1. Loyalty Card Distribution by City
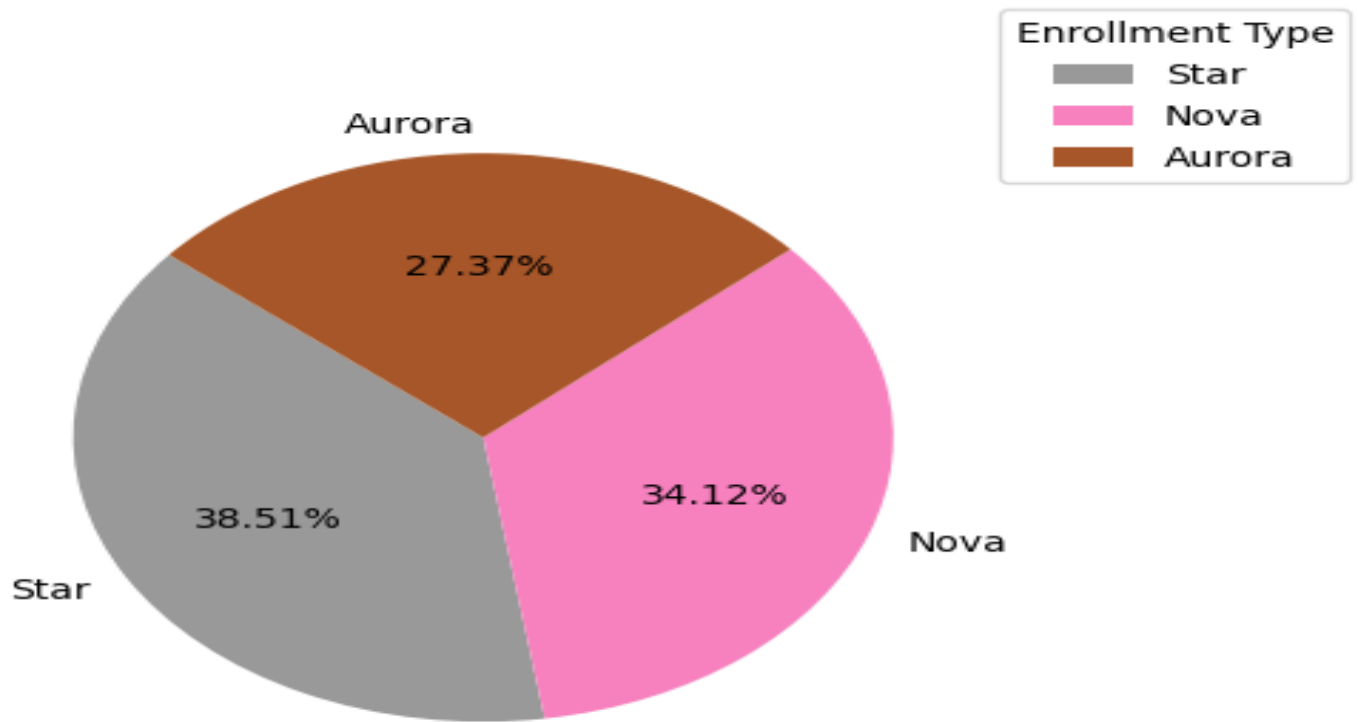

Loyalty Card type by City

Loyalty Card Type
- Aurora (red)
- Nova (orange)
- Star (grey)

City (y-axis, top to bottom): Quebec City, Edmonton, Trenton, Ottawa, Halifax, Whistler, Winnipeg, Montreal, Vancouver, Toronto

