

# FlyingWhale Airline - Data Analysis



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# Agenda

- Introduction
- Introduction to Datasets
- Flight Activity Analysis
- Loyalty Segmentation
- Enrollment and Cancellation Trends
- Key Recommendations
- Conclusion

# Introduction

- Purpose of Analysis :
  - *Enhance customer engagement*
  - *Optimize loyalty program effectiveness*
  - *Improve customer satisfaction during peak periods*

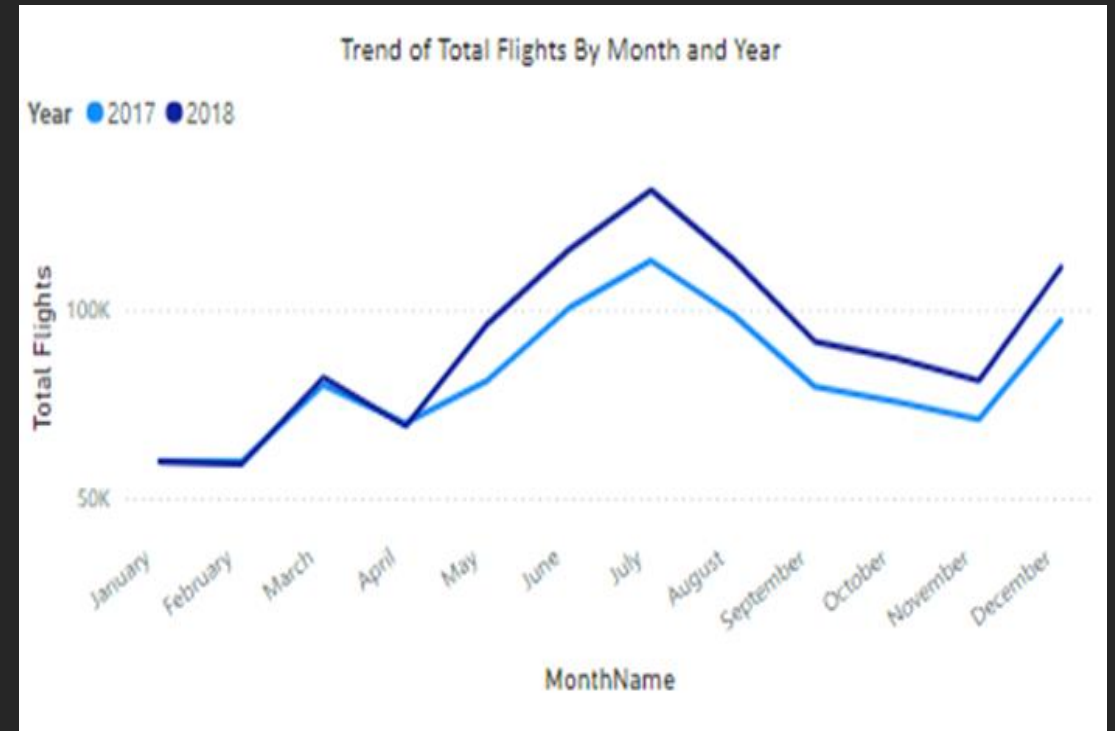


# Introduction to Datasets

- **Dataset 1:** Customer Flight Activity
    - Loyalty Number, Flights Booked, Flights with Companions, Distance, Points Accumulated/Redeemed, Dollar Cost of Points Redeemed.
  - **Dataset 2:** Customer Loyalty History
    - Loyalty Number, Demographics, Loyalty Card Status, CLV, Enrollment, and Cancellation Details.
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# Flight Activity Analysis - Monthly & Yearly Booking Patterns

- Key insight: Peak booking periods in July-September and December.
- Hypothesis: Driven by school vacations and holidays.



