



FlyingWhale Airline

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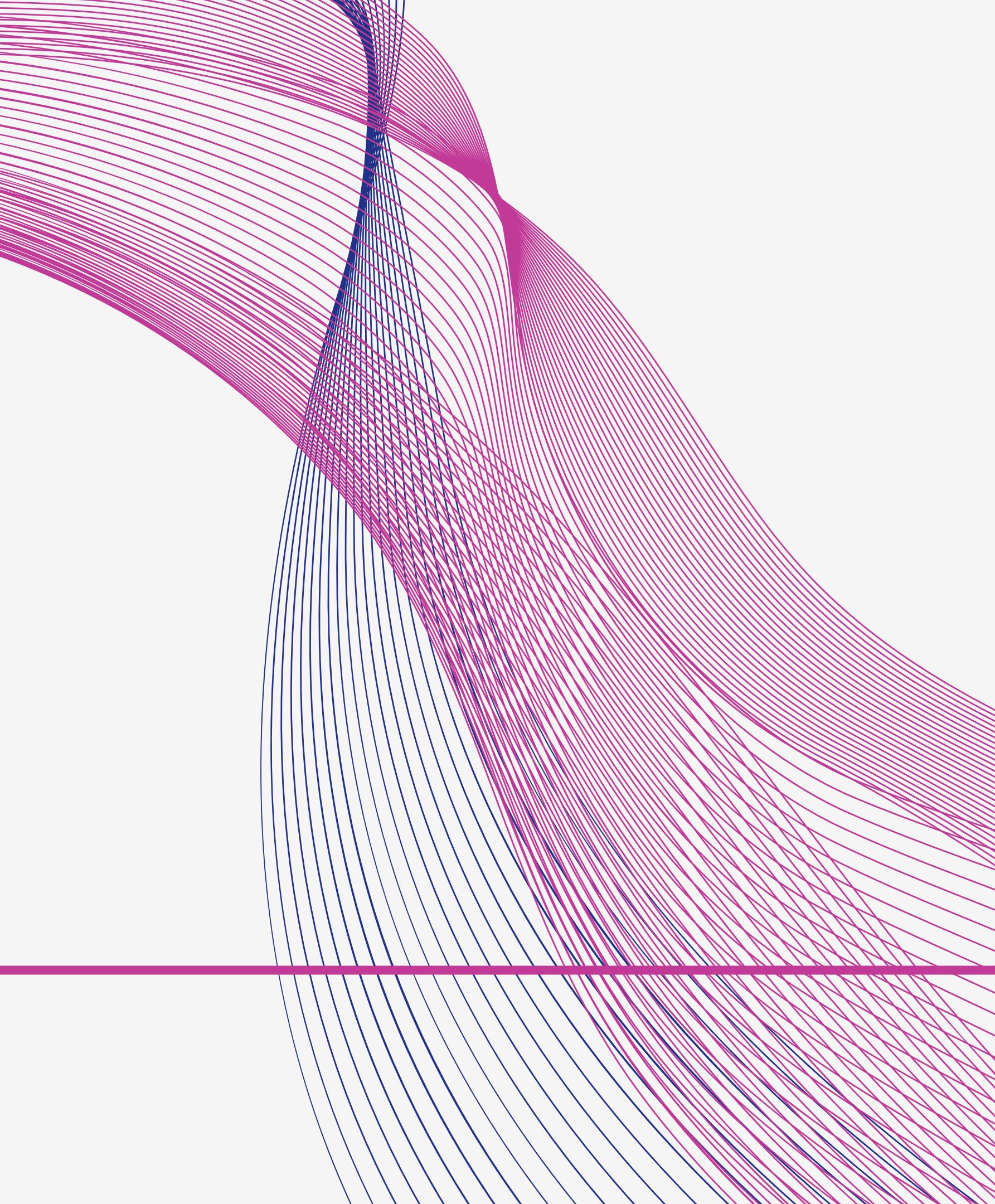
