

AIRLINE LOYALTY PROGRAM DASHBOARD

Overview

Demographics

Flight Booking Patterns

Date

1/01/2012

31/12/2018

Gender

Female

Male

Marital Status

Divorced

Married

Single

Loyalty Card

Aurora

Nova

Star

Enrollment Type

2018 Promo...

Standard

City

All

Clear all slicers

Total Flight Booked

509K

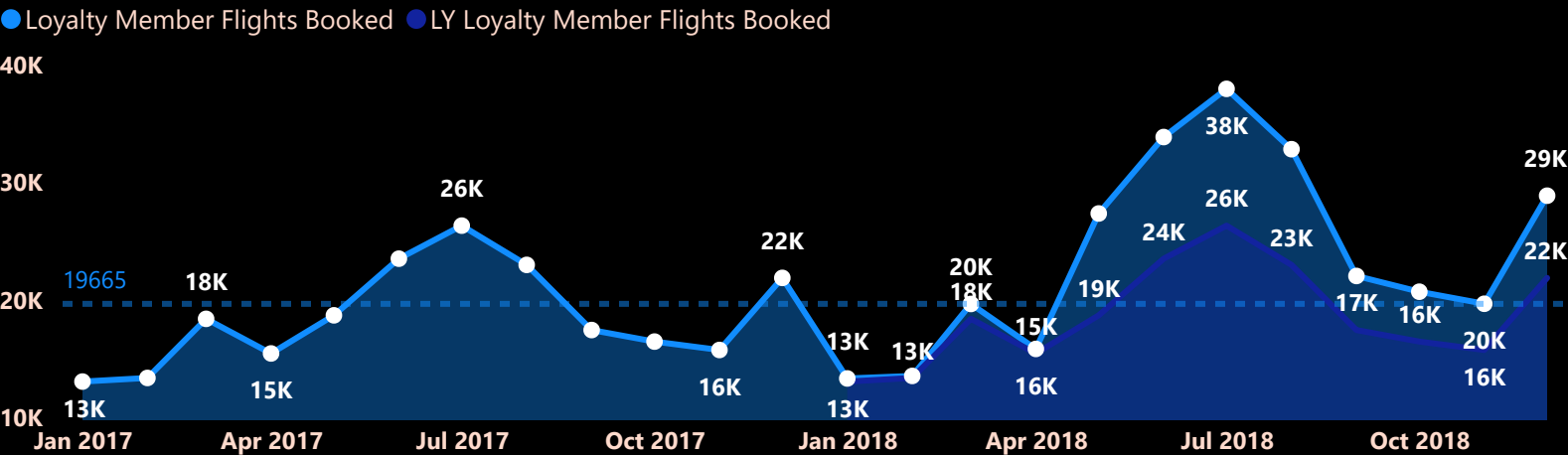
Total Loyalty Members

15K

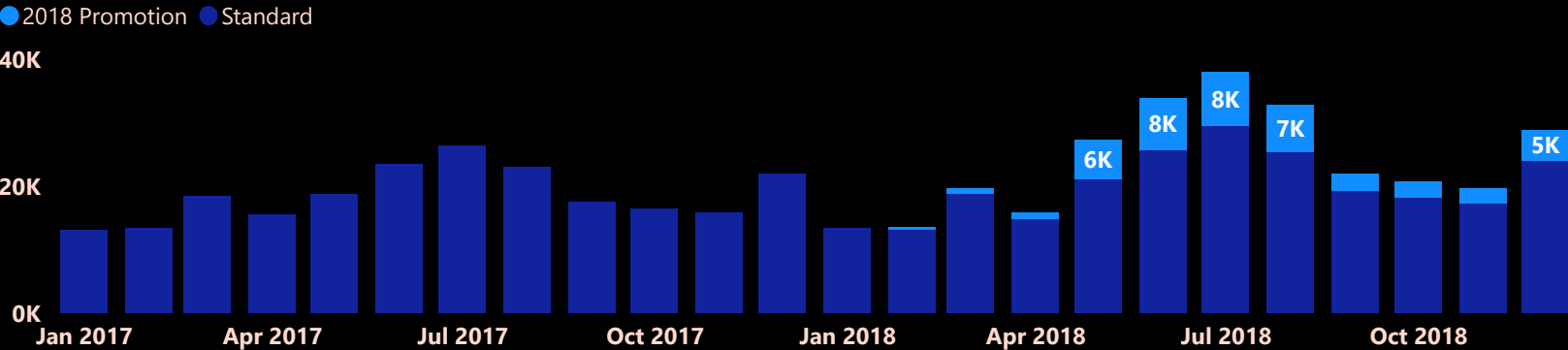
Average of Salary

79.25K

Loyalty Member Flights Booked and LY Loyalty Member Flights Booked by Date



Loyalty Member Flights Booked by Date and Enrollment Type



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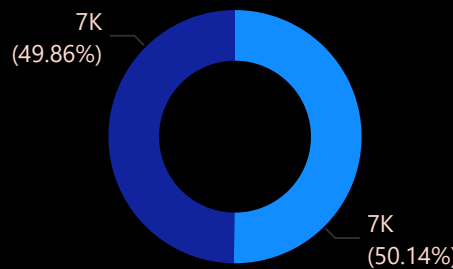
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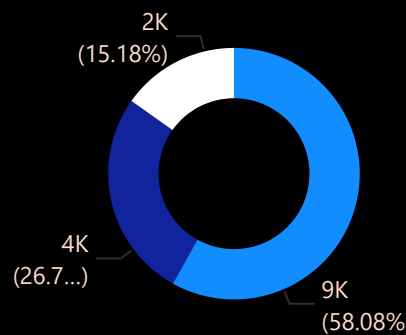
Gender

