Dashboard
Business Intelligence Case study
FlyingWhale Airline

Key Performance Indicators

2M
Total Flights Booked

12M
Total Points Redeemed

50.17M
Total Point Accumulated

490.35M
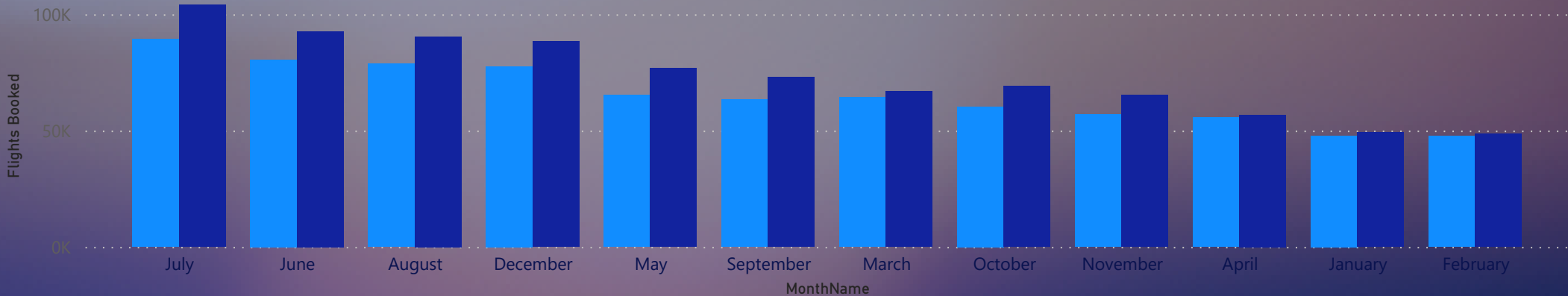Total Distance Travelled

2067
total cancellations

This Dashboard contains four sections which provide detailed analysis using visuals:
• Flight Activity
• Loyalty Segmentation
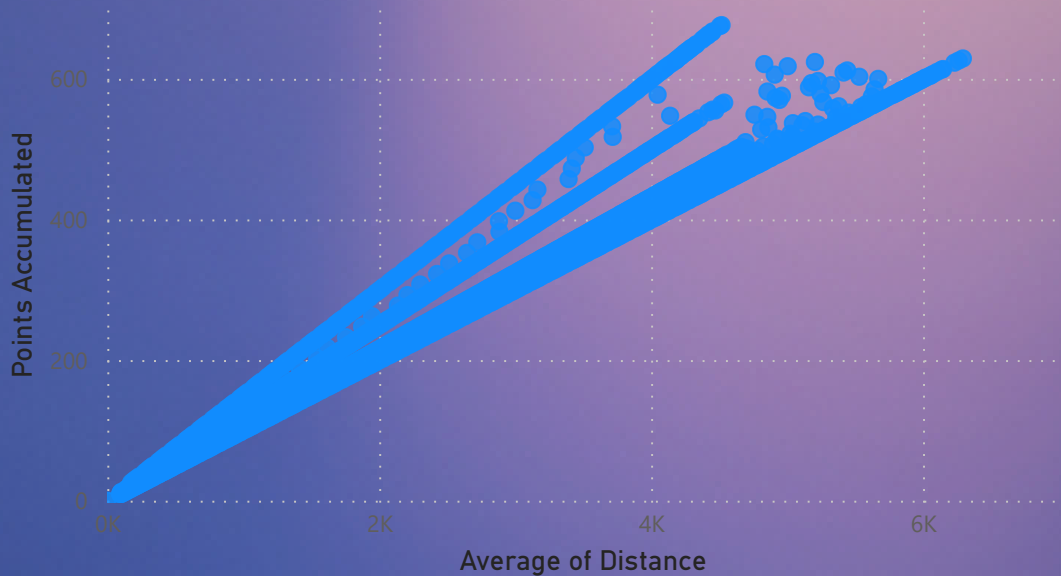• Enrollment and Cancellation Trends
• Recommendation

Flight Activity Analysis
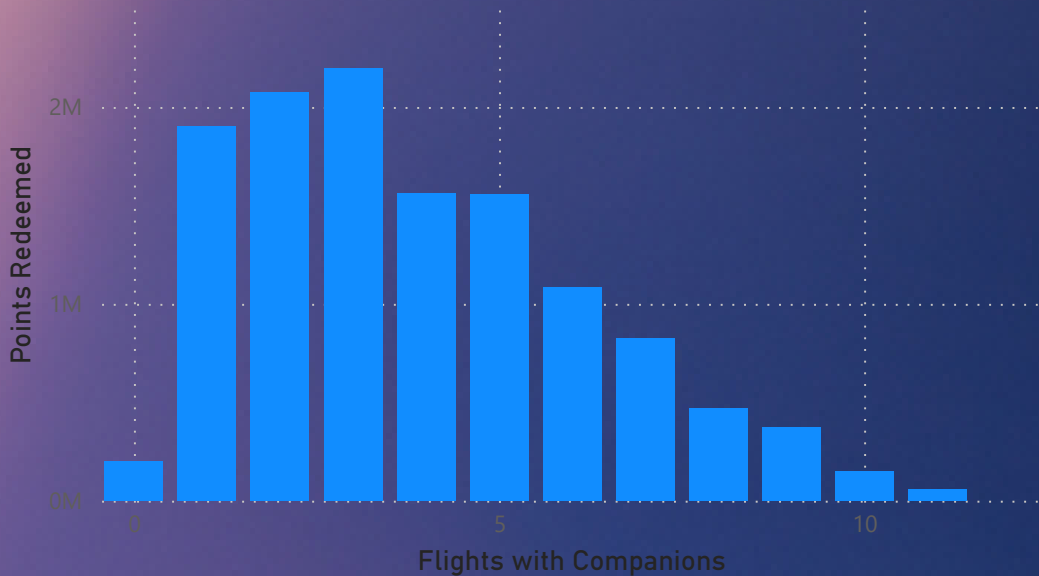
Flights Booked by MonthName and Year