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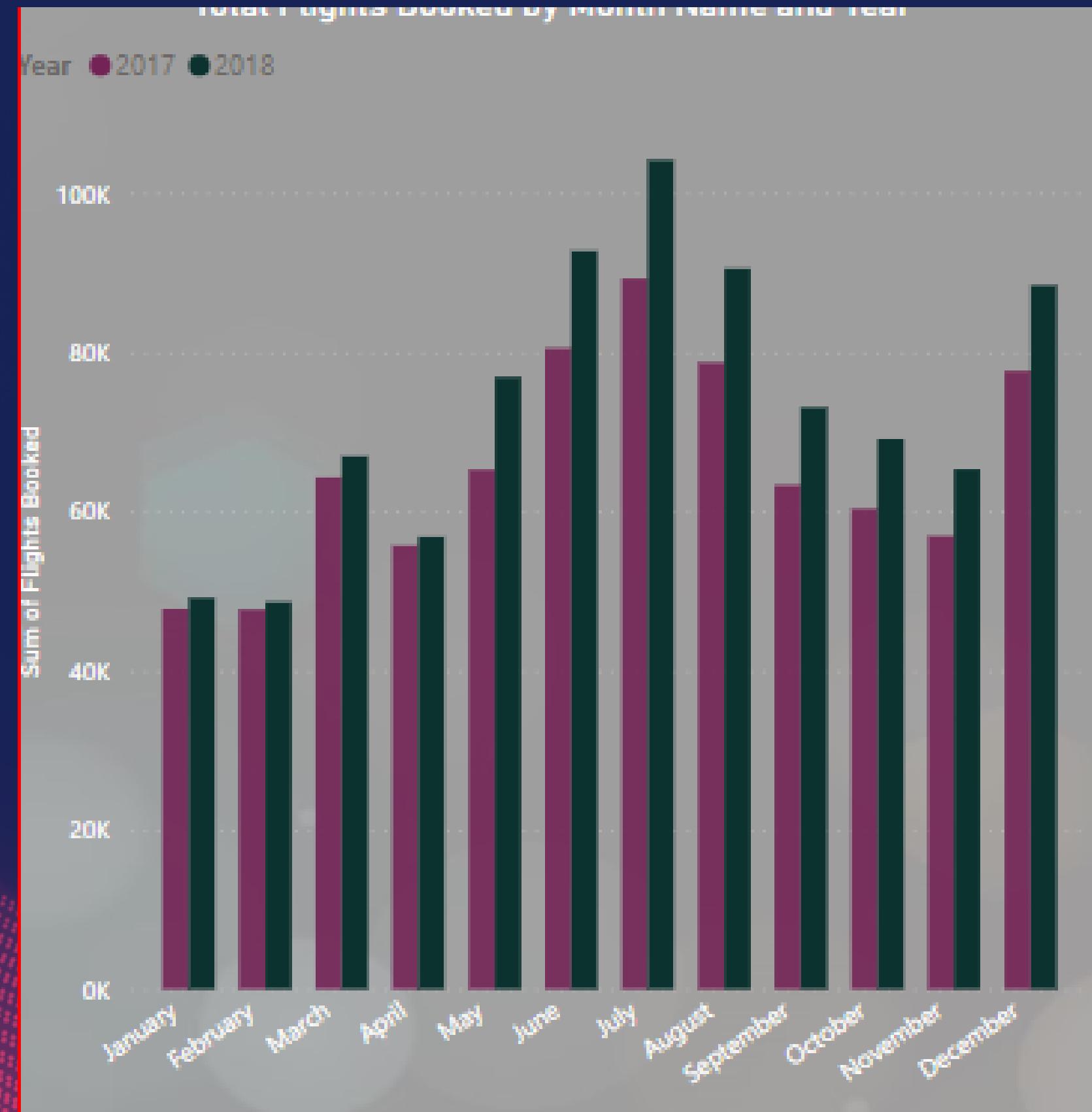
EXECUTIVE SUMMARY:

FlyingWhale Airline, a leading international airline, seeks to optimize its business intelligence capabilities by analyzing Customer Flight Activity and Customer Loyalty History. This report provides comprehensive insights into flight activity patterns, loyalty segmentation, enrollment and cancellation trends, along with actionable recommendations to enhance customer experience and retention.

FLIGHT ACTIVITY ANALYSIS:

Total Flights Booked:

- Total flights booked were higher in 2018 (881,754) compared to 2017 (787,410), indicating potential growth in customer activity over the years.
- July 2018 accounted for 6.24% of the total flights booked, suggesting a noteworthy month in terms of booking activity.



FLIGHT ACTIVITY ANALYSIS:



Points Redeemed:

- Month 3 (presumably March) had the highest sum of points redeemed at 2,195,087, which was substantially higher (3,679.16%) than month 11 (presumably November), which had the lowest sum of points redeemed at 58,084.
- Month 3 accounted for 17.63% of the total points redeemed, indicating significant point redemption activity during that month.

Monthly Discrepancies:

The difference in flight bookings between 2018 and 2017 was most significant in July, with 2018 recording 14,855 more flights booked compared to 2017 for the same month.

Flights with Companions:

Across all 12 months, flights booked with companions ranged from 58,084 to 2,195,087 points redeemed, showcasing a wide range of point redemption behaviors among customers traveling with companions.

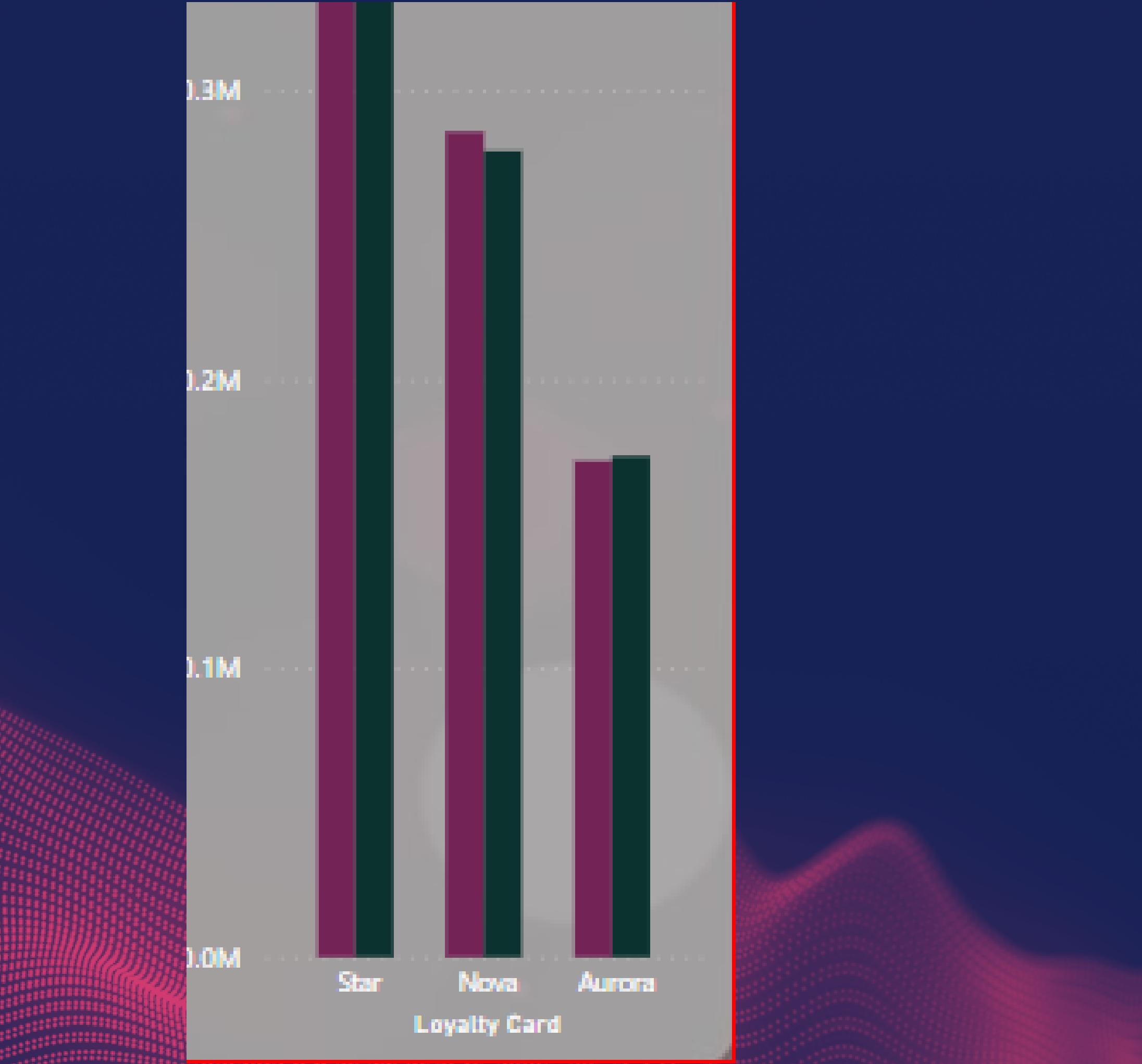
LOYALTY SEGMENTATION ANALYSIS:

Total Flights Booked:

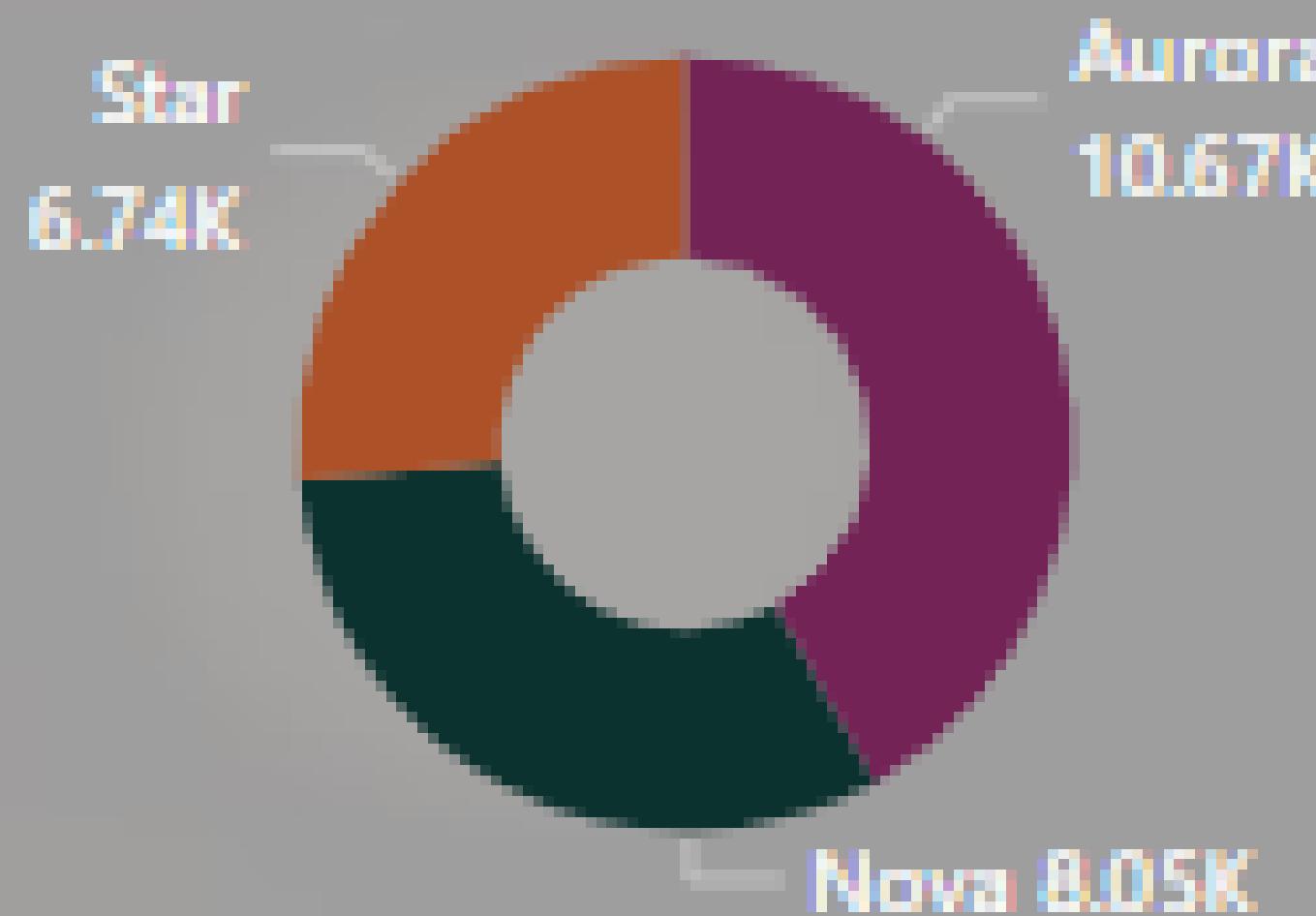
Total flights booked were higher for males (836,166) compared to females (832,998), indicating that males are slightly more active in booking flights.

