

# What Flights Do Frequent Flyers Take?

## Top 5 Destination Airports for Frequent Flyers

```
SELECT *
FROM (
    SELECT a.airportname "Destination Airport", a.city "Destination City"
    FROM factbooking fb, dimairport a, dimstatus s
    WHERE fb.destinationairportkey = a.airportkey AND fb.statuskey IS NOT NULL
    GROUP BY a.airportname, a.city
    ORDER BY COUNT(*)
)
WHERE ROWNUM <= 5
```

Destination Airport	Destination City
Istanbul Airport	Istanbul
Mexico City International Airport	Mexico City
Dubai International Airport	Dubai
Dallas Fort Worth International Airport	Dallas
Hartsfield-Jackson Atlanta International Airport	Atlanta

## Top 5 Flight Routes for Frequent Flyers

```
SELECT *
FROM (
    SELECT a1.airportname "Departure Airport",
           a2.airportname "Destination Airport",
           a1.city "Departure City",
           a2.city "Destination City"
    FROM factbooking fb, dimairport a1, dimairport a2
    WHERE fb.departureairportkey = a1.airportkey
    AND fb.destinationairportkey = a2.airportkey
    AND fb.statuskey IS NOT NULL
    GROUP BY a1.airportname, a2.airportname, a1.city, a2.city
    ORDER BY COUNT(*)
)
WHERE ROWNUM <= 5
```

Departure Airport	Destination Airport	Departure City	Destination City
Istanbul Airport	Dubai International Airport	Istanbul	Dubai
Dallas Fort Worth International Airport	Hartsfield-Jackson Atlanta International Airport	Dallas	Atlanta
Cairo International Airport	Dallas Fort Worth International Airport	Cairo	Dallas
Guangzhou Baiyun International Airport	Dallas Fort Worth International Airport	Guangdong	Dallas
Dallas Fort Worth International Airport	Istanbul Airport	Dallas	Istanbul

## What Fare Basis Do Frequent Flyers Pay?

```
SELECT f.farebasiscode "Fare Basis",
       ROUND(
         COUNT(*) * 100 /
         (SELECT COUNT(*) FROM factbooking WHERE statuskey IS NOT NULL)
       , 2)
       || '%'
       AS "Percentage"
FROM factbooking fb, dimfarebasis f
WHERE fb.farebasiskey = f.farebasiskey
AND fb.statuskey IS NOT NULL
GROUP BY f.farebasiscode
ORDER BY "Percentage" DESC;
```

Fare Basis	Percentage
WE	14.94%
YE	14.14%
F	13.11%
Y	12.09%
FE	11.63%
W	11.63%
J	11.29%
JE	11.17%

## How Often Do Frequent Flyers Upgrade?

```
SELECT ROUND(
  sum(F.UPGRADEDTICKET) * 100 /
  Count(*)
, 2)
|| '%'
AS "Percentage of Ticket Upgrade"
FROM FACTBOOKING f
WHERE F.STATUSKEY IS NOT NULL
```

Percentage of Ticket Upgrade
50.51%

# How Do Frequent Flyers Earn and Redeem Their Points?

```
SELECT
    'Redeem' AS "Channel Type",
    c.channel AS "Channel",
    ROUND(
        COUNT(*) * 100
        / (SELECT COUNT(*)
            FROM factfrequentflyertransaction NATURAL JOIN dimchannel
            WHERE channeltype = 'Redeem')
        , 2)
    || '%'
    AS "Percentage"
FROM factfrequentflyertransaction f, dimchannel c
WHERE f.channelkey = c.channelkey AND c.channeltype = 'Redeem'
GROUP BY c.channel
UNION
SELECT
    'Earn',
    c.channel,
    ROUND(
        COUNT(*) * 100
        / (SELECT COUNT(*)
            FROM factfrequentflyertransaction NATURAL JOIN dimchannel
            WHERE channeltype = 'Earn')
        , 2)
    || '%'
    AS "Percentage"
FROM factfrequentflyertransaction f, dimchannel c
WHERE f.channelkey = c.channelkey AND c.channeltype = 'Earn'
GROUP BY c.channel
ORDER BY "Channel Type", "Percentage" DESC
```

Channel Type	Channel	Percentage
▶ Earn	Flight	54.85%
Earn	Credit Card	45.15%
Redeem	Lounge Access	22.13%
Redeem	Special Service Request	21.31%
Redeem	Extra Baggage Allowance	19.13%
Redeem	Upgrade Ticket	19.13%
Redeem	Free Ticket	18.31%

## Do Frequent Flyers Respond to Special Fare Promotions?

```
SELECT ROUND(
    SUM(fb.specialpromotionindicator) * 100
    / (SELECT COUNT(*) FROM factbooking WHERE statuskey IS NOT NULL)
    , 2)
    || '%'
    AS "Percentage"
FROM factbooking fb
WHERE fb.specialpromotionindicator = 1
GROUP BY fb.specialpromotionindicator;
```

Percentage
49.83%

## How Long Are There Overnight Night Stays?

```
SELECT AVG(f.stayednights) "Average Overnight Stays"
FROM facthotelstay f
WHERE f.statuskey IS NOT NULL;
```

Average Overnight Stays
1.961

## What Are The Proportions of Frequent Flyers Statuses?

```
SELECT s.frequentflyerstatus AS "Frequent Flyer Status",
    ROUND(
        COUNT(*) * 100
        / (SELECT COUNT(*)
            FROM factbooking
            WHERE statuskey IS NOT NULL)
        , 2)
    || '%'
    AS "Percentage"
FROM factbooking f, dimstatus s
WHERE f.statuskey = s.statuskey
GROUP BY s.frequentflyerstatus
```

Frequent Flyer Status	Percentage
Gold	33.07%
Titanium	34.09%
Platinum	32.84%