Dashboard For Flying Whale

Key Performance Indicators

2M	12M	50.17M	490.35M	2067
Total Flights Booked	Total Points Redeemed	Total Point Accumulated	Total Distance Travelled	total cancellations

This Dashboard contains four sections which provide detailed analysis using visuals:
- Flight Activity
- Loyalty Segmentation
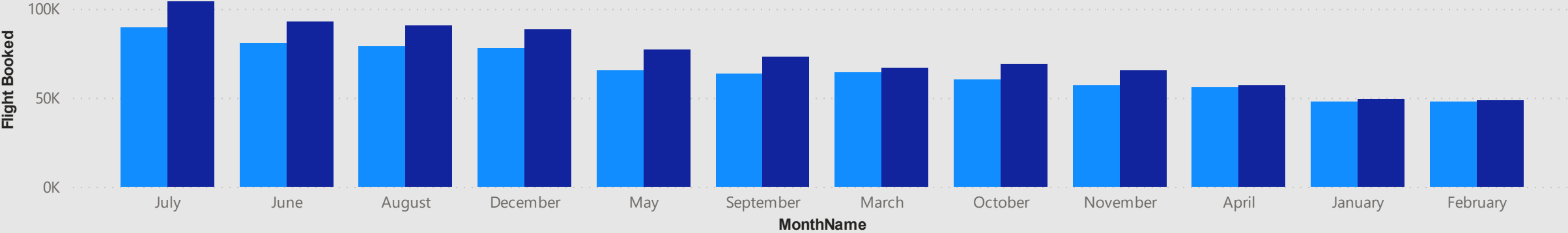- Enrollment and Cancellation Trends
- Recommendations
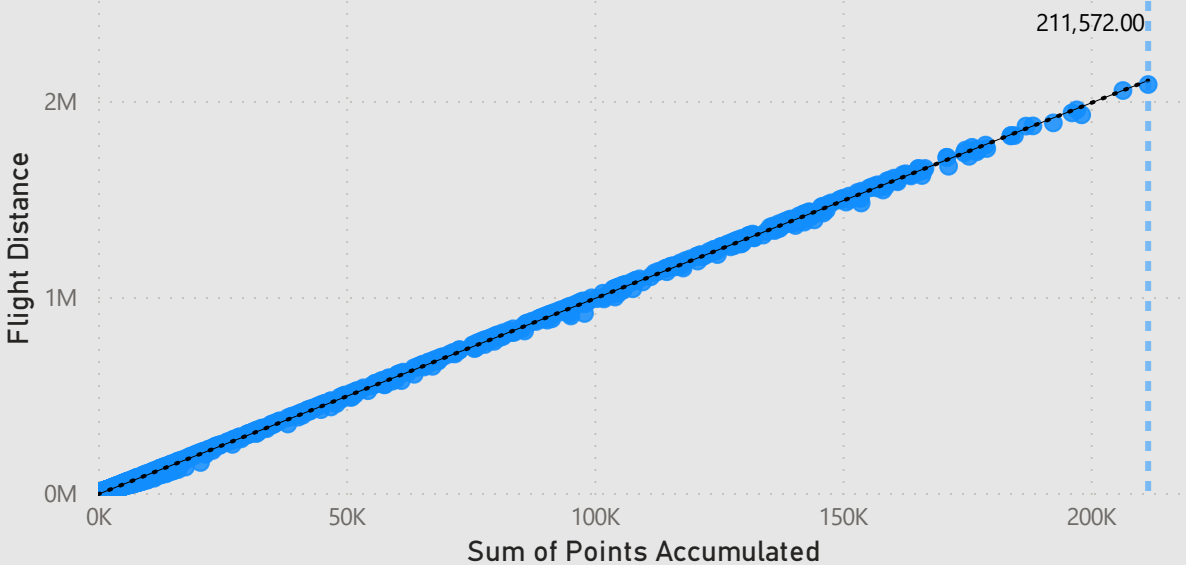
flyingwhale.