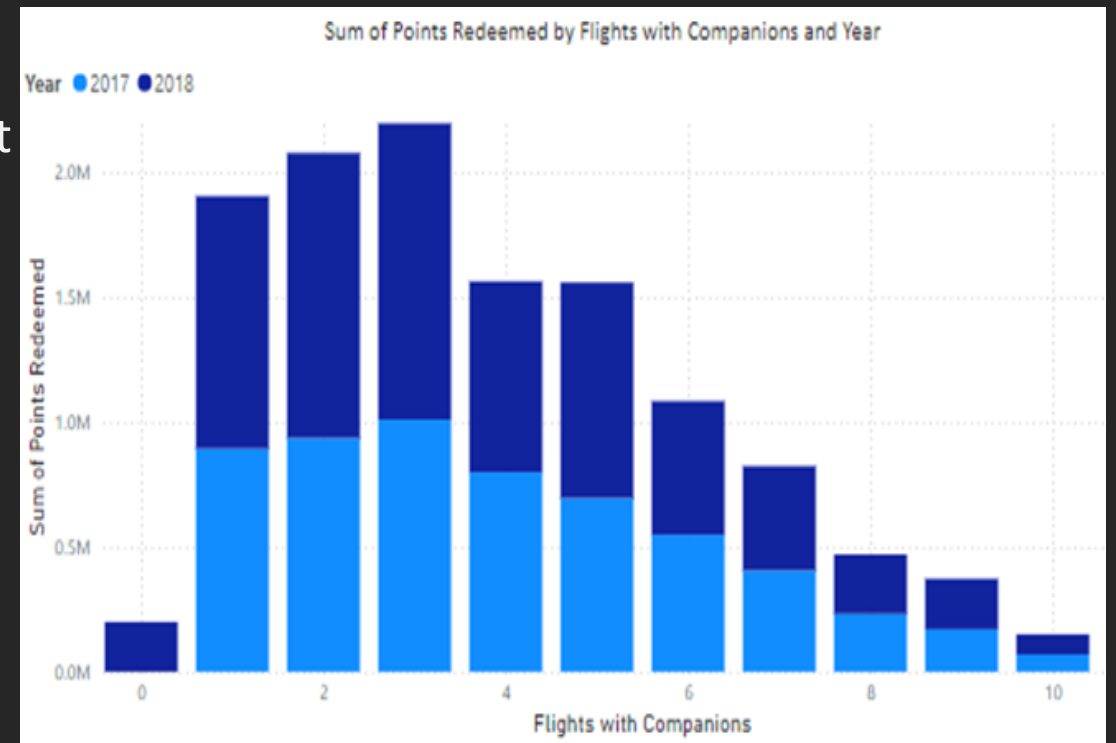
# Flight Activity Analysis - Distance vs Loyalty Points

- Key Insight: Clear positive correlation, with longer flights earning more points.



# Flight Activity Analysis - Impact of Companion Bookings

- Travelers with **3 companions** redeem the most points.