Number of Customers (x-axis): 0 – 3500
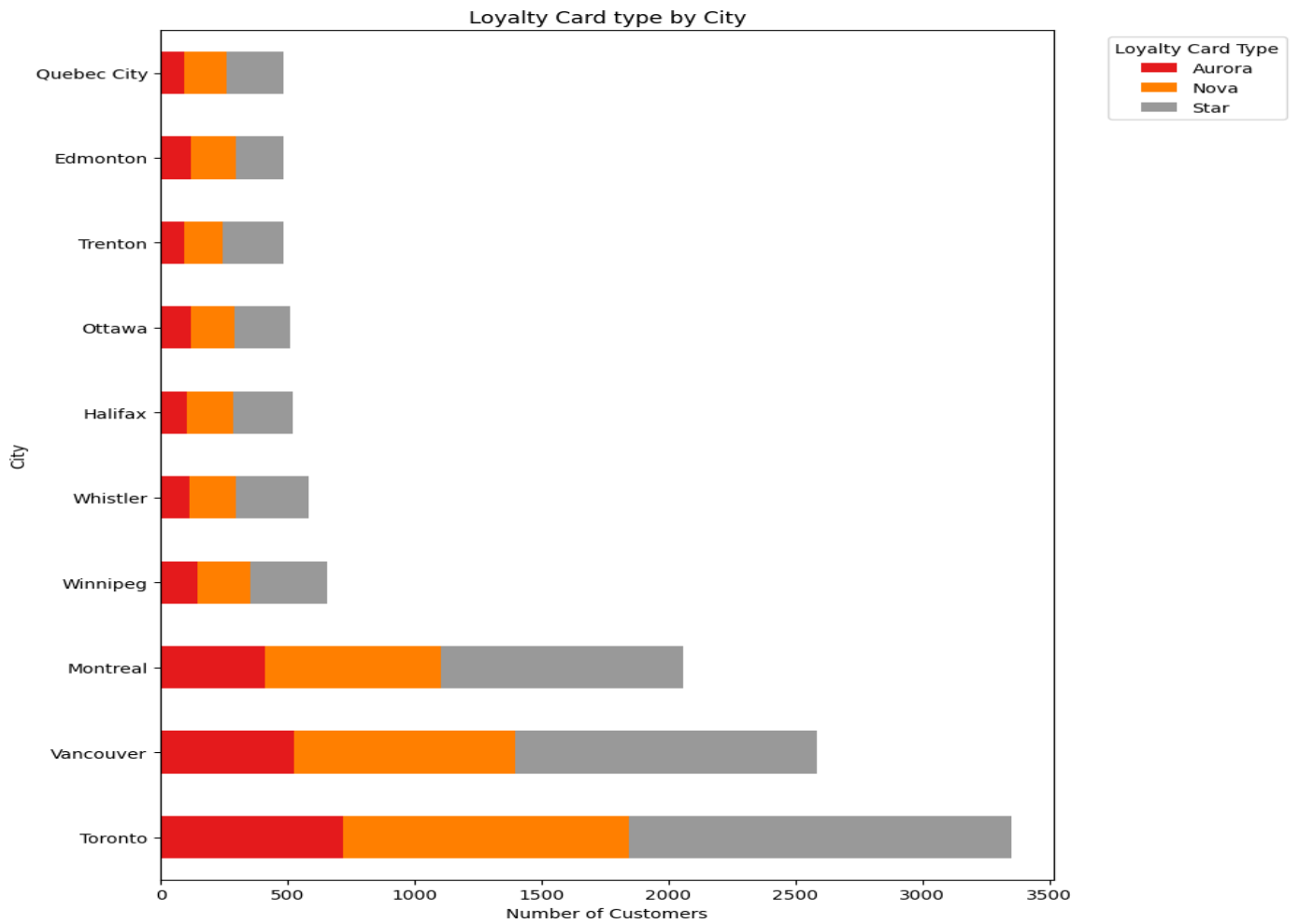
2. Enrollment Type by City

Customer Enrollmennt type by City

Enrollment Type
- 2018 Promotion (green)
- Standard (grey)

City (y-axis, top to bottom): Quebec City, Edmonton, Trenton, Ottawa, Halifax, Whistler, Winnipeg, Montreal, Vancouver, Toronto

