

Customer Behavior Analysis

Frequent Flyer Inquiries

Inquiry Type:

Frequent Flier Number	Cancel Flight	Flight Deal	Flight Status	New Flight
5445899	0.0	2.0	0.0	1.0
5911884	2.0	4.0	3.0	1.0
8157372	3.0	0.0	0.0	0.0
10806849	0.0	1.0	1.0	1.0
12109458	2.0	1.0	0.0	0.0

Insight: High-value customers frequently inquire about flight statuses, indicating opportunities to enhance proactive communication for frequent travelers.

Add-On Spending

Add-On Spend by Inquiry Type:

Inquiry Type	Mean	Sum	Count
Cancel Flight	104.39	231638.02	2219
Flight Deal	106.76	240964.72	2257
Flight Status	106.96	250066.03	2338
New Flight	105.23	252228.12	2397

Insight: Certain inquiry types, such as new flight requests, are linked to higher add-on spends, highlighting potential upsell opportunities.

Flight Delays

Delays by Airport:

Departing Airport	Delay Rate
SYD	0.547
MIA	0.527
CDG	0.522
HND	0.520
DEN	0.520

Insight: Specific airports show a higher rate of delays, which could indicate logistical challenges at these locations.

Lounge Usage

Lounge Usage Rate:

Lounge Used?	Proportion
True	0.503
False	0.497

Insight: A significant portion of frequent flyers use lounges, suggesting that lounge services are a valuable part of the loyalty program.

Flight Routes

Popular Flight Routes:

Departing Airport	Arrival Airport	Flight Count
LAX	JFK	130
JFK	LAX	112
LAX	MIA	99
JFK	MIA	97
SEA	LAX	96

Insight: Certain routes are highly frequented, indicating opportunities for optimizing scheduling and capacity on these routes.

Monthly Spend

Monthly Add-On Spend:

Record Creation Date	Add-On Spend
2021-01	24449.98
2021-02	18043.06
2021-03	22919.54
2021-04	19655.62
2021-05	17117.11
2021-06	22799.66
2021-07	17771.42
2021-08	26812.61
2021-09	20214.97
2021-10	22911.09
2021-11	21598.91

2021-12	24015.91
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2024-10	10852.35
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Insight: There are seasonal fluctuations in add-on spending, suggesting that targeted promotions could increase revenue during low-spending months.