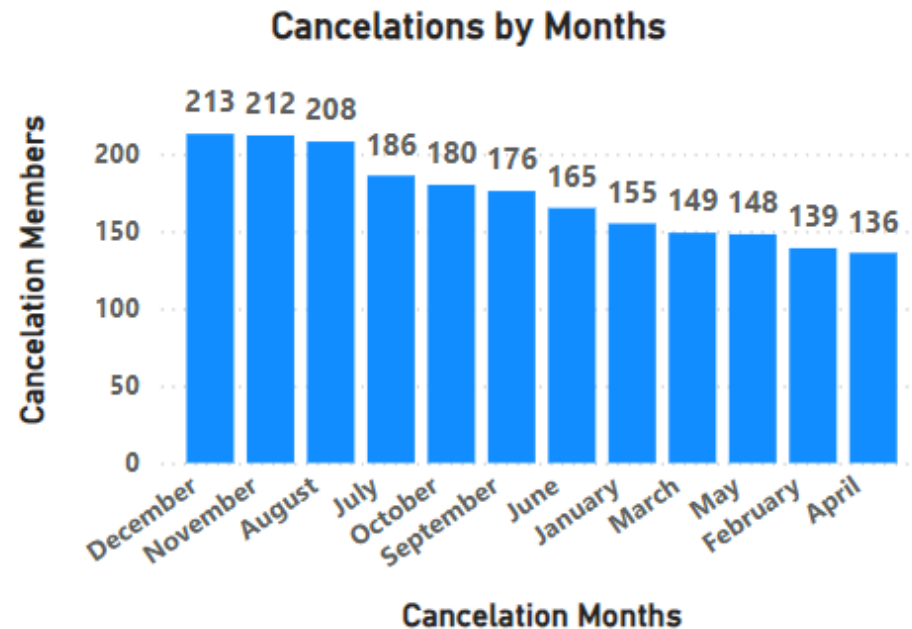
- **Enrollment Duration (Years_Months):** Uses the cancellation date.
- **Enrollment Duration (Months):** Total months of membership of cancelled members.

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Enrollment & Cancellation Trends

Cancellations Analysis:

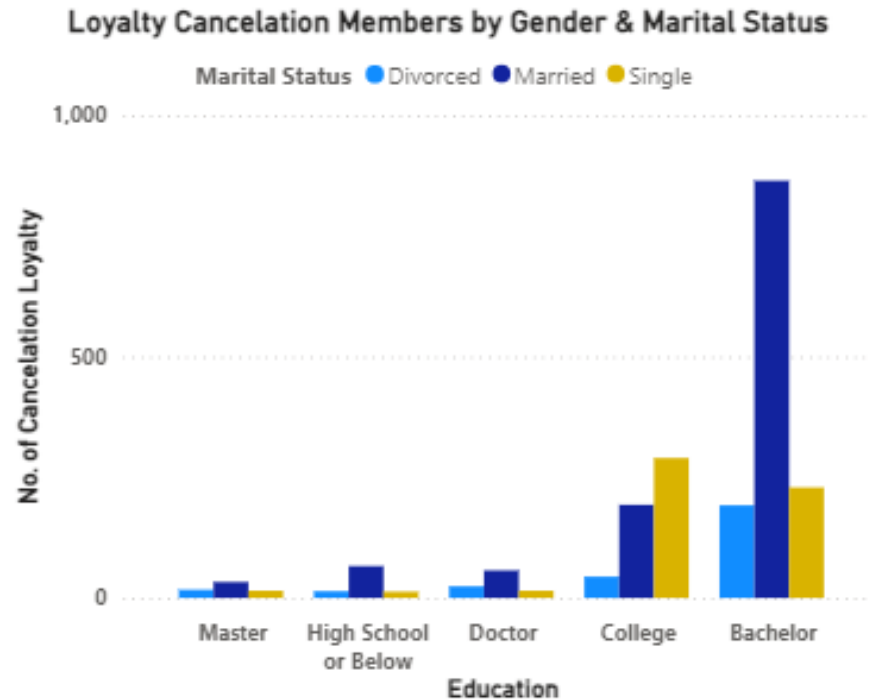
- Average enrollment duration among cancelled members by province with identification of the province with the fastest cancellations.
- Highest Cancellation Members in term of canceling months.



