CUSTOMER FLIGHT ACTIVITY

Points Redeemed by Flights with Companions
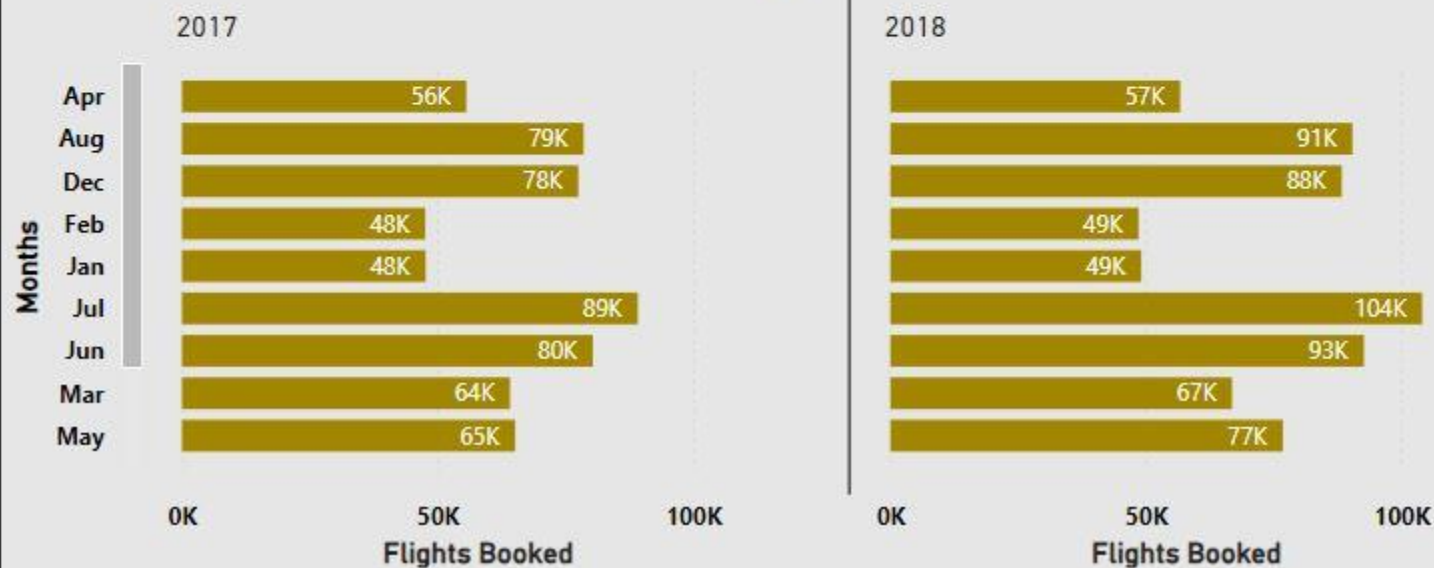
Flights with Companions	Points Redeemed
0	0.20M
1	(1.90M)
2	2.08M
3	2.20M
4	1.56M
5	1.56M
6	1.08M
7	0.82M
8	(0.48M)
9	0.37M
10	(0.14M)
11	0.06M
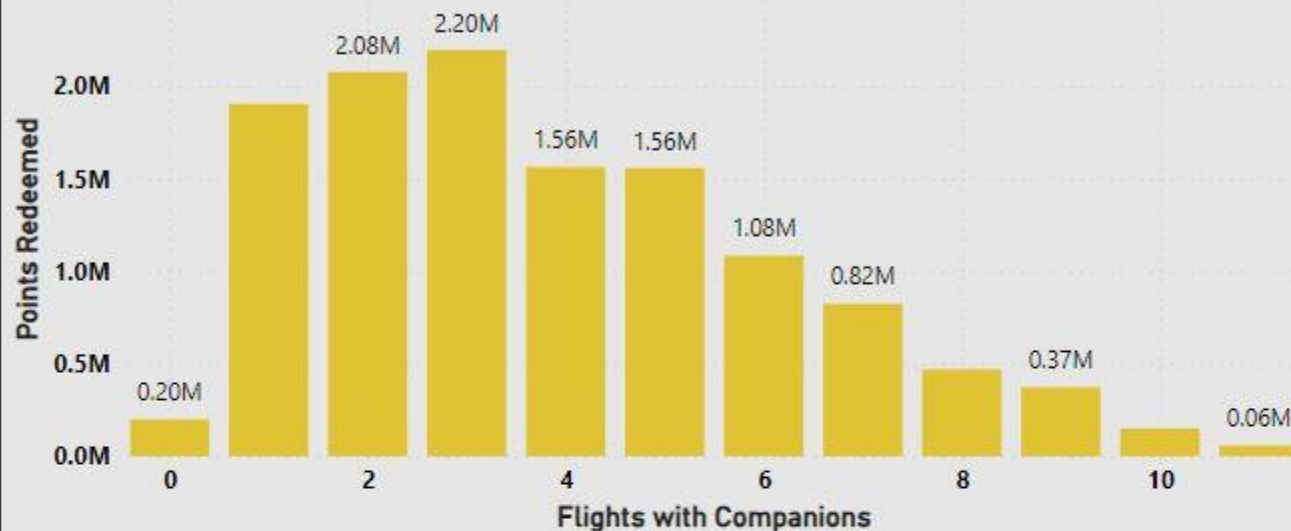
Flights Booked in the Year 2017 to 2018

