



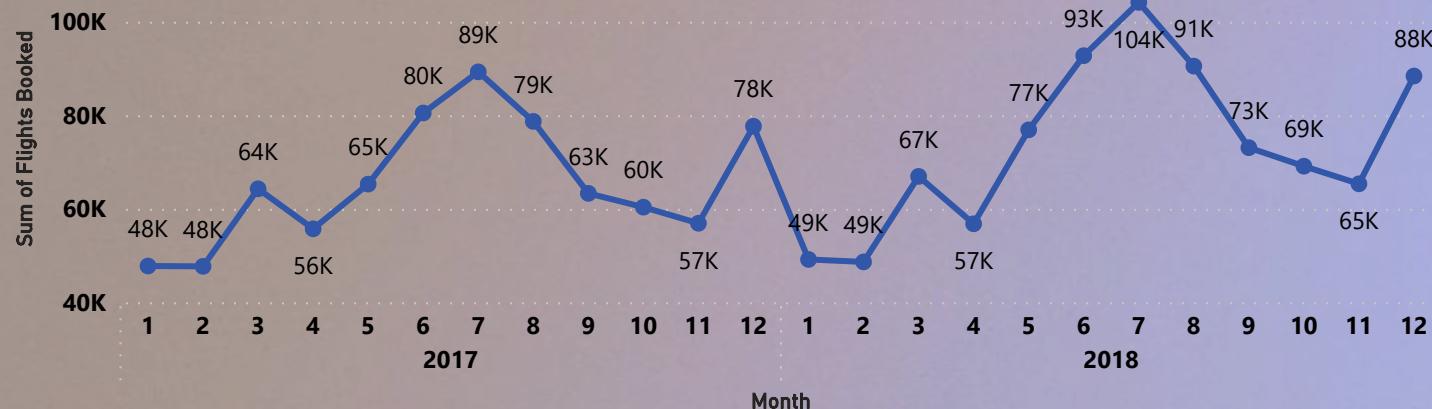
Customer Flight Analysis

Year

2017

2018

Sum of Flights Booked by Year and Month

**490M**

Sum of Distance

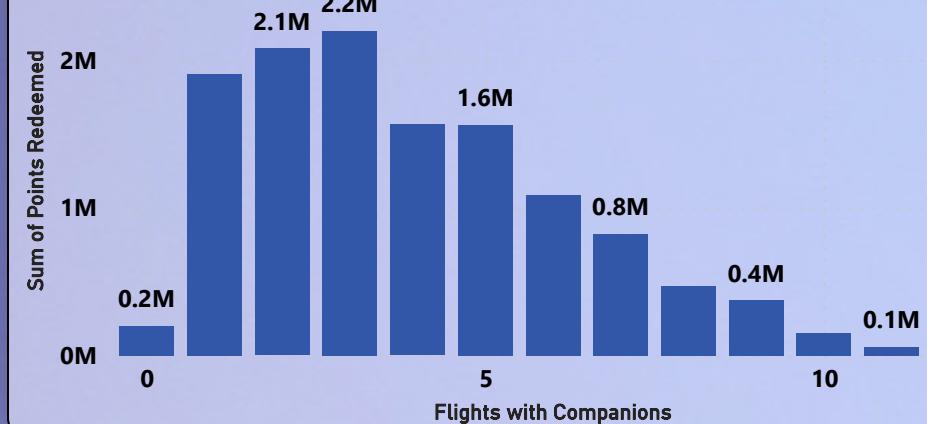
16.74K

Count of Loyalty Card

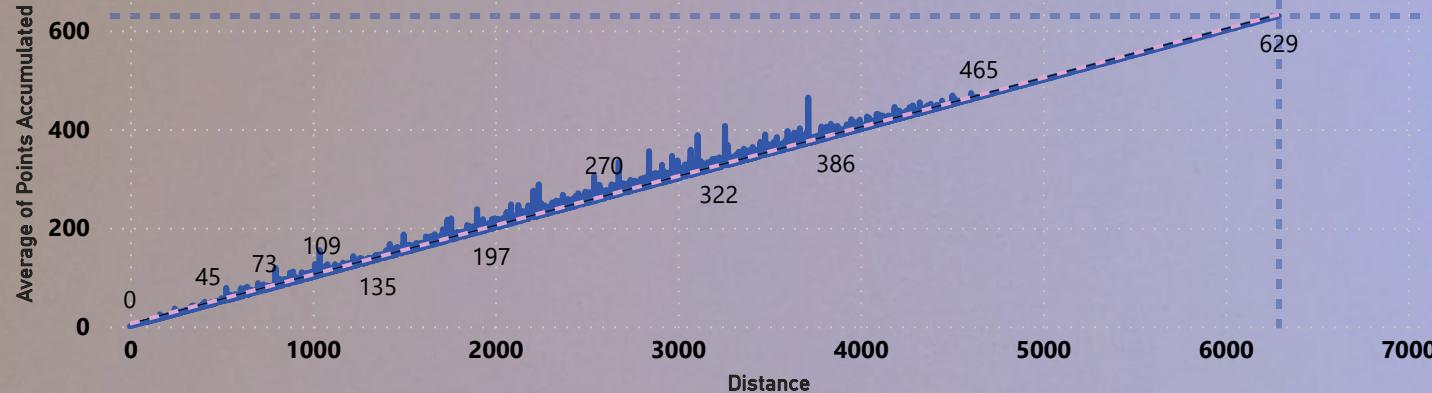
2M

Flights Booked

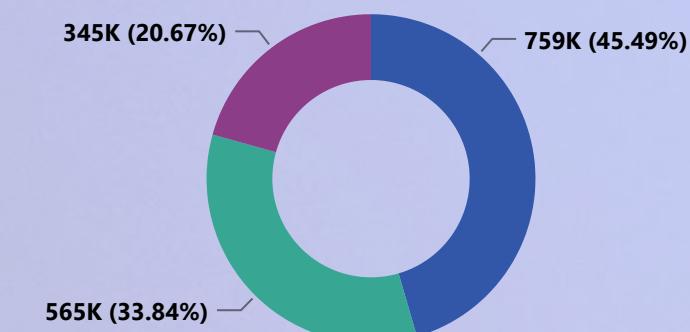
Sum of Points Redeemed by Flights with Companions



Average of Points Accumulated by Distance



Sum of Flights Booked by Loyalty Card

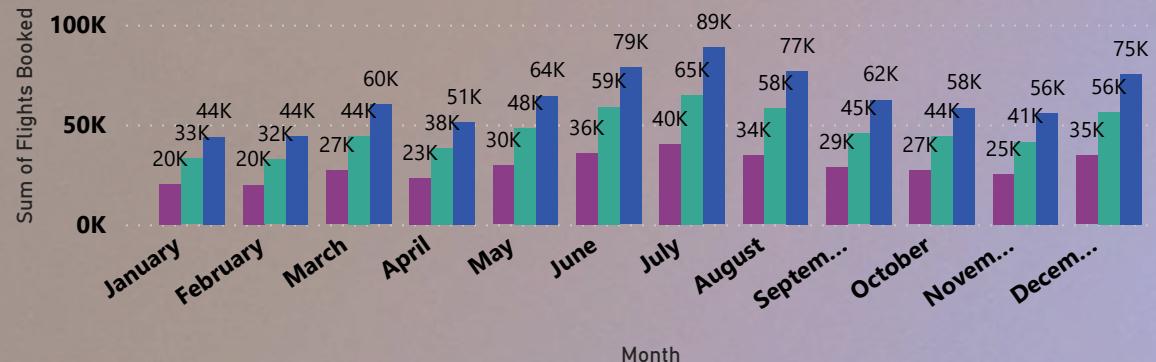




LOYALTY SEGMENTATION ANALYSIS

Sum of Flights Booked by Month and Loyalty Card

Loyalty Card • Aurora • Nova • Star



Star had the highest total Sum of Flights Booked at 759260, followed by Nova at 564860 and Aurora at 345044.

July in Loyalty Card Star made up 5.31% of Sum of Flights Booked.

Star had the highest average Sum of Flights Booked at 63,271.67, followed by Nova at 47,071.67 and Aurora at 28,753.67.

Married had the highest Count of Loyalty Number at 9,735, followed by Single at 4,484 and Divorced at 2,518.

Married accounted for 58.16% of Count of Loyalty Number.

At 543. Aurora had the highest Median of Distance and was 10.59% higher than Nova. which had

