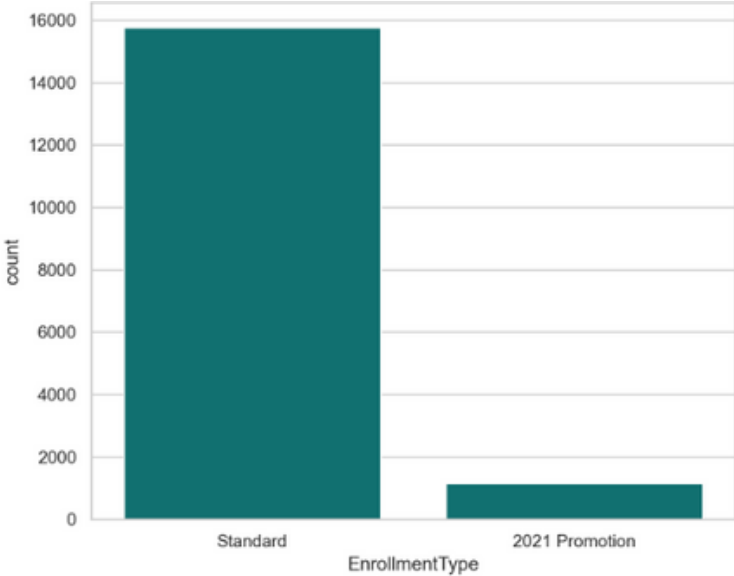
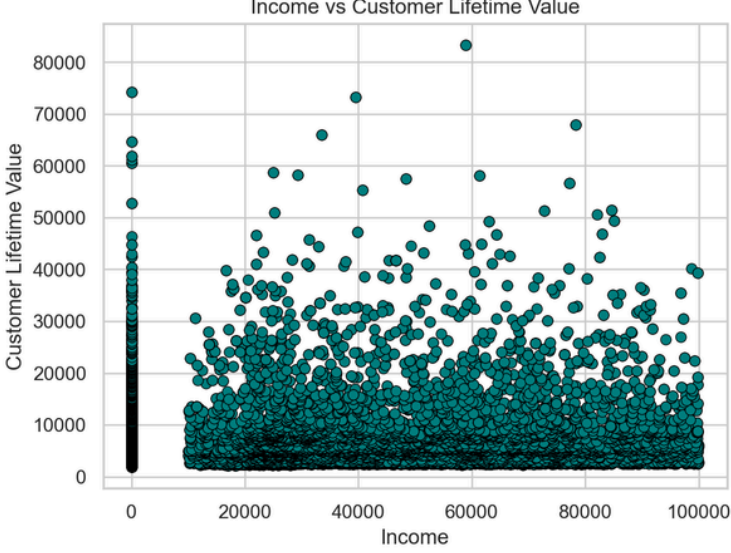
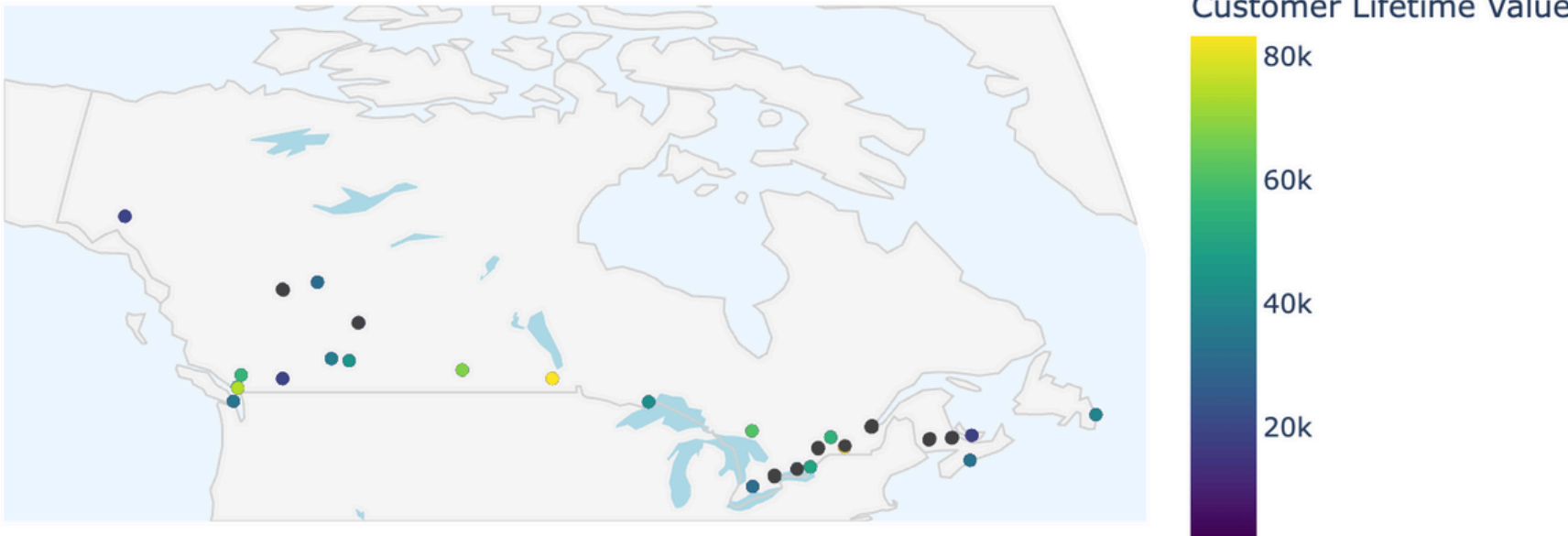


KEY INSIGHTS FROM EDA		
<div>INTRODUCTION</div> <p>IN TODAY'S BUSINESS ENVIRONMENT, ANALYSING DATA IS CRUCIAL IN ORDER TO ACHIEVE SUCCESS AND IMPROVED OUTCOMES, SPECIALLY WHEN DEALING WITH A VERY COMPETITIVE INDUSTRY.</p> <p>THIS PROJECT FOCUSES ON THE COMPANY AMAZING INTERNATIONAL AIRLINES INC. (AIAI) SEEKING PERSONALIZED SERVICES AND MARKETING STRATEGIES FOR THEIR CUSTOMERS.</p>	<div><div><p>Fig.1 Histogram of the EnrollmentType</p></div><div><p>Fig.2 Scatter Plot (Income vs Customer Lifetime Value)</p></div></div>	
	<div><p>Fig.3 Customer Distribution across Canada</p></div>	
<div>OBJECTIVE</div> <p>OUR OBJECTIVE IS TO GROUP CUSTOMERS ACCORDING TO THEIR ECONOMIC CONTRIBUTION THROUGH A VALUE-BASED SEGMENTATION, ANALYSING PURCHASING HABITS AND TRAVEL BEHAVIOURS THROUGH A BEHAVIOURAL SEGMENTATION, AND FINALLY, CATEGORIZING CUSTOMERS BY AGE, OCCUPATION, OR ANY OTHER RELEVANT ATTRIBUTES AND PATTERNS</p>	<div>CHALLANGES/RESULTS</div> <p>1 - The 2021 Promotion didn't impact the acquisition of clients has it was expected as you all can see corroborated in Fig.1.</p> <p>2 - Customer retention is our main challenge and it has nothing to do with the Income of our clients, as seen in Fig.2. Despite a wide range of income levels, all are associated with a low Customer Lifetime Value.</p> <p>3 -The geographic concentration, saw in Fig.3, suggests that urban customers contribute more to the revenue. Targeting strategies to that regions can futher enhance customer lifetime value.</p>	
	<div>CONCLUSION</div> <p>The exploratory analysis reveals that customer retention is the main challenge for AIAI. While the 2021 promotion failed to generate lasting impact, loyalty programs show potential when redesigned to engage customers earlier. Additionally, we need to develop local strategies to improve CLV and long-term loyalty.</p>	<div>NEXT STEPS</div> <p>1 - Redesign loyalty programs to reward customers earlier.</p> <p>2 - Develop regional plans to target customer clusters.</p> <p>3 - Personalized promotions</p>
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