Year	Flights Booked
2017	0.79M
2018	0.88M
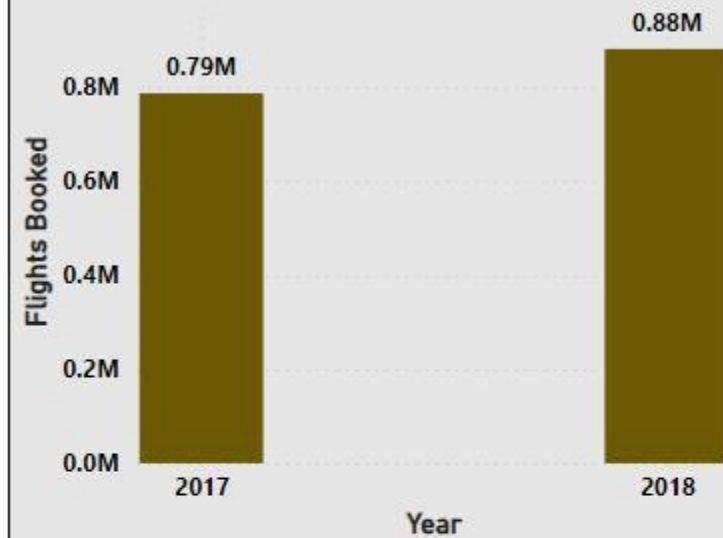
Months

Apr	Jan	May
Aug	Jul	Nov
Dec	Jun	Oct
Feb	Mar	Sep

Flights Booked by Month and Year

Months	2017	2018
Apr	56K	57K
Aug	79K	91K
Dec	78K	88K
Feb	48K	49K
Jan	48K	49K
Jul	89K	104K
Jun	80K	93K
Mar	64K	67K
May	65K	77K

Points Accumulated by Distance

(Scatter chart: Average of Points Accumulated vs Distance, with values ranging 0 to 600 on the y-axis and 0 to 6000 on the x-axis)
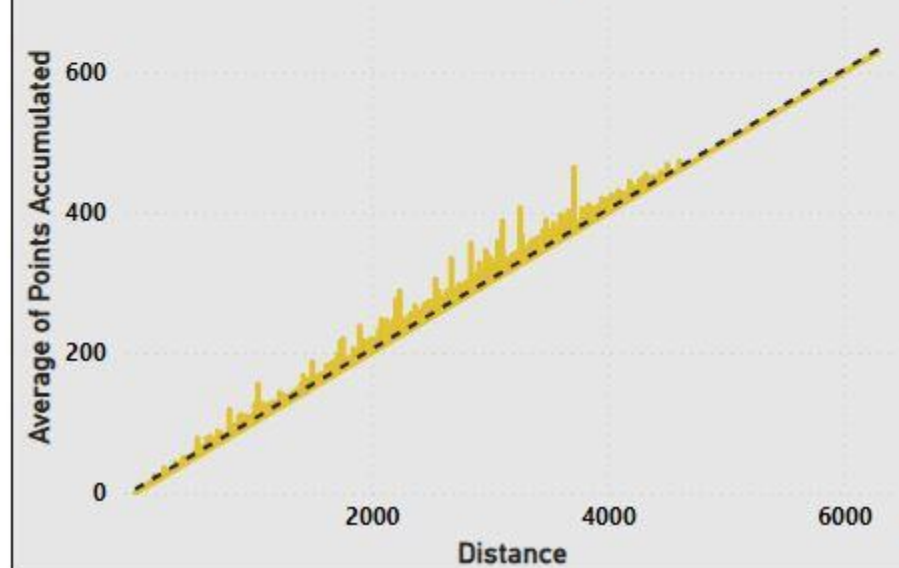
CUSTOMER LOYALTY ANALYSIS