Year ● 2017 ● 2018

Flights Booked (y-axis): 0K, 50K, 100K

MonthName (x-axis): July, June, August, December, May, September, March, October, November, April, January, February

Average of Distance by Points Accumulated

Points Accumulated (y-axis): 0, 200, 400, 600

Average of Distance (x-axis): 0K, 2K, 4K, 6K

Points Redeemed by Flights with Companions

Points Redeemed (y-axis): 0M, 1M, 2M
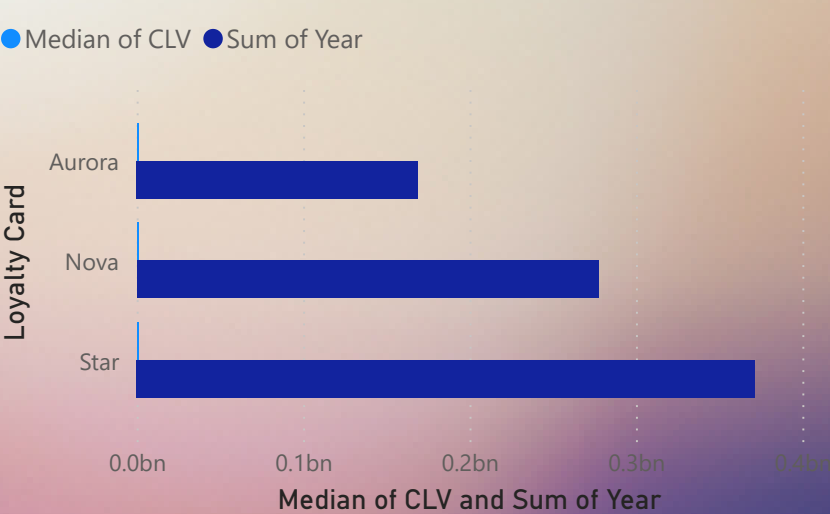
Flights with Companions (x-axis): 0, 5, 10

Loyalty Segmentation Analysis

Average of CLV by Loyalty Card

Median of CLV and Sum of Year by Loyalty Card

● Median of CLV ● Sum of Year

Count of Marital Status by Loyalty Card

3.43K (20.49%)

7.64K (45.63%)

5.67K (33.88%)

Loyalty Card
● Star
● Nova
● Aurora
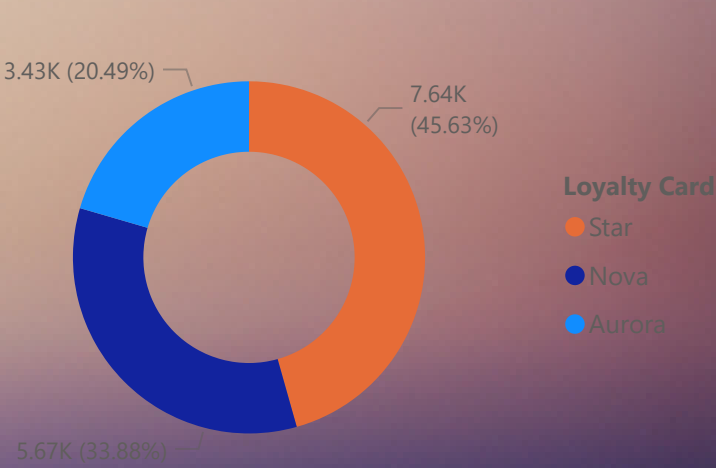
Points Redeemed by Flights with Companions
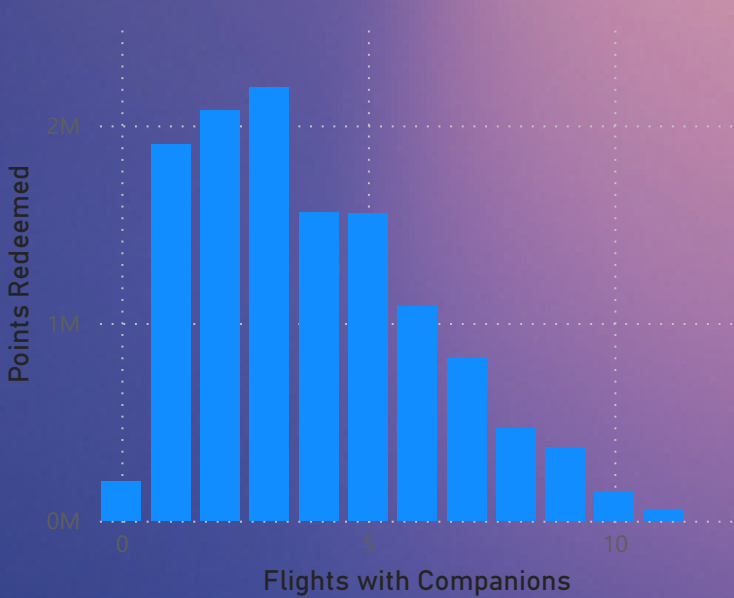
Count of Loyalty Number by Loyalty Card

