**Airline Loyalty Program**

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Customer loyalty program data from Northern Lights Air (NLA), a fictitious airline based in Canada. In an effort to improve program enrollment, NLA ran a promotion between Feb - Apr 2018. Dataset includes loyalty program signups, enrollment and cancellation details, and additional customer information.

#### Recommended Analysis

1. What impact did the campaign have on loyalty program memberships (gross / net)?
2. Was the campaign adoption more successful for certain demographics of loyalty members?
3. What impact did the campaign have on booked flights during summer?

#### Want feedback on your solutions?

* Share your work on LinkedIn and tag **@Ain Genx @irfan Bakaly @nooruddin Surani @Tamkeen Ahmed**