Median of Distance Travelled by Different Loyalty Card Tiers

Loyalty Card: Star, Aurora, Nova

Median Distance Travelled (0, 100, 200, 300, 400, 500)
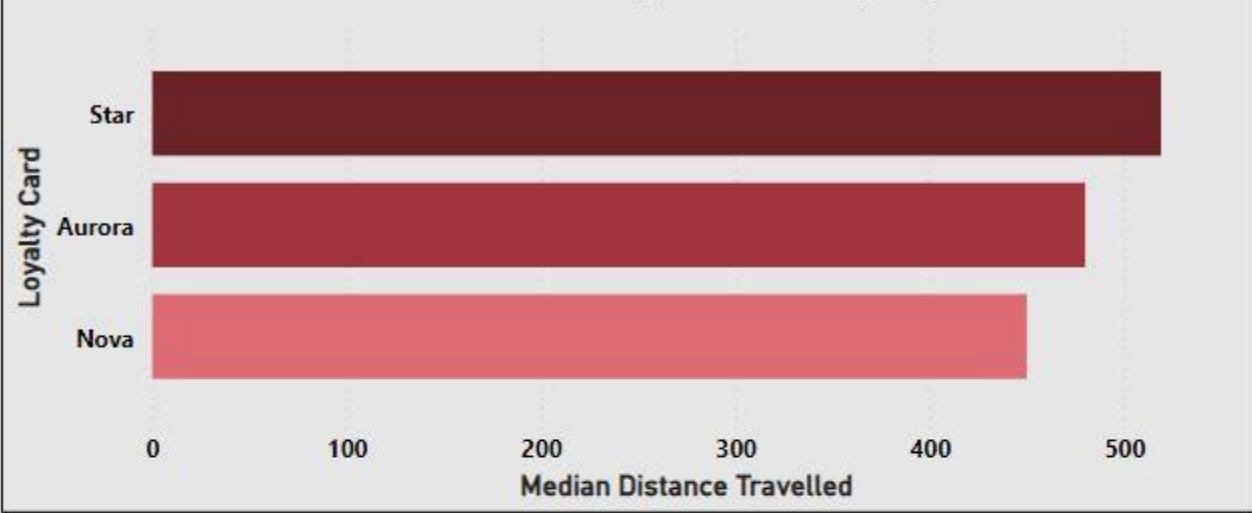
Points Redeemed by Loyalty Card

- Star: 5.7M
- Nova: 4.2M
- Aurora: 2.6M

Sum of Points Redeemed (0M, 2M, 4M, 6M)

Months

Apr	Jan	May
Aug	Jul	Nov
Dec	Jun	Oct
Feb	Mar	Sep

Marital Status of Loyalty Members

Marital Status: Divorced, Married, Single

Loyalty Card	Divorced	Married	Single
Star	1.2K	4.3K	2.2K
Nova	0.8K	3.4K	1.4K
Aurora	0.5K	2.1K	0.8K

Marital Status Count (0K, 1K, 2K, 3K, 4K)

Flights Booking Based on Loyalty Card Usage and Gender.