Female Male



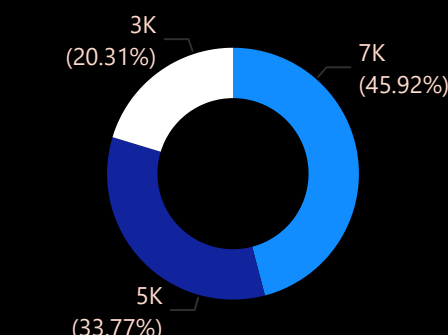
Marital Status

Married Single Divorced

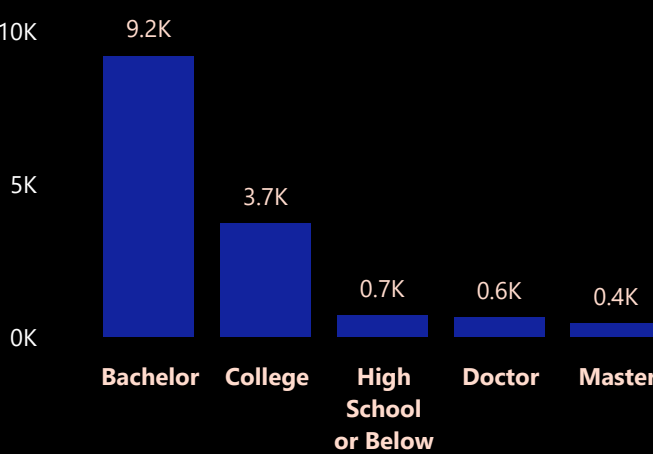


Loyalty Card

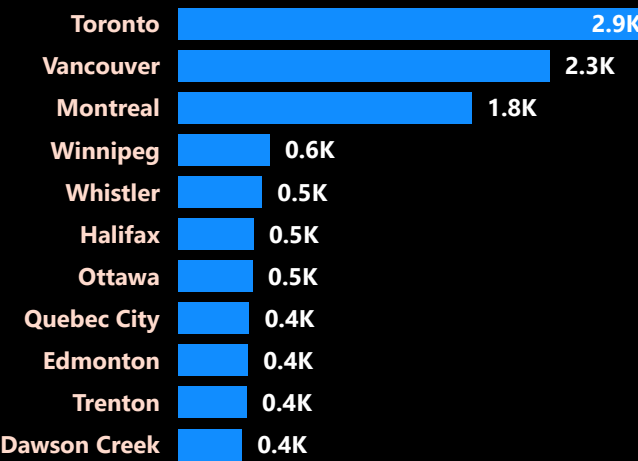
Star Nova Aurora



Education



Net Loyalty Members (Running Total) by City



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2018 Promo...

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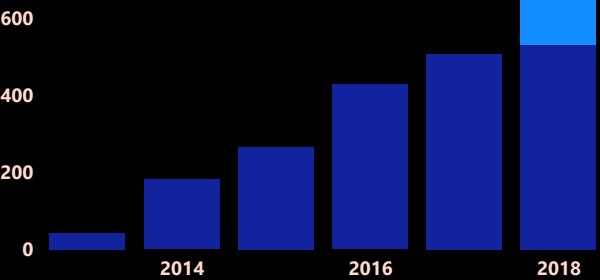
City

All

Clear all slicers

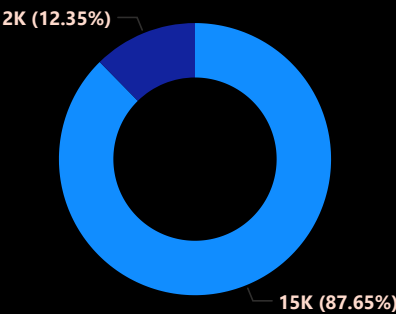
Loyalty Member Cancellations by Year and Enrollment Type

2018 Promotion Standard



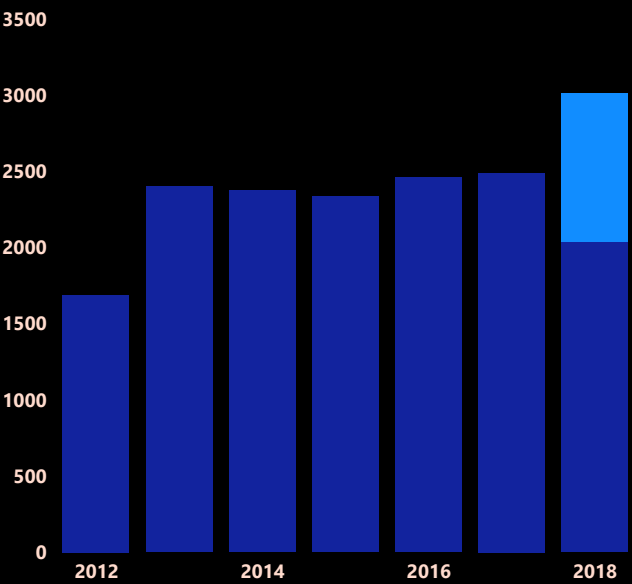
Cancellation Distribution

Net Loyalty Members (Running Total) Sum of Has Canceled



Loyalty Member Enrollments by Year and Enrollment Type

Enrollment T... 2018 Promotion Standard



Top customers

Loyalty Number	First Loyalty Card	Total Flight Booked
336882	Nova	106
813455	Star	104
385092	Star	102
983416	Nova	100
732304	Nova	98
110065	Aurora	97
464187	Nova	96
625320	Nova	96
556492	Nova	95
255836	Star	94
775768	Aurora	94