Flight Activity Analysis

2017 2018

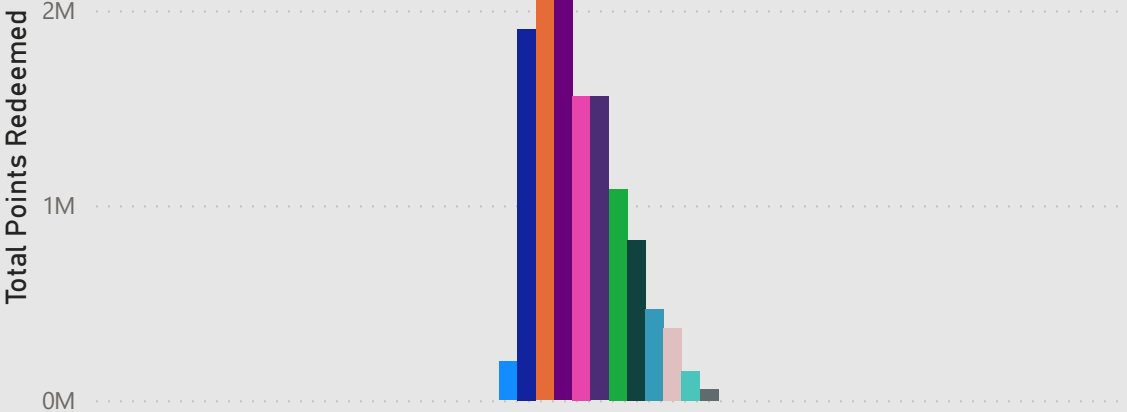## Flights Booked by Month and Year

Year ● 2017 ● 2018

Correlation of Flight Distance and Loyalty Points Accumulated

211,572.00

Total Points Redeemed by Flights with Companions

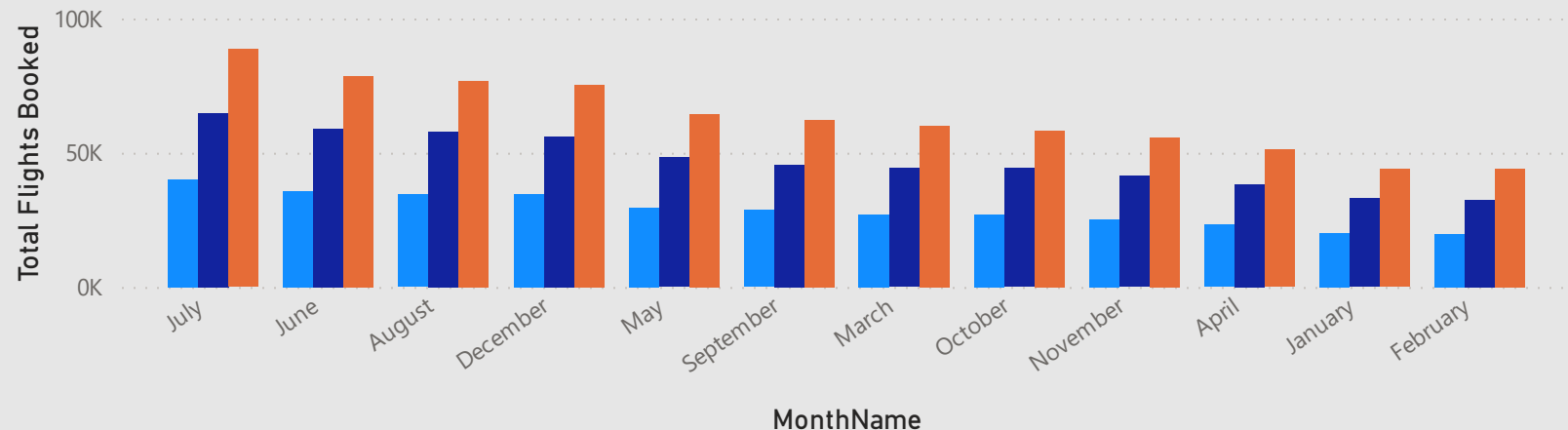Flights with Companions ● 0 ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10 ● 11
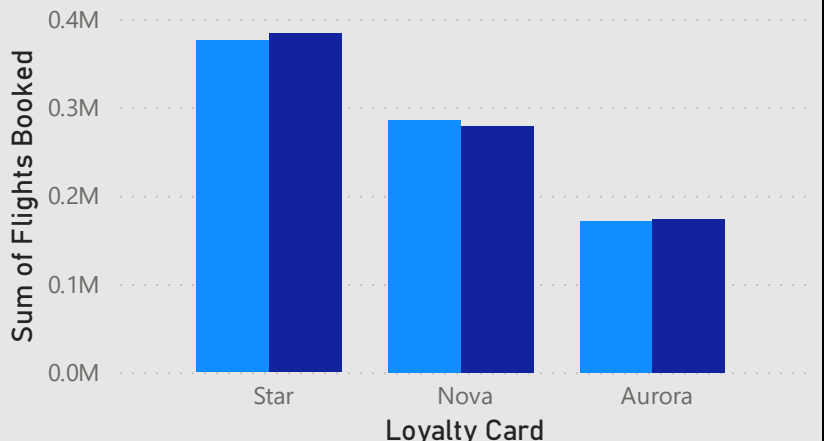
Loyalty Segmentation Analysis