Enrollment & Cancellation Trends

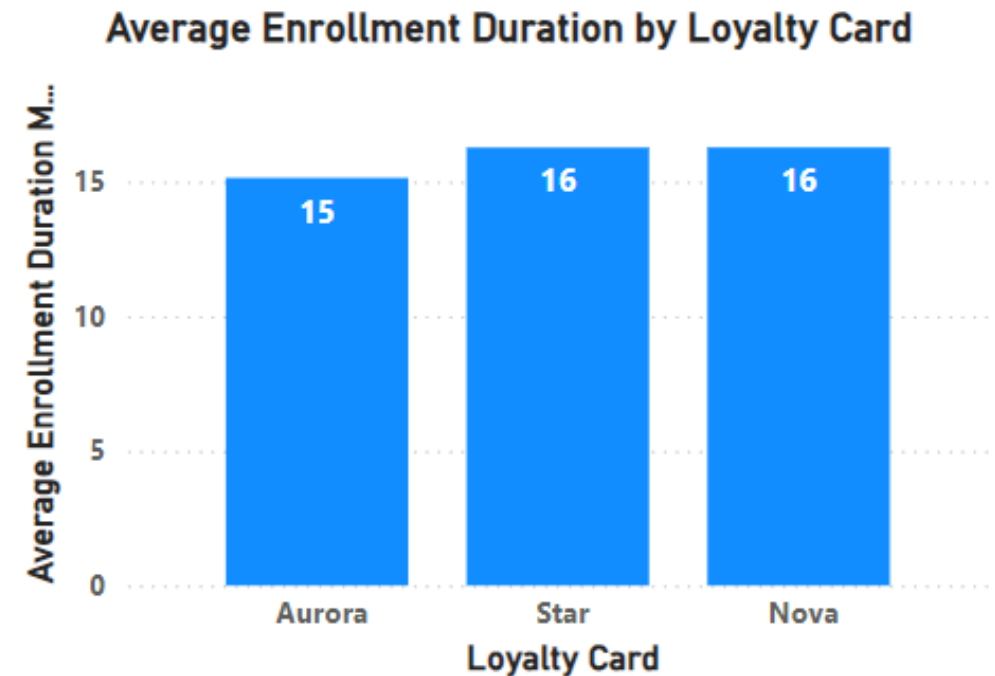
Demographic Breakdown:

- Cancellations by education and marital status with identification of demographics with the highest cancellation rates.



Loyalty Card Analysis:

- Lowest enrollment durations among cancelled members by loyalty card tier.





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Key Insights & Findings

Key Insights & Findings

- **Strong Star Card Dominance:** Star card members represent the largest segment (58%), exhibit the highest CLV (£51M), book the most flights (950K total, 79K in peak July), and fly the furthest (519 median distance).
- **Seasonality Impact:** July is a consistent peak travel month across all card types, while December, August, and July experience the highest cancellation rates.
- **Demographic Influence:** Married members and male members, particularly those with Bachelor's degrees, exhibit higher cancellation rates. Male members also book significantly more flights than female members.

Key Insights & Findings

- **Enrollment Duration Consistency & Variation:** Average enrollment duration is consistent across card types (15-16 months) but varies significantly by geographic location (Yukon having the highest).
- **Companion Travel Impact:** Point redemption peaks when 5 companions travel together, suggesting a family or group travel trend.
- **Positive Distance-Points Correlation:** Longer flights correlate with more points accumulated.
- **Overall Healthy Program:** Flying Whale boasts 2M total flights and 12M points redeemed, indicating substantial activity.