Gender Distribution:

Males with the loyalty card status "Star" accounted for 22.99% of the total flights booked, suggesting a significant portion of flight bookings among male customers with this loyalty card status.



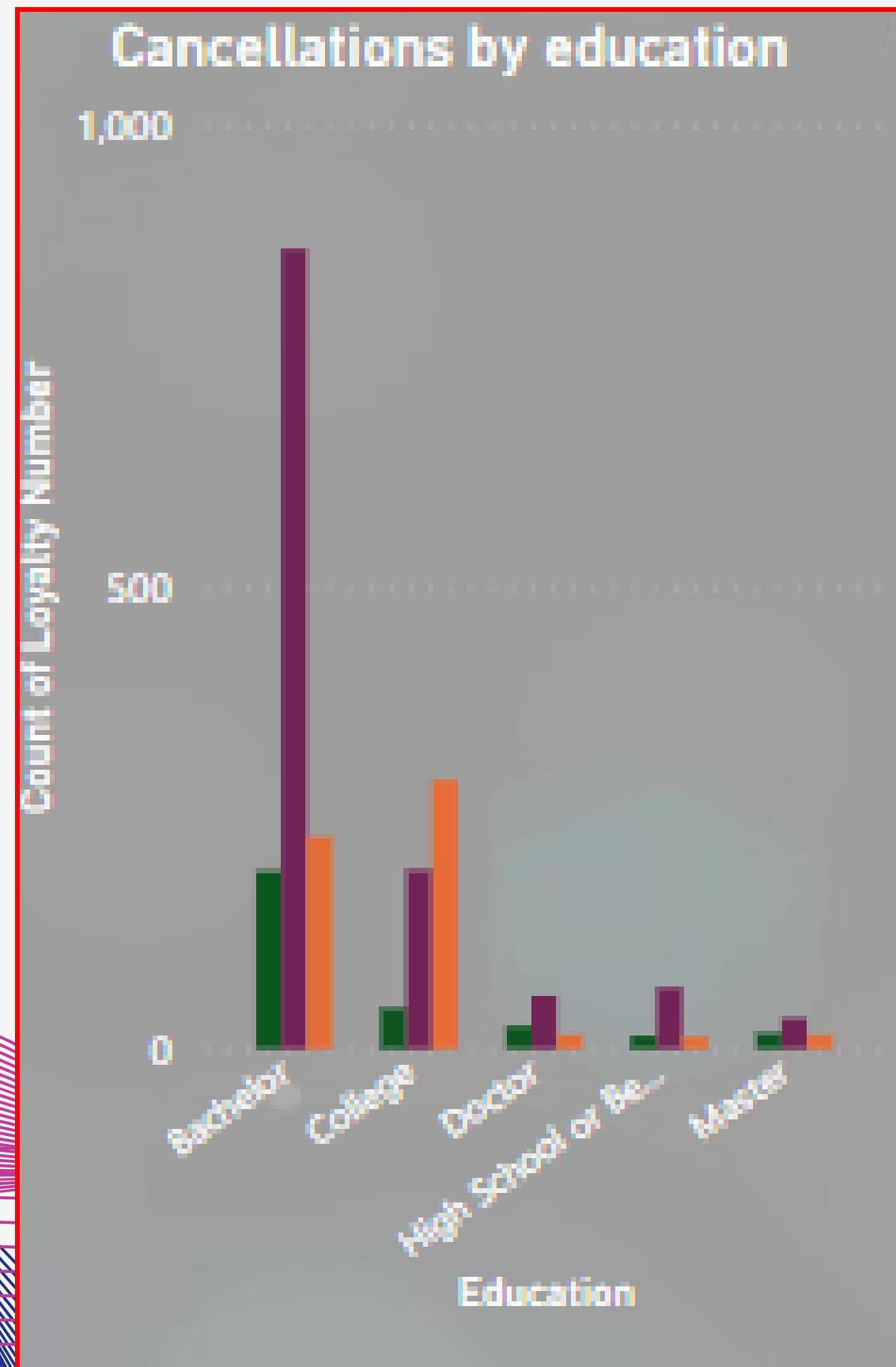
Highest Customer Lifetime Value (CLV) across loyalty segments.