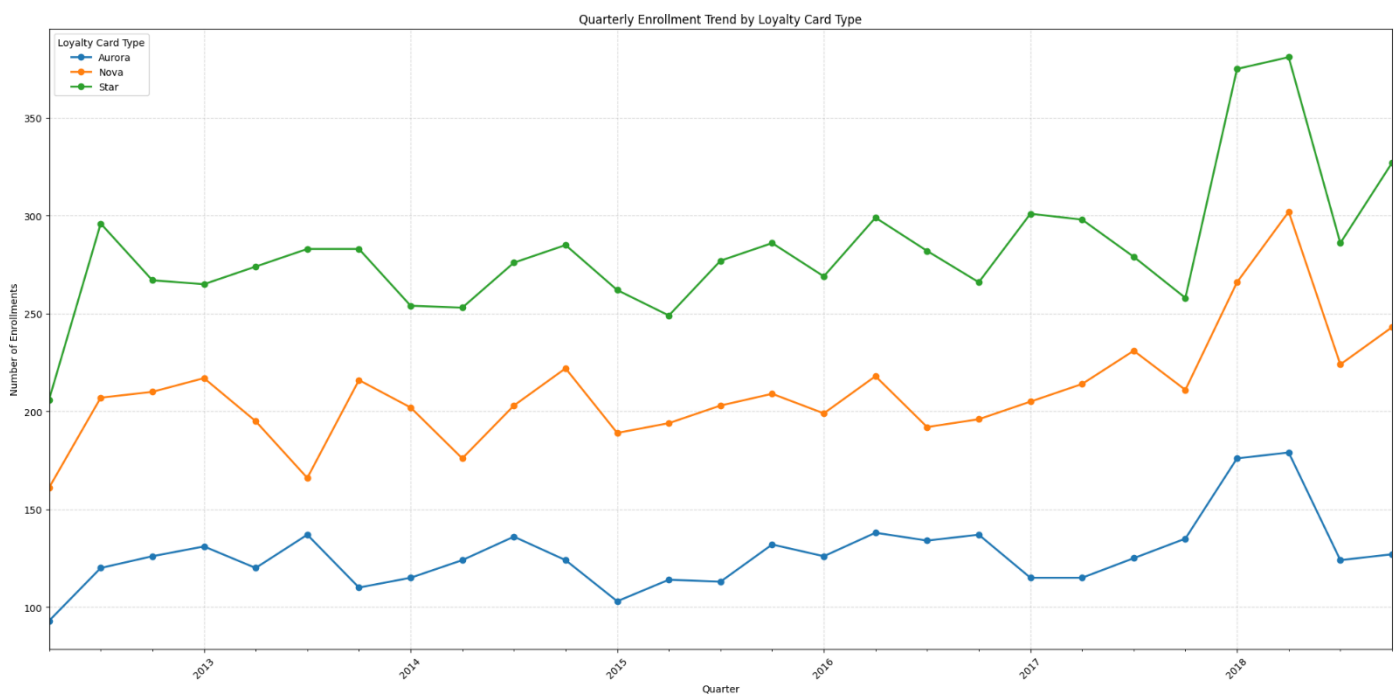Number of Customers (x-axis): 0 – 3500