Gender: Female, Male

Loyalty Card	Female	Male
Star	92K	92K
Nova	70K	68K
Aurora	42K	42K

Flights Booked (0K, 50K, 100K)
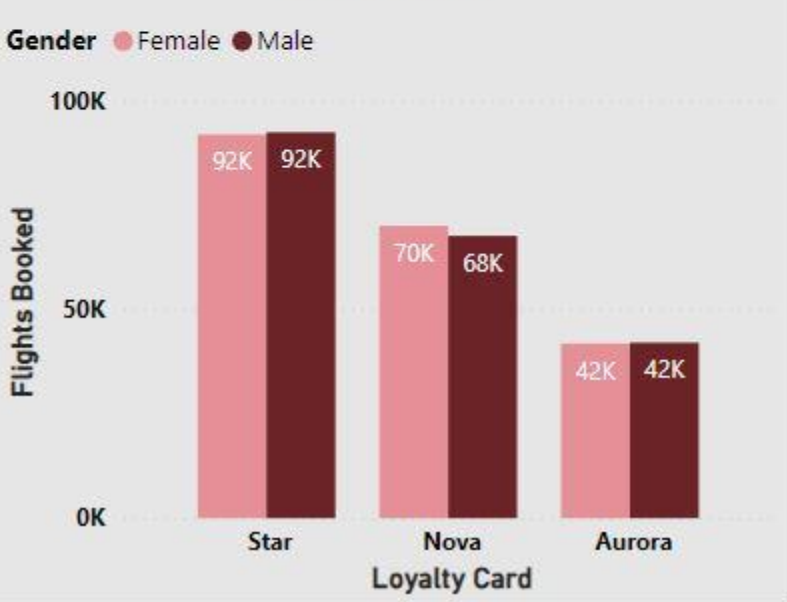
Total Flights Booked by Loyalty Card

- Star: 184K
- Nova: 138K
- Aurora: 84K

Number of Flights (0K, 50K, 100K, 150K, 200K)

CUSTOMER LIFETIME VALUE (CLV) EVALUATION

Highest Customer Lifetime Value by Credit Card Tiers

- Aurora: 10.7K
- Nova: 8.0K
- Star: 6.7K

(Average of CLV vs Credit Cards)
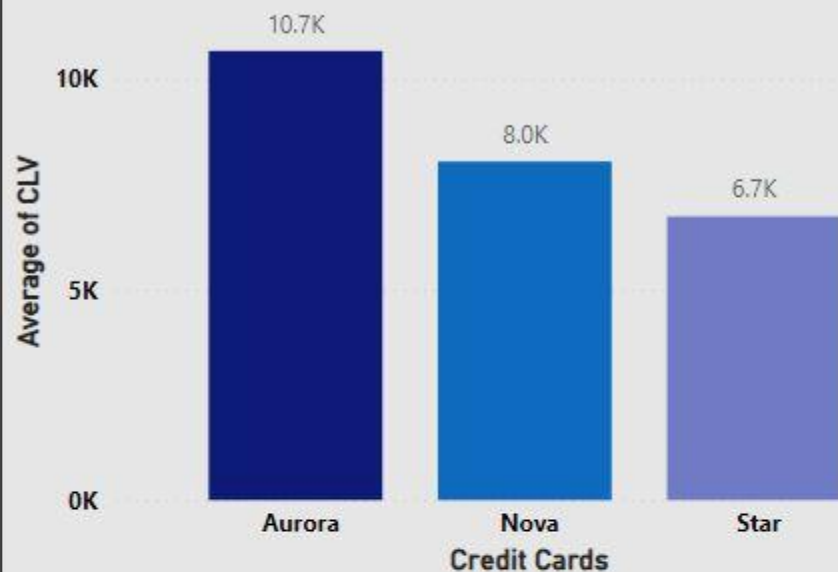
Customer Lifetime Value by Gender

- 66.58M (49.79%)
- 67.13M (50.21%)