CUSTOMER LIFETIME VALUE (CLV):

- "Aurora" had the highest average CLV at 10,672.69, followed by "Nova" at 8,045.62, and "Star" at 6,741.76.
- The average CLV of "Aurora" was 58.31% higher than that of "Star," which had the lowest average CLV.

ENROLLMENT AND CANCELLATION ANALYSIS



Marital Status Distribution:

- "Married" individuals had the highest total count of loyalty numbers at 1,214, followed by "Single" at 562 and "Divorced" at 291, indicating that a majority of loyalty program members are married.

Distribution within Marital Status (Bachelor):

- Within the marital status of "Married," individuals with the status of "Bachelor" accounted for 41.85% of the total count of loyalty numbers.

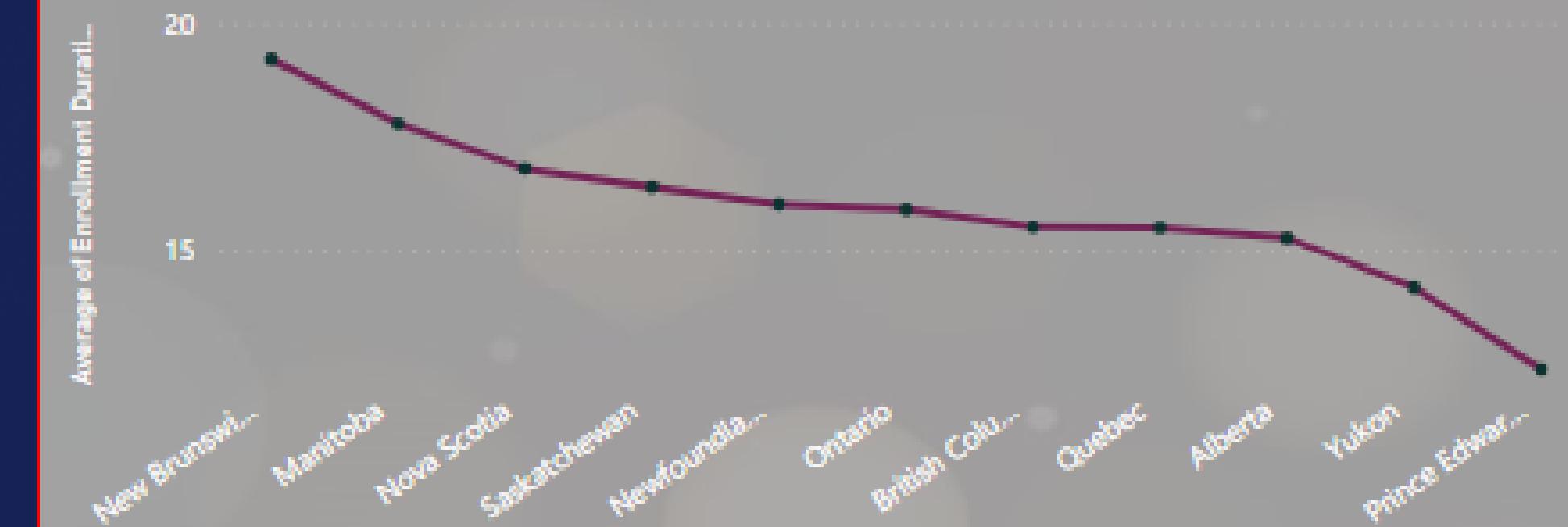
Month-wise Enrollment:

In December, there was the highest count of loyalty numbers at 213, which was 56.62% higher than in April, where the count was the lowest at 136.