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Strategic Recommendations

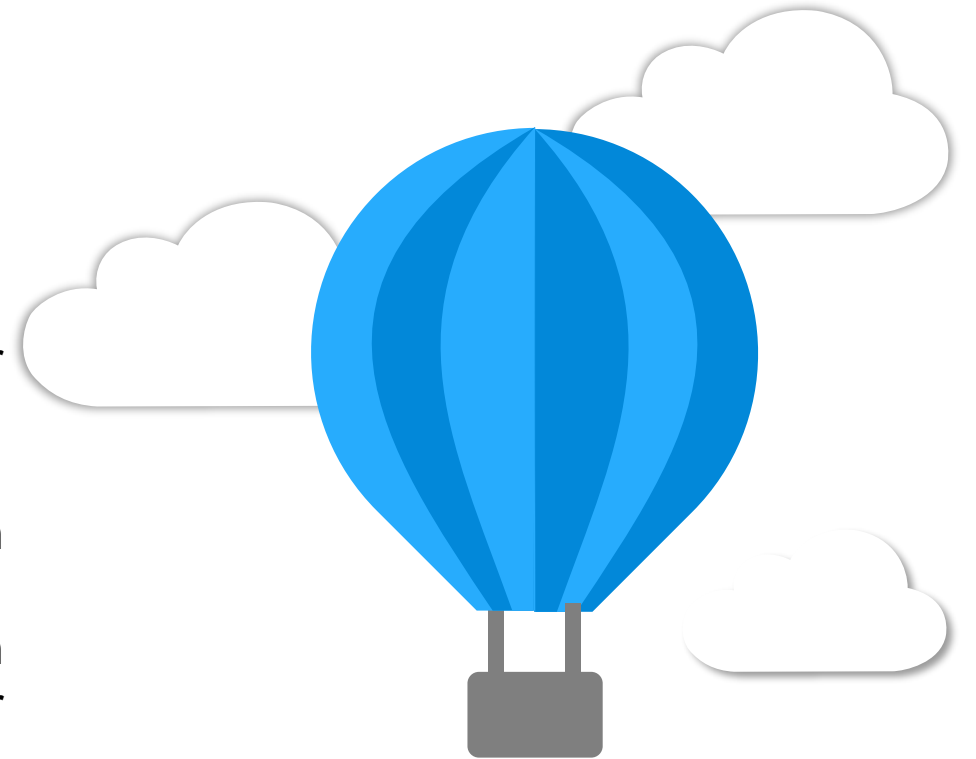
Strategic Recommendations



Star Card Member Focus:

Implement a multi-pronged strategy to retain and further engage Star card members:

- **Personalized Experiences:** Offer curated travel packages, exclusive events, and early access to promotions based on individual travel preferences and past behavior.
- **Loyalty Recognition:** Implement a tiered reward system within the Star category to incentivize continued engagement and higher spending.

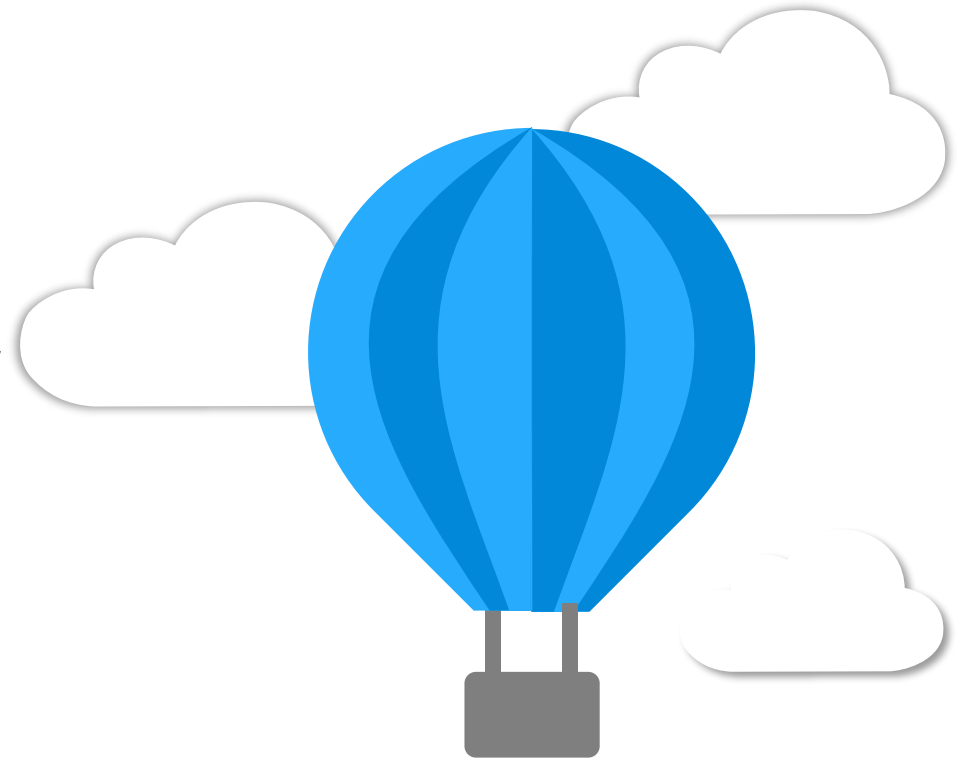


Strategic Recommendations



Cancellation Mitigation: Address the high cancellation rates during specific months and within certain demographics:

- **Targeted Interventions:** Develop tailored retention campaigns for married members and those with Bachelor's degrees, addressing their specific needs and concerns.
- **Seasonal Strategies:** Implement proactive customer service and targeted promotions during peak cancellation months (December, August, July) to improve customer satisfaction and retention.
- **Feedback Mechanisms:** Conduct exit interviews or surveys with canceling members to understand their reasons for leaving and identify areas for improvement.



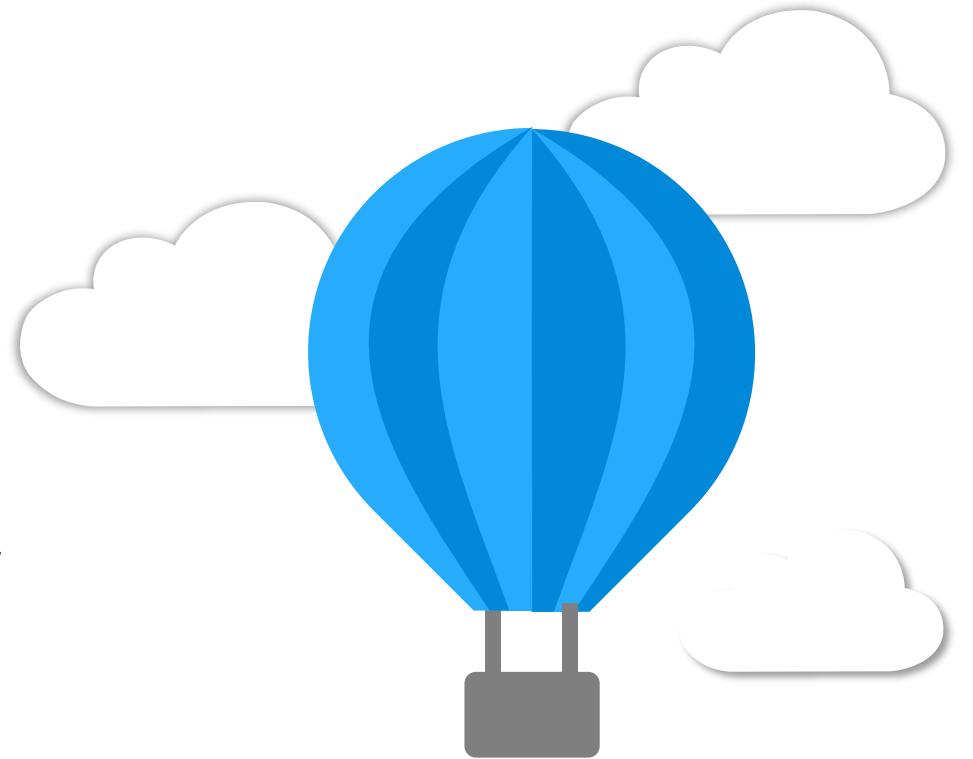
Strategic Recommendations



Demographic-Based Marketing:

Leverage demographic insights to refine marketing efforts:

- **Gender-Specific Offers:** Create travel packages and promotions that appeal to male travelers, who book significantly more flights.
- **Family-Oriented Travel:** Develop attractive family packages and discounts for married members, considering their higher cancellation rates.
- **Educational Background Targeting:** Investigate the travel preferences and needs of members with Bachelor's degrees and tailor offers accordingly.