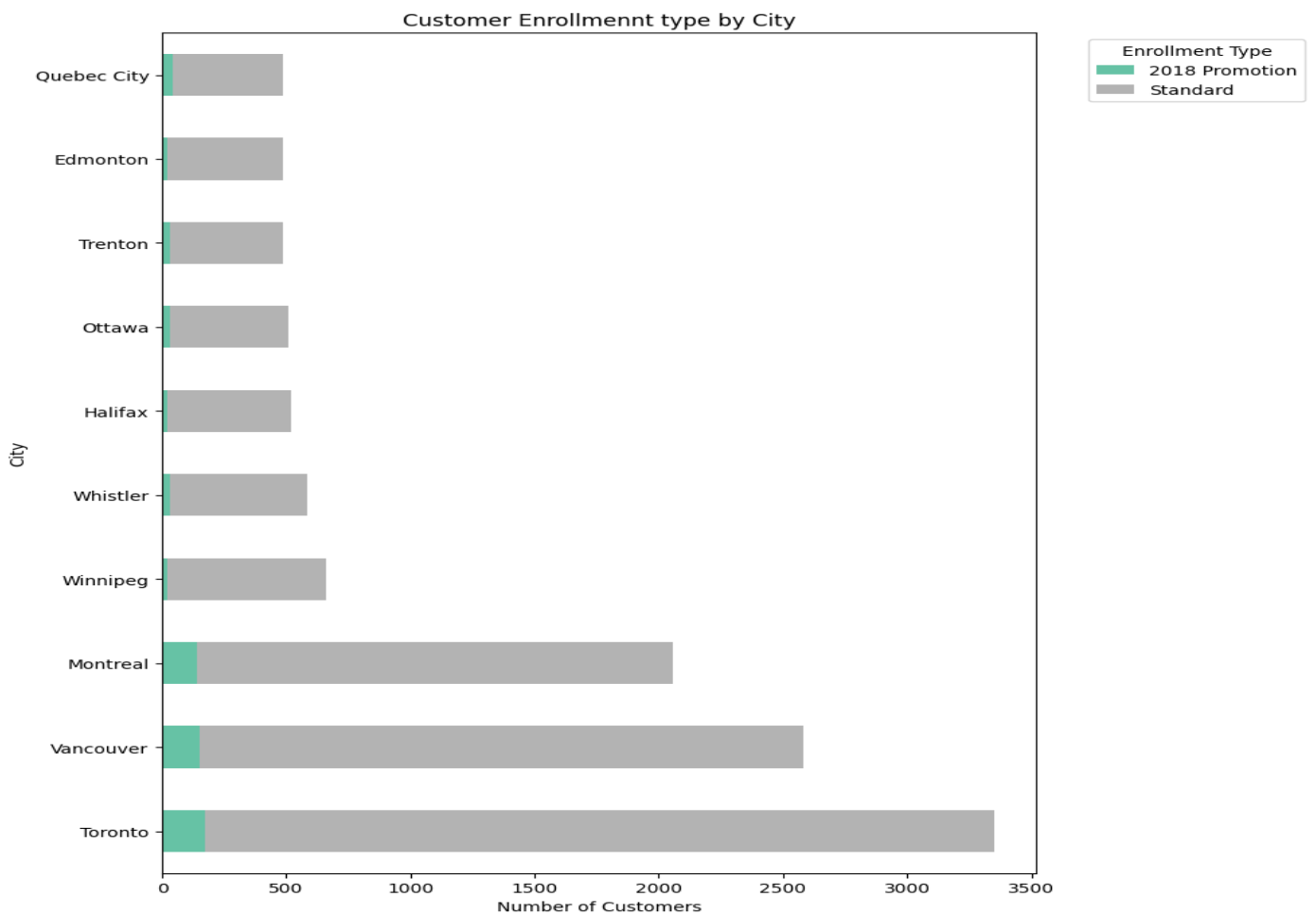
3. Loyalty Card CLV Analysis