Gender
- Female
- Male
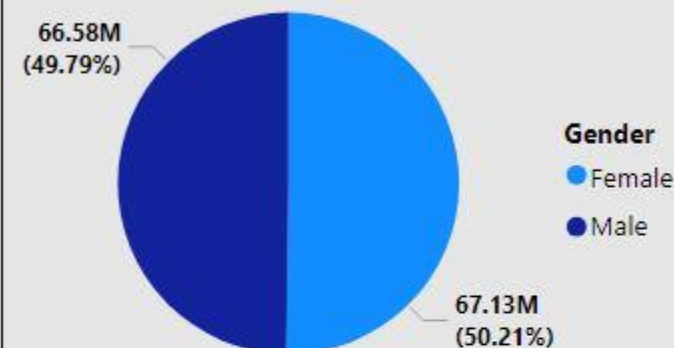
Customer Lifetime Value Enrollment Year

Sum of CLV vs Enrollment Year
- 2012: 13.5M
- 2013: 19.3M
- 2014: 18.6M
- 2015: 19.1M
- 2016: 19.8M
- 2017: 19.3M
- 2018: 24.1M

Customer Lifetime Value by Salary

(Average of Salary vs CLV)
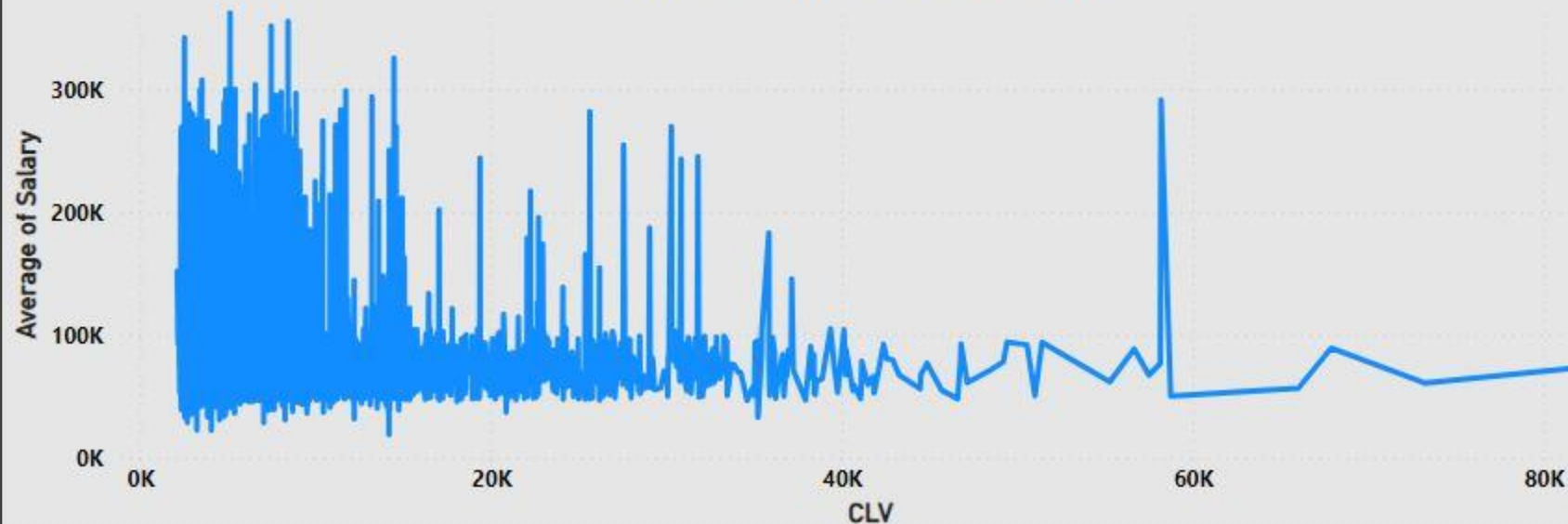
Customer Lifetime Value Demograph