Total Flights Booked by MonthName and Loyalty Card

Loyalty Card ● Aurora ● Nova ● Star

Flights Booked by Loyalty Card and Gender

Gender ● Female ● Male

Loyalty Members by Marital Status

249K (14.76%)
4.48K (0.2...)
9.74K (0.58%)
970K (57.56%)

Marital Status
● Married
● Single
● Divorced
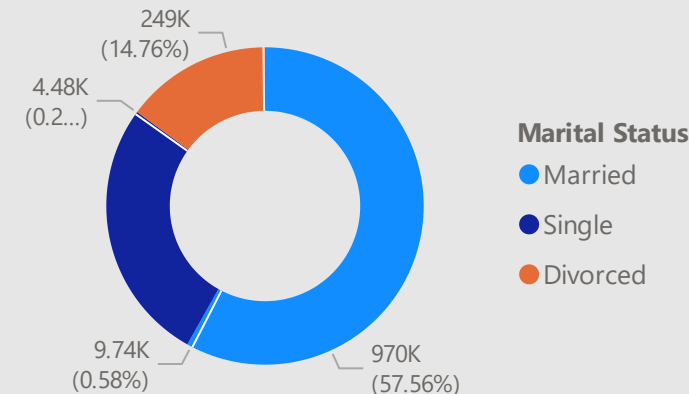
Average customer with highest CLV by Loyalty Cards

Loyalty Card ● Aurora ● Nova ● Star

10,672.69
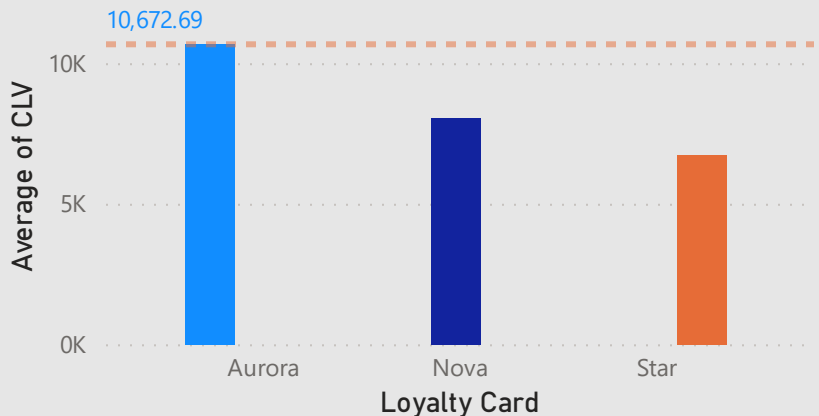
Median Distance travelled by Loyalty Card