Loyalty Card

- Aurora
- Nova
- Star

Gender

- Female
- Male

Month

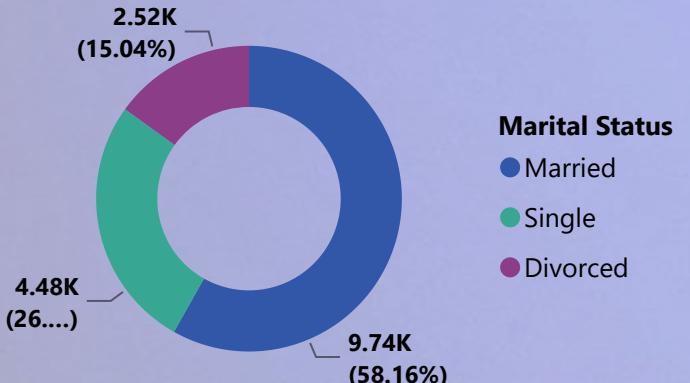
1	5	9
2	6	10
3	7	11
4	8	12

Sum of Flights Booked by Loyalty Card and Gender

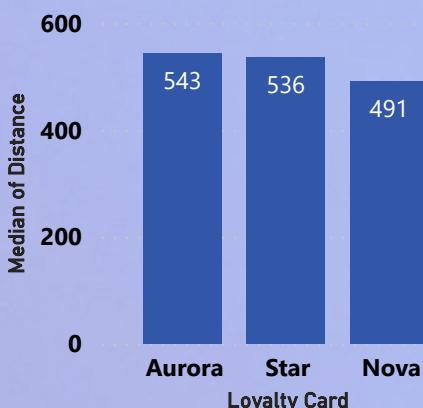
Gender • Female • Male



Count of Loyalty Number by Marital Status



Median of Distance by Loyalty Card





ENROLLMENT TRENDS

Sum of Enrollment Duration (Month) by Loyalty Card



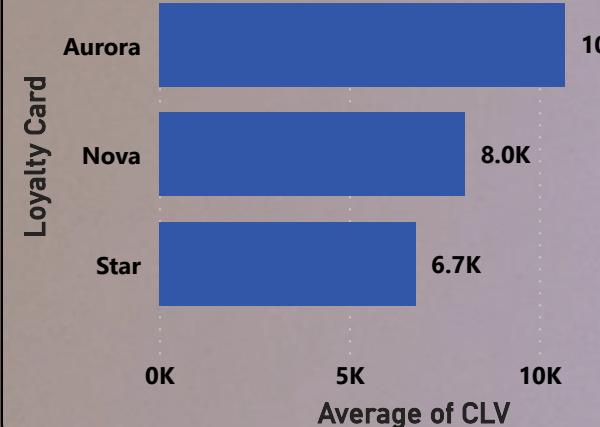
Enrollment Duration(Till Date)MonthsYears

- ▼ 9 Years 9 Months
- 9 Years 8 Months
- 9 Years 7 Months
- 9 Years 6 Months
- 9 Years 5 Months
- 9 Years 4 Months
- 9 Years 3 Months
- 9 Years 2 Months
- 9 Years 11 Months

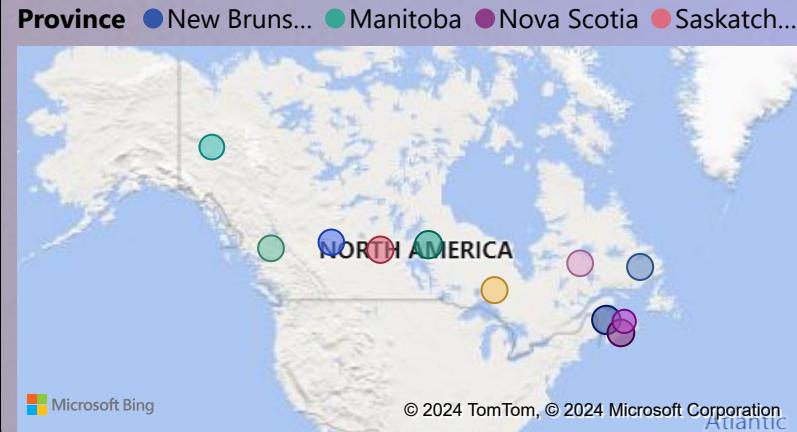
Province

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland
- Nova Scotia
- Ontario
- Prince Edward Isla

Average of CLV by Loyalty Card



Average of Enrollment Duration (Month) by Province and Province



1.27

Average of Enrollment Duration (Year)

15.88

Average of Enrollment Duration (Month)