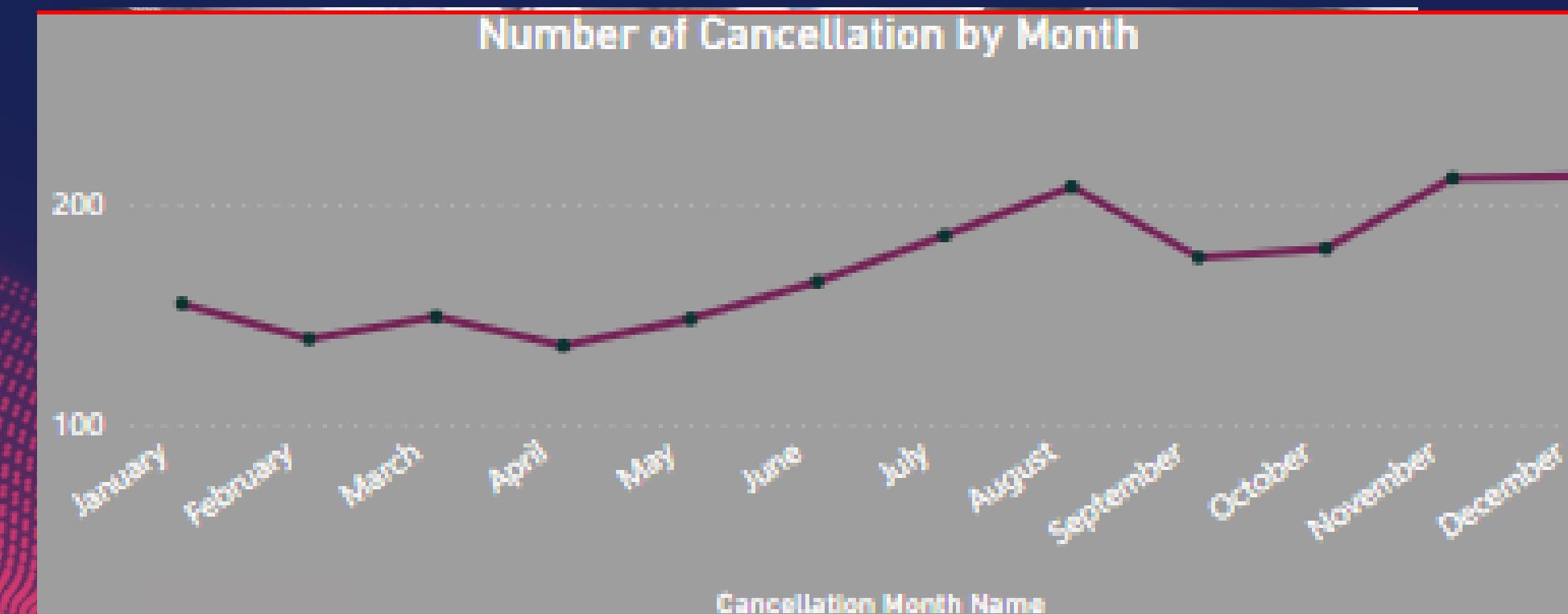
Cancellation Month-wise Distribution:

Across all 12 cancellation month names, the count of loyalty numbers ranged from 136 to 213, indicating variations in enrollment and cancellation activity across different months.