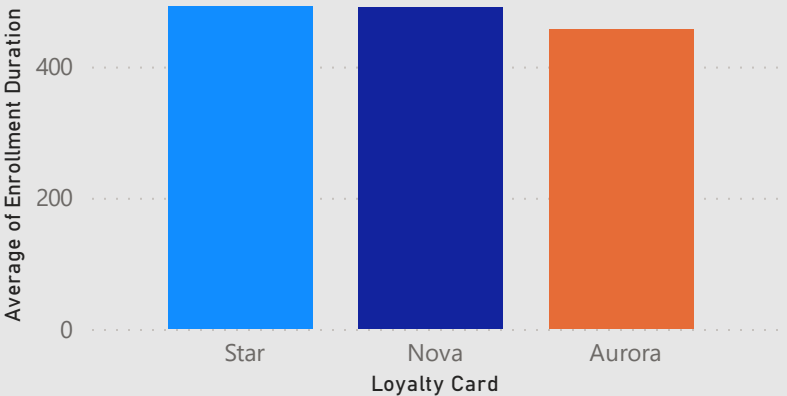**Loyalty Card** ● Star ● Aurora ● Nova
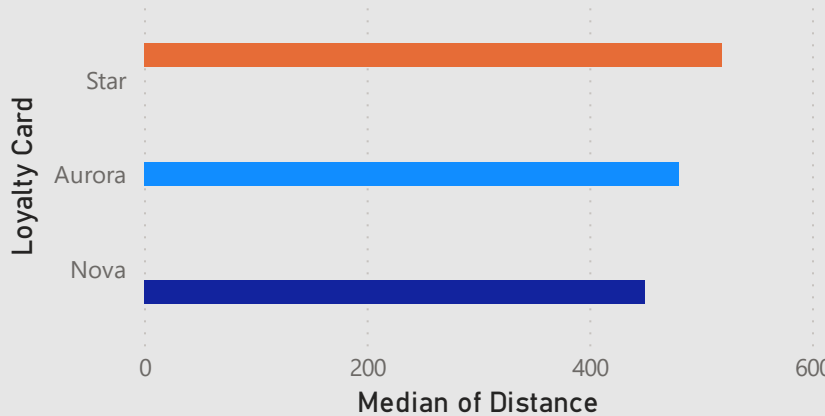
Enrollment and Cancellations Trends
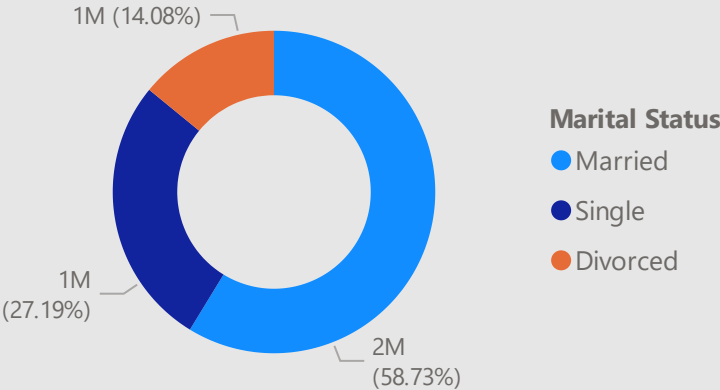
483.42
Average of Enrollment Duration

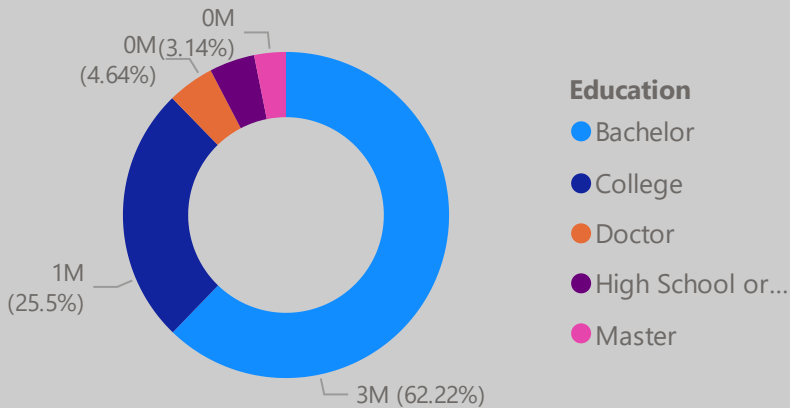## Average of Enrollment Duration by Loyalty Card