CLV Distribution by Card type

3.a. Enrollment Trend for each card type

3.b. **Cancellation Trend by card Type**

Quarterly cancellation Trend by Loyalty Card Type
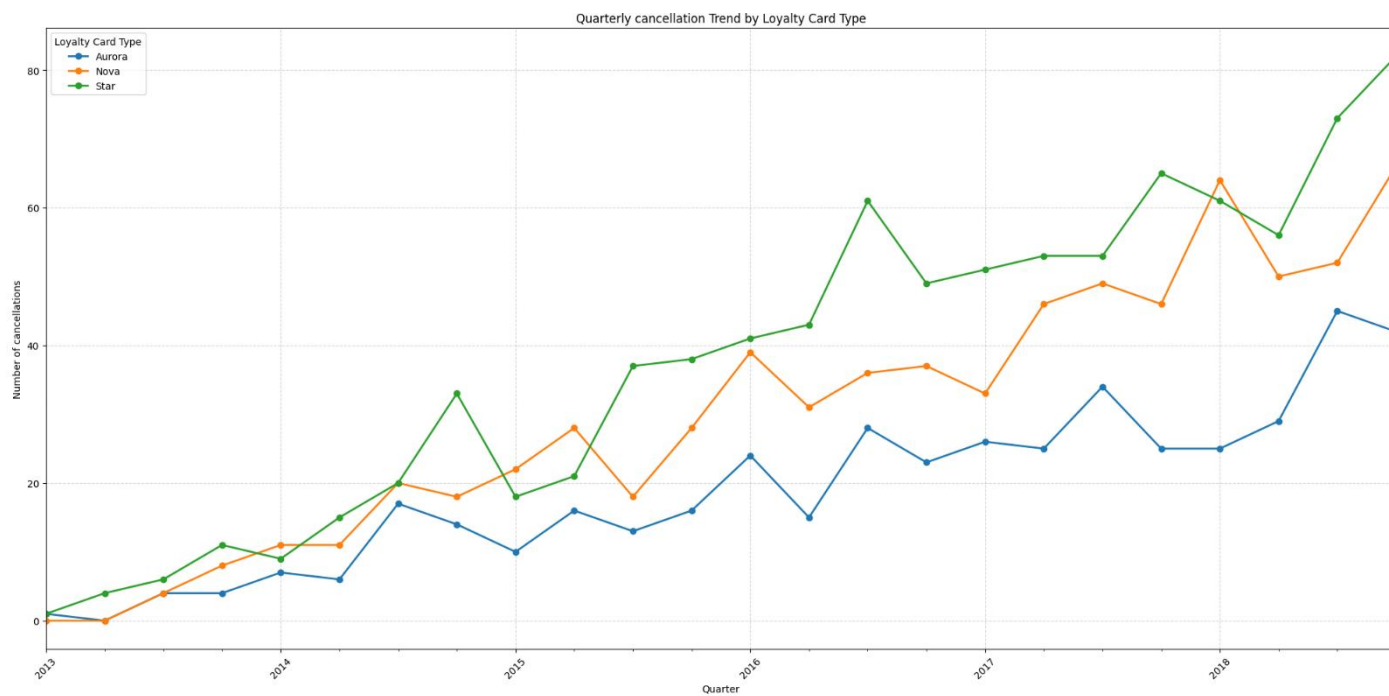
4. **Enrollment Trends by Year and Marital Status**

Enrollement Trend by Maratial Status
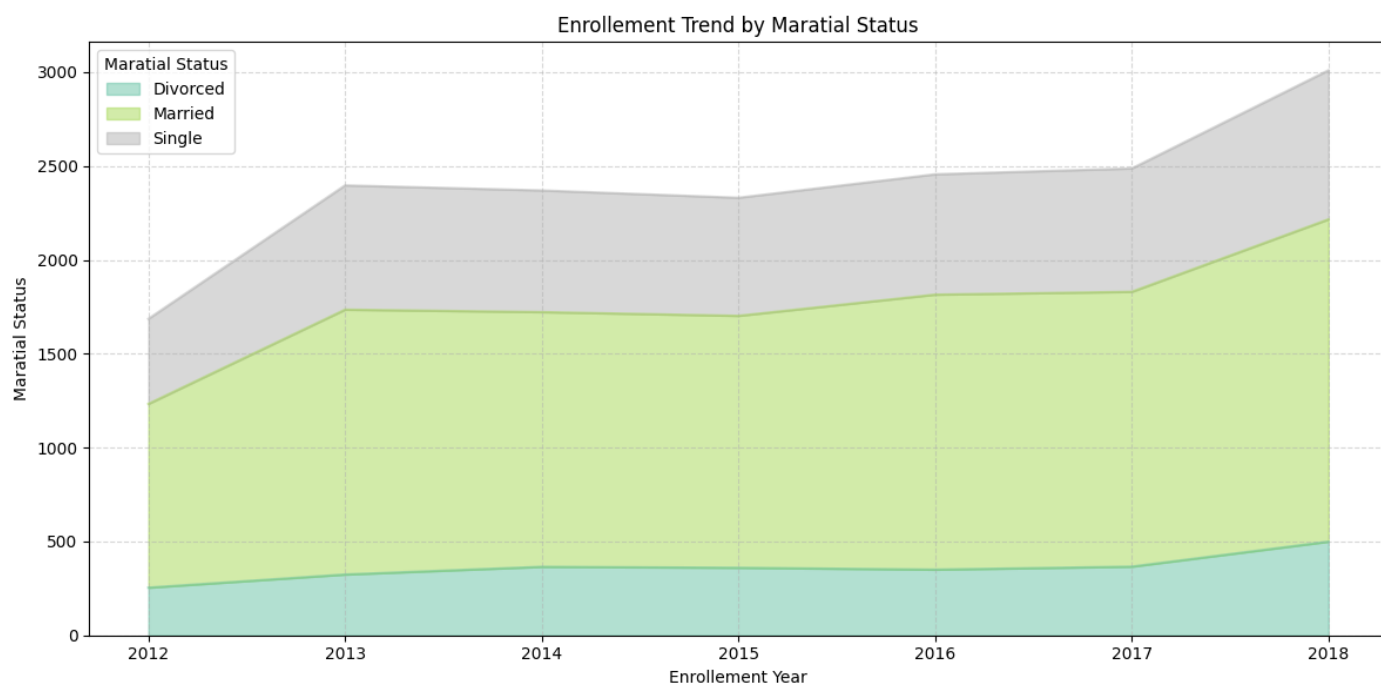
5. Loyalty Card Preference by Marital Status