Loyalty Card

- Aurora
- Nova
- Star

Average of Enrollment Duration (Month) by Province





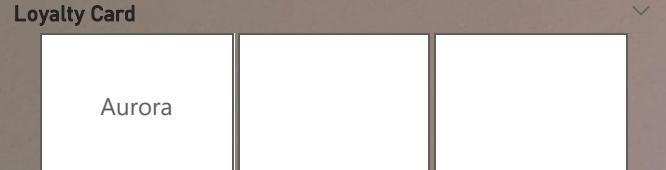
CANCELLATION TRENDS

Education

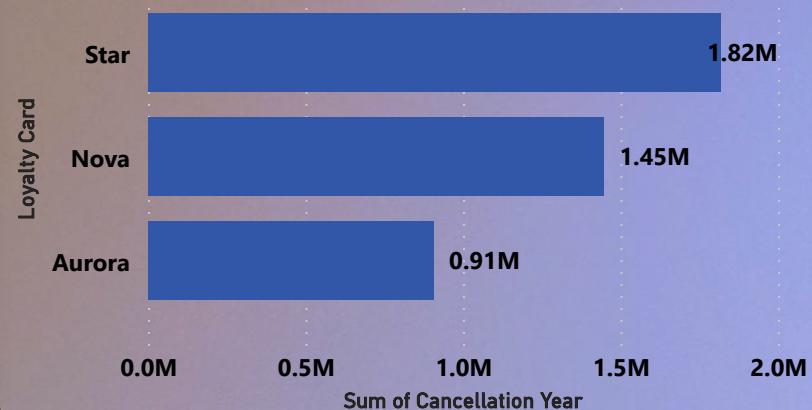


16.74K

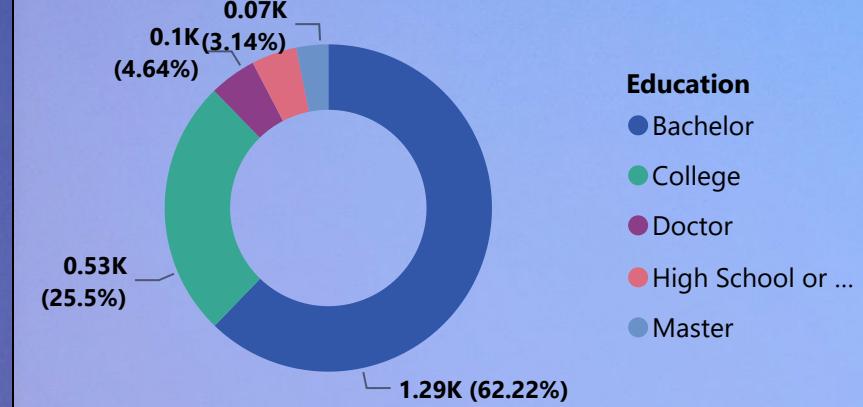
Count of Loyalty Card



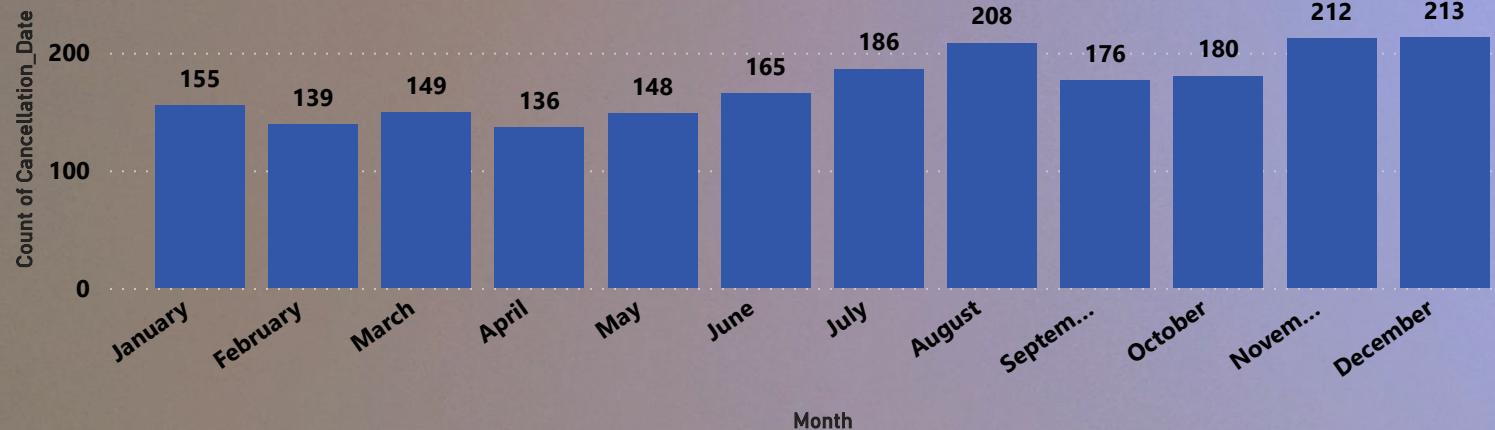
Sum of Cancellation Year by Loyalty Card



Count of Cancellation_Date by Education



Count of Cancellation_Date by Month



Count of Cancellation_Date by Marital Status