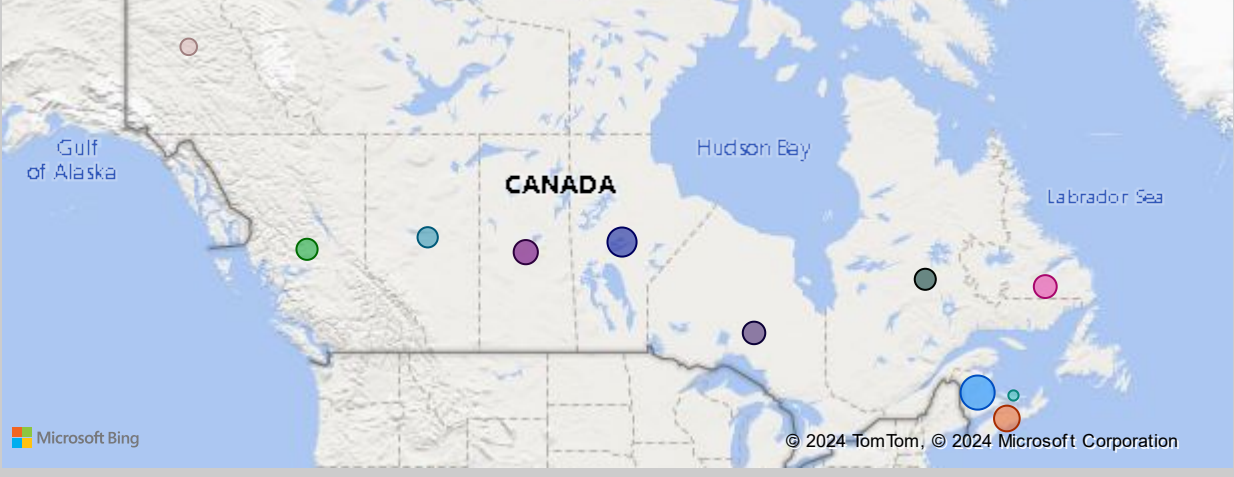Loyalty Card ● Star ● Nova ● Aurora

Cancellation by Marital Status

Marital Status
● Married
● Single
● Divorced

- 1M (14.08%)
- 1M (27.19%)
- 2M (58.73%)

Cancellation by Education

Education
● Bachelor
● College
● Doctor
● High School or...
● Master

- 0M (3.14%)
- 0M (4.64%)
- 1M (25.5%)
- 3M (62.22%)

Average of Enrollment Duration by Province

Province ● New Bruns... ● Manitoba ● Nova Sc... ● Saskatch... ● Newfou... ● Ontario ● British C...

CANADA

Gulf of Alaska

Hudson Bay

Labrador Sea

Microsoft Bing

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Total cancellations by Monthname

Monthname ● December ● November ● August ● July ● October ● September ● June

Monthname	total cancellations
December	213
November	212
August	208
July	186
October	180
September	176
June	165
January	155
March	149
May	148
February	139
April	136
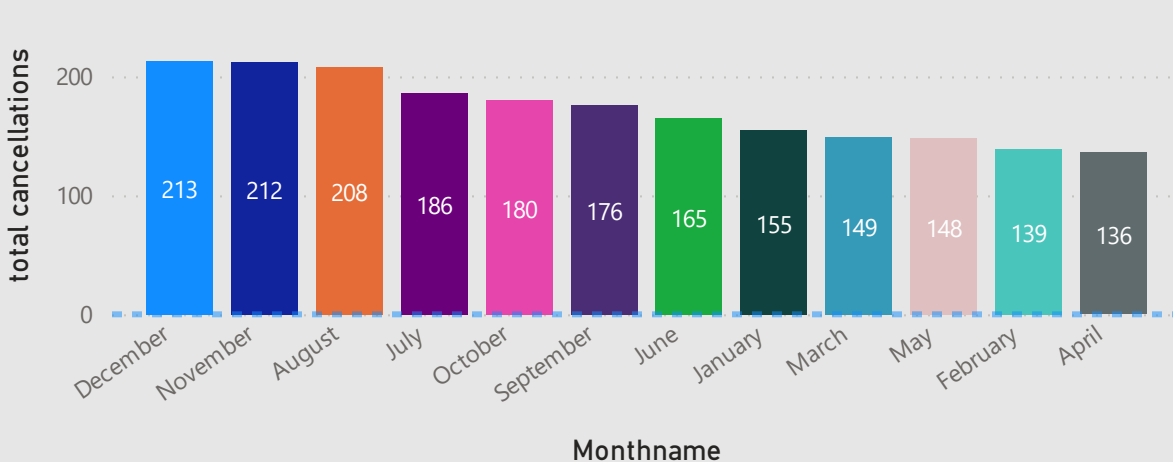
Recommendations

- The Total Flights Booked in the month of June and July are highest which means special arrangement such as increase in ticket counters to cater customers and for lowest month like February the airline should provide discounts to increase travels.
- Flights with Companion of 3 redeemed the highest points thus providing a family deal or discounts on that basis.
- Married people account for 58.17% of loyalty membership which means family deals and discounts can help increase flight bookings by greater percentage.
- Star Loyalty Card holders book the highest flight in the peak time of June which can be due to business or family trips or vacations.
- Star Card holders have the highest percentage of Male in flight bookings whereas Nova has Female booking. So Star category should plan trips that are based on Male perspective and Nova category should be provided with more Female aligned trips.
- There are huge cancellations in the month of December, so reasons for for these cancellations should be found to avoid such cases.
- Alberta province has a lowest enrollment duration on average, so performance marketing should be done and discounts should be provided to attract customer and increase Loyalty membership card holders.