Loyalty Card (%) Preference by Maratial Status
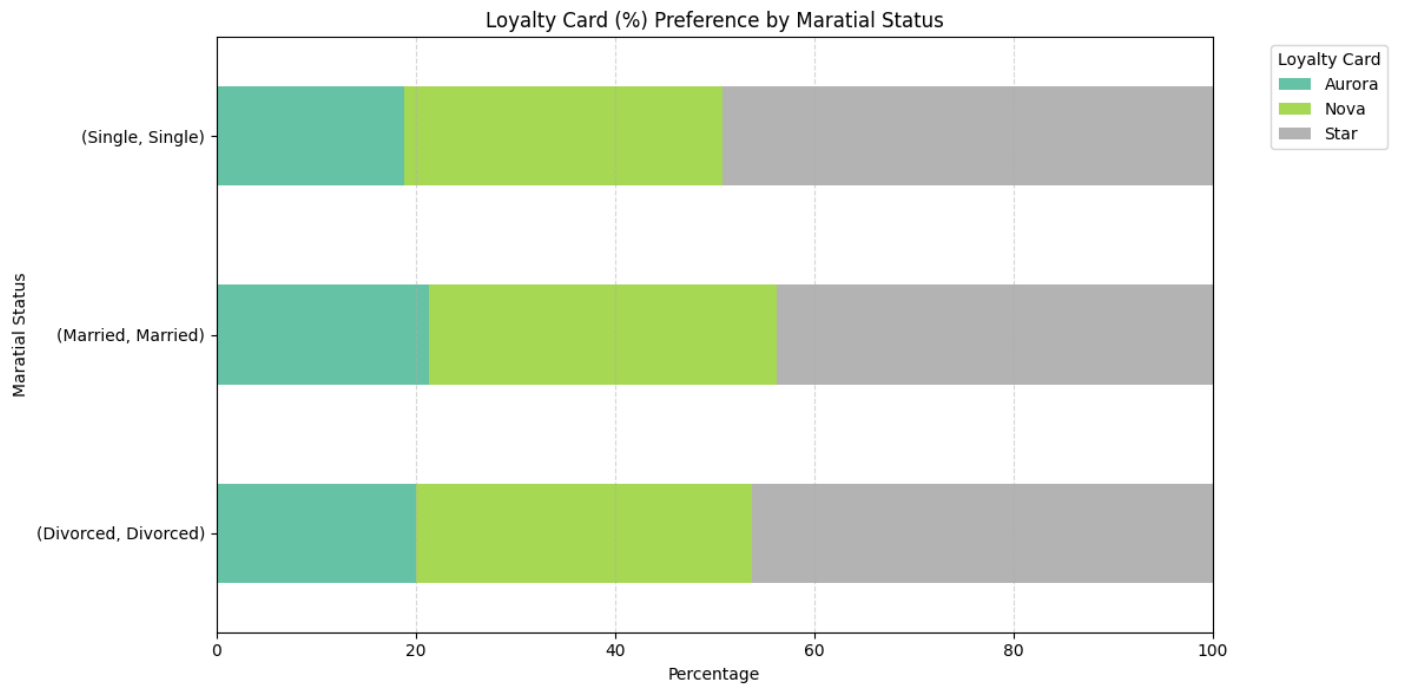
6. Cancellation Trends by Year and Marital Status

Cancellation Trend by Maratial Status