Gender: Female, Male

Sum of CLV vs Marital Status
- Married: 39M / 39M
- Single: 18M / 17M
- Divorced: 10M / 10M
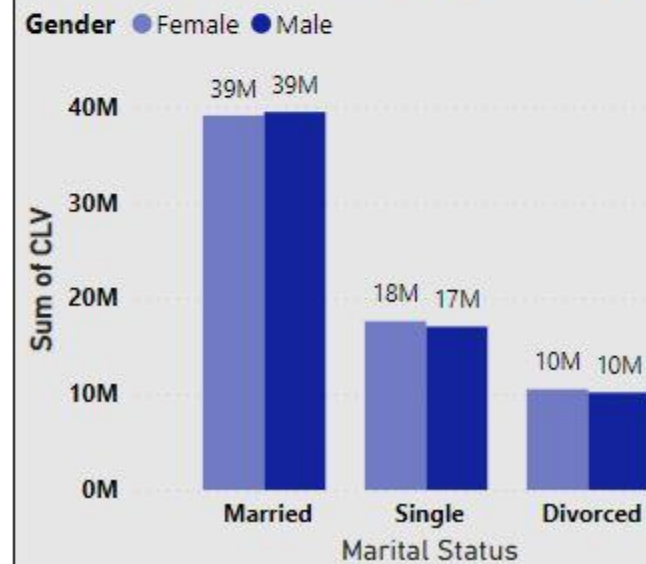
LOYALTY CARD ENROLLMENT & CANCELLATION DASHBOARD

Average Cancellation of Loyalty Card by Province

Province ∨
- ☐ Alberta
- ☐ British Colum...
- ☐ Manitoba
- ☐ New Brunswick
- ☐ Newfoundland
- ☐ Nova Scotia
- ☐ Ontario
- ☐ Prince Edwar...

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Loyalty Card Member Cancellations

Marital St... ● Divorced ● Married ● Single

Loyalty Card

Loyalty Card Members have the Lowest Enrollment Duration

Loyalty Card ● Aurora ● Nova ● Star

No of People

Enrollment Dueration

Popular Months For Cancelling
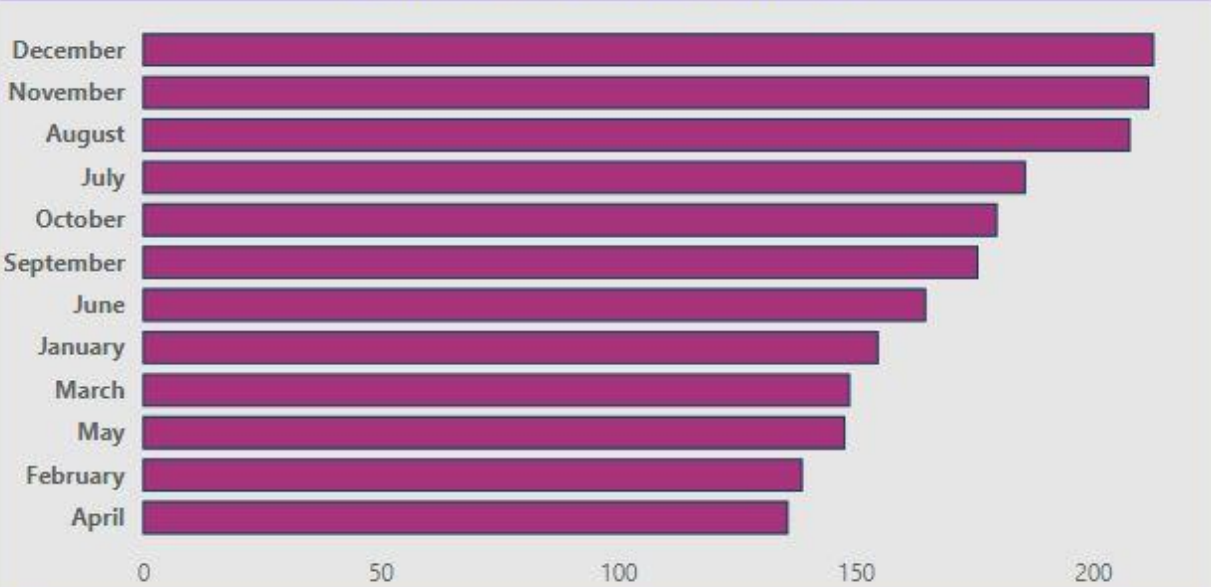
Cancelled Member's Education

4.5% 3.14%
4.64%
25.5%
62.22%

Education
- ● Bachelor
- ● College
- ● Doctor
- ● High School or Below
- ● Master