3.43K (20.49%)

7.64K (45.63%)

5.67K (33.88%)
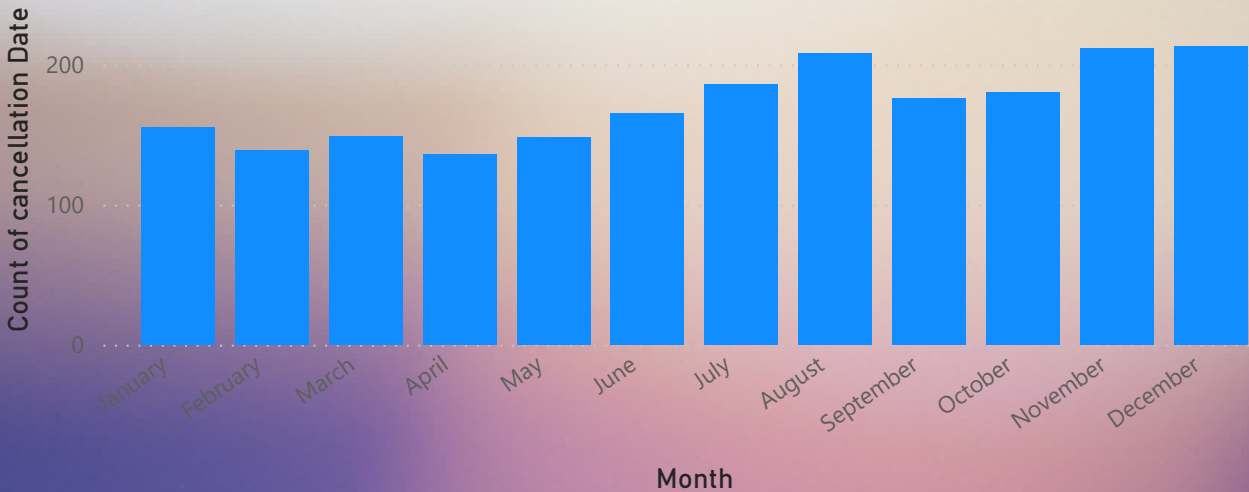
Loyalty Card
● Star
● Nova
● Aurora
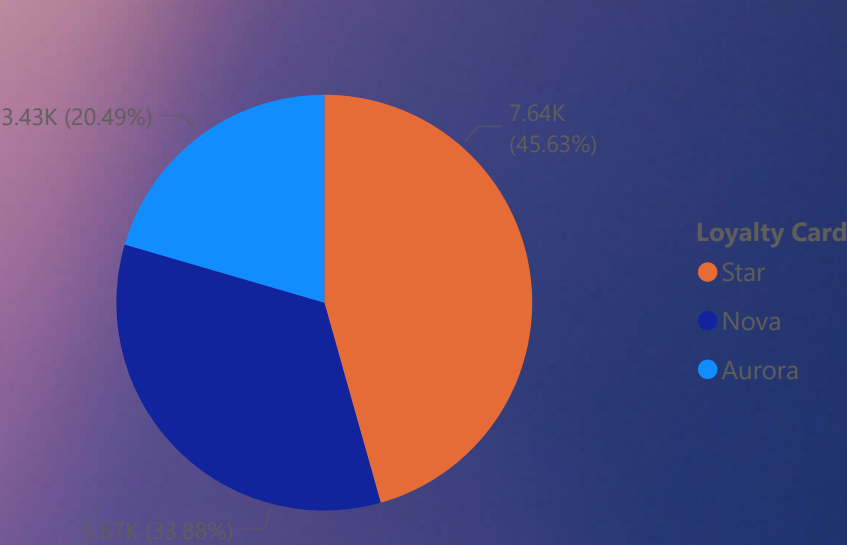
Quick measure

Enrollment and Cancellations Trends

483.42
Average of Enrollment Duratio

Count of cancellation Date by Month

Count of cancellation Date by Education and Marital Status

Marital Status ● Divorced ● Married ● Single

Average Enrollment Duration Province by Province

Count of Enrollment Duration (Months) by Loyalty Card