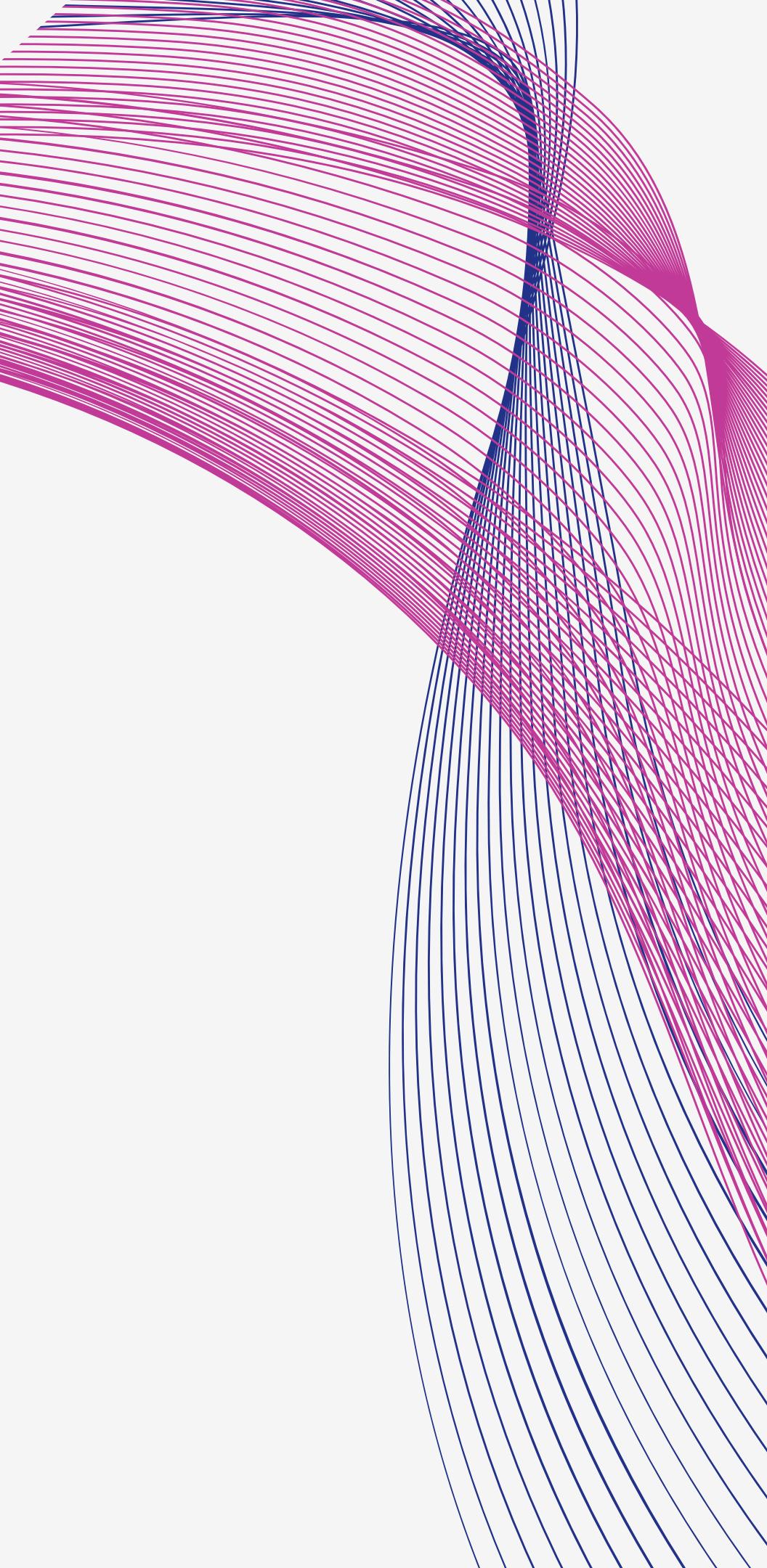
Average duration of enrollment among cancelled members by province



Number of Cancellation by Month



1. Province-wise Distribution of Cancelled Loyalty Numbers:
 - Ontario had the highest count of canceled loyalty numbers at 674.
2. Ontario's Share of Cancelled Loyalty Numbers:
 - Ontario accounted for 32.61% of the total count of canceled loyalty numbers among provinces.
3. Province-wise Range of Cancelled Loyalty Numbers:
 - Across all 11 provinces, the count of canceled loyalty numbers ranged from 11 to 674, indicating variations in cancellation activity across different provinces.



RECOMMENDATIONS

Seasonal Promotions: Implement promotions and retention incentives tailored for December, leveraging its higher enrollment rate but addressing its significant cancellation numbers

Enhanced Loyalty Benefits: Analyze demographics and behaviors to enhance benefits for different loyalty tiers, aiming to increase customer satisfaction and loyalty.

CLV Optimization: Implement strategies to increase average customer lifetime value, including personalized offers and targeted services.

Continuous Analysis: Establish a framework for ongoing data analysis to monitor trends and adjust strategies in response to changing customer preferences.

Customer Experience Enhancement: Invest in improving the overall customer experience, from booking to post-flight interactions, to address customer needs effectively.



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