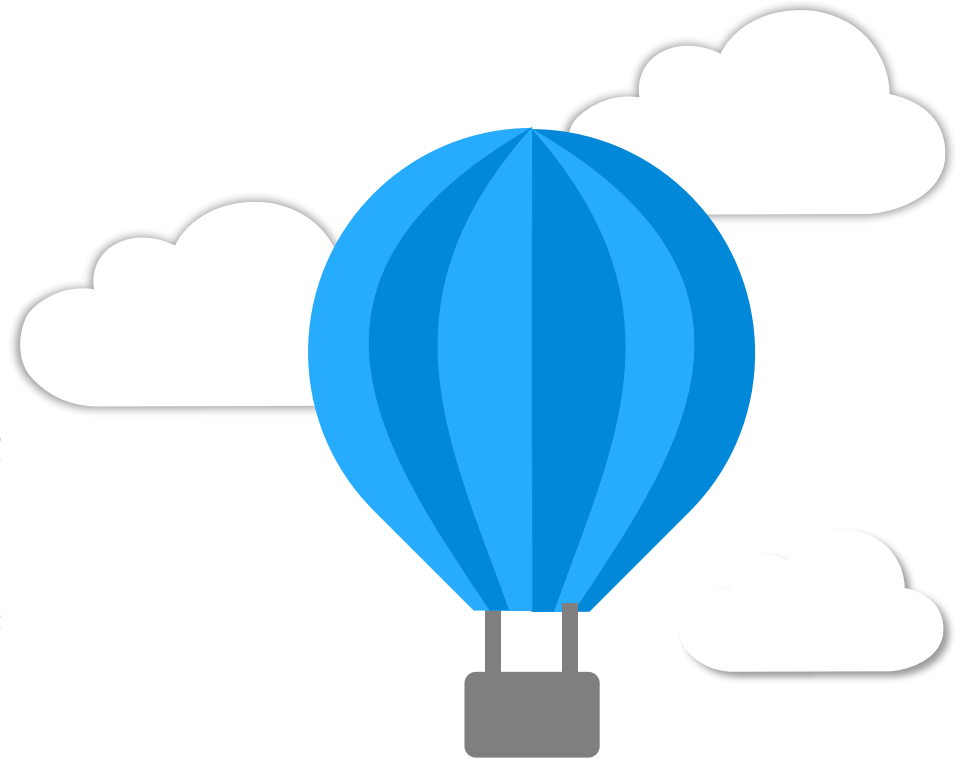
Strategic Recommendations



Geographic Optimization:

Adapt strategies based on regional enrollment patterns:

- **Regional Partnerships:** Explore partnerships with local businesses and tourism boards in regions with lower enrollment durations to increase brand visibility and attract new members.
- **Targeted Marketing:** Implement geographically targeted marketing campaigns to reach potential customers in specific areas.
- **Benefit Customization:** Consider customizing program benefits based on regional travel patterns and preferences.

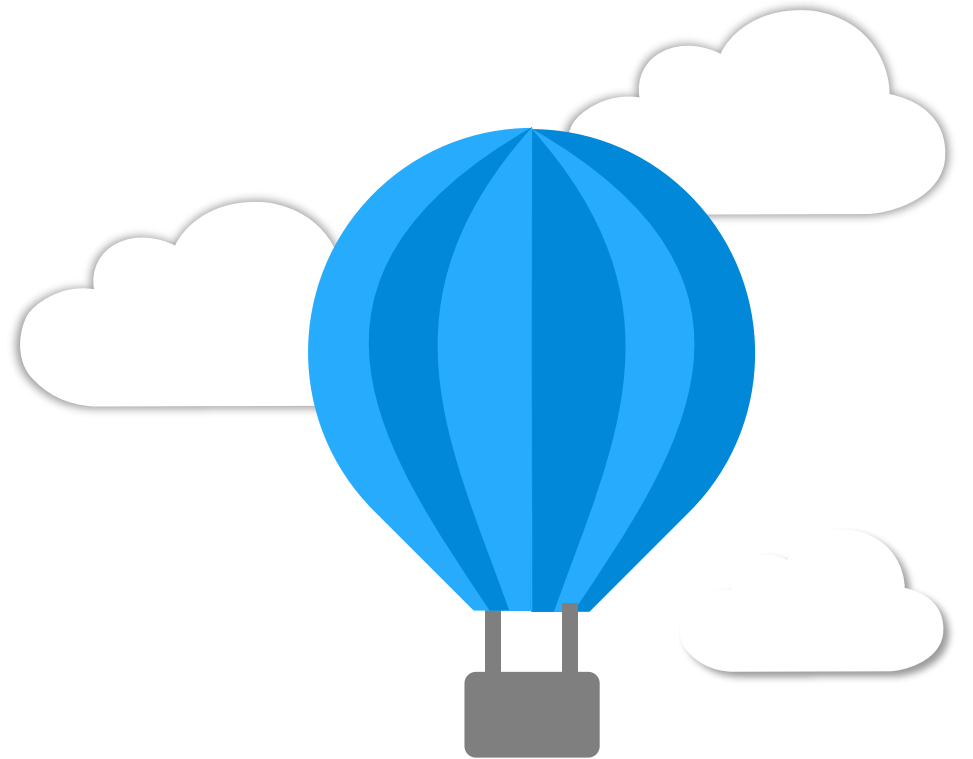


Strategic Recommendations



Companion Travel Leverage: Capitalize on the trend of group travel:

- **Group Packages:** Develop attractive travel packages and discounts for groups of 5 or more, considering the peak in point redemption for this group size.
- **Family-Friendly Amenities:** Partner with hotels and resorts to offer family-friendly amenities and services, appealing to married members and those traveling with children.



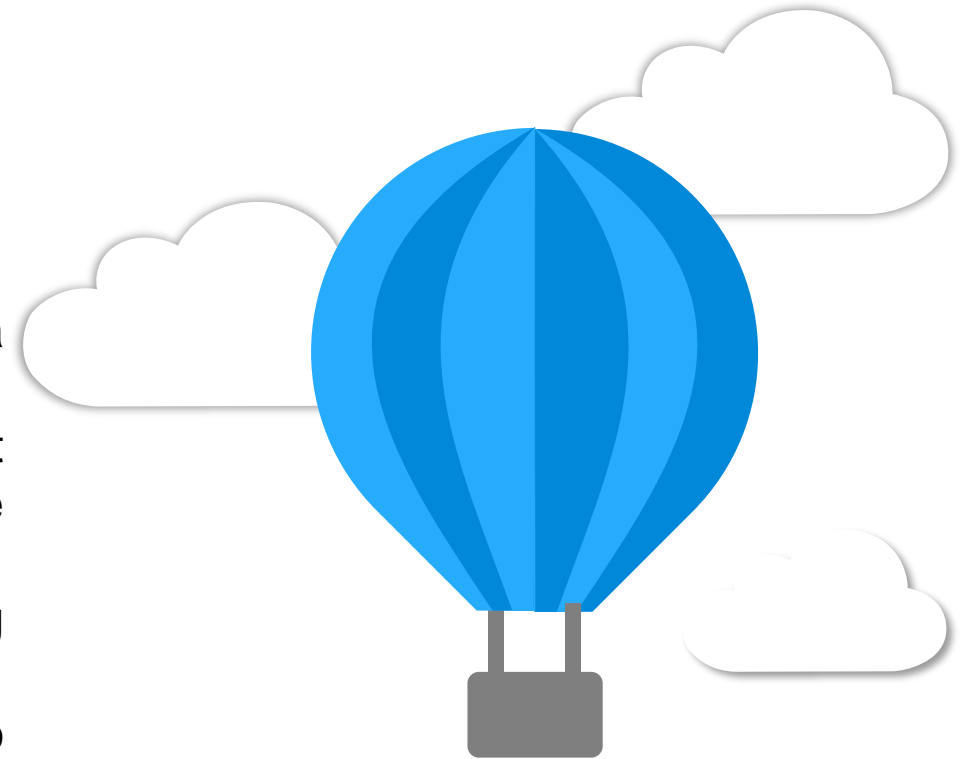
Strategic Recommendations



Data-Driven Decision Making:

Continuously monitor program performance and leverage data insights to refine strategies:

- **Performance Tracking:** Track key metrics such as enrollment rates, cancellation rates, CLV, and point redemption to measure the effectiveness of implemented strategies.
- **A/B Testing:** Conduct A/B testing on different marketing campaigns and program features to optimize their impact.
- **Predictive Analytics:** Explore the use of predictive analytics to identify potential churn and proactively address customer needs.





Conclusion

A decorative graphic on the left side of the slide. It features a vertical column of five white paper airplanes. A dashed white line starts from the bottom of this column, curves to the right, and ends at a blue paper airplane that is positioned above the word 'Conclusion'.

Conclusion

Flying Whale has a successful loyalty program with significant opportunities for optimization. By focusing on understanding and addressing peak cancellation drivers, tailoring strategies to specific demographics and travel patterns, and prioritizing high-value Star card members, Flying Whale can enhance customer retention, engagement, and overall program profitability. The combined insights from these dashboards provide a comprehensive understanding of the program's strengths and weaknesses, enabling data-driven decision-making for continued growth and success.



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THANK YOU