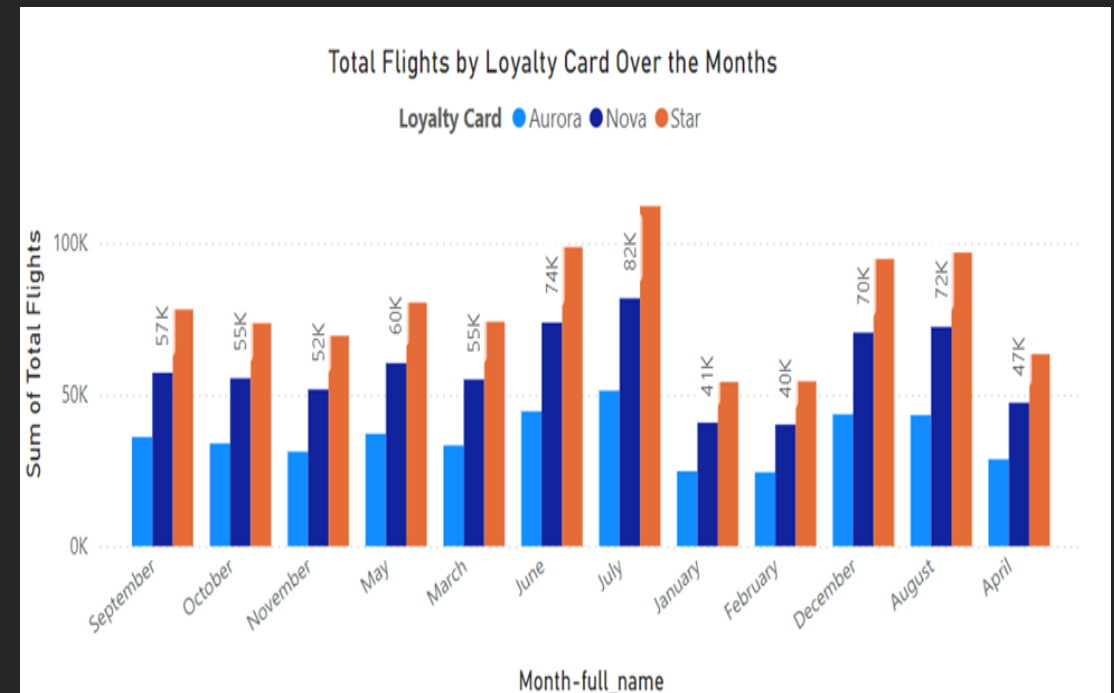
# Flight Activity Recommendations

- Target marketing around peak periods (summer, holidays).
  - Special perks for **companion bookings** (family discounts, loyalty bonuses).
  - Encourage point redemption for **solo travelers**.
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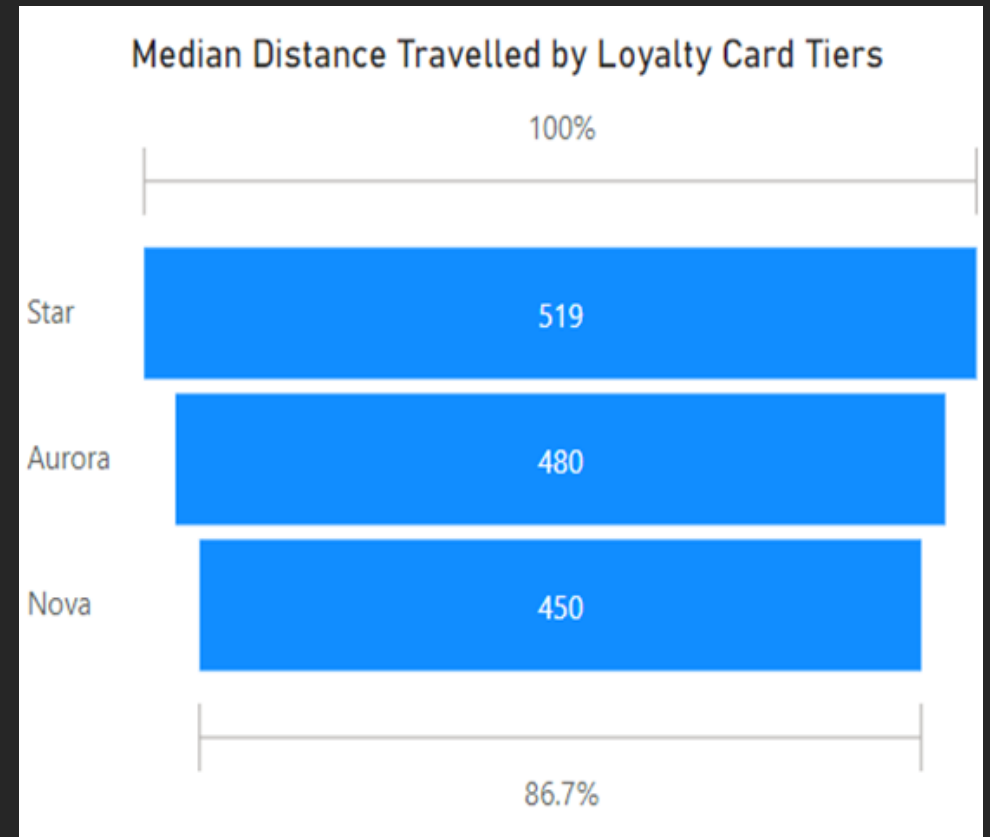
# Loyalty Segmentation - Customer Segmentation

- Breakdown of customer segments by **Loyalty Card Status**:
- Star (Premium), Nova, Aurora
- Most flights are booked by **Star** members.
- Key demographic insight: 58% of loyalty cardholders are married.



# Loyalty Segmentation - CLV Across Loyalty Cards

- Key Insight: **Aurora** cardholders, despite being in a lower tier, contribute the most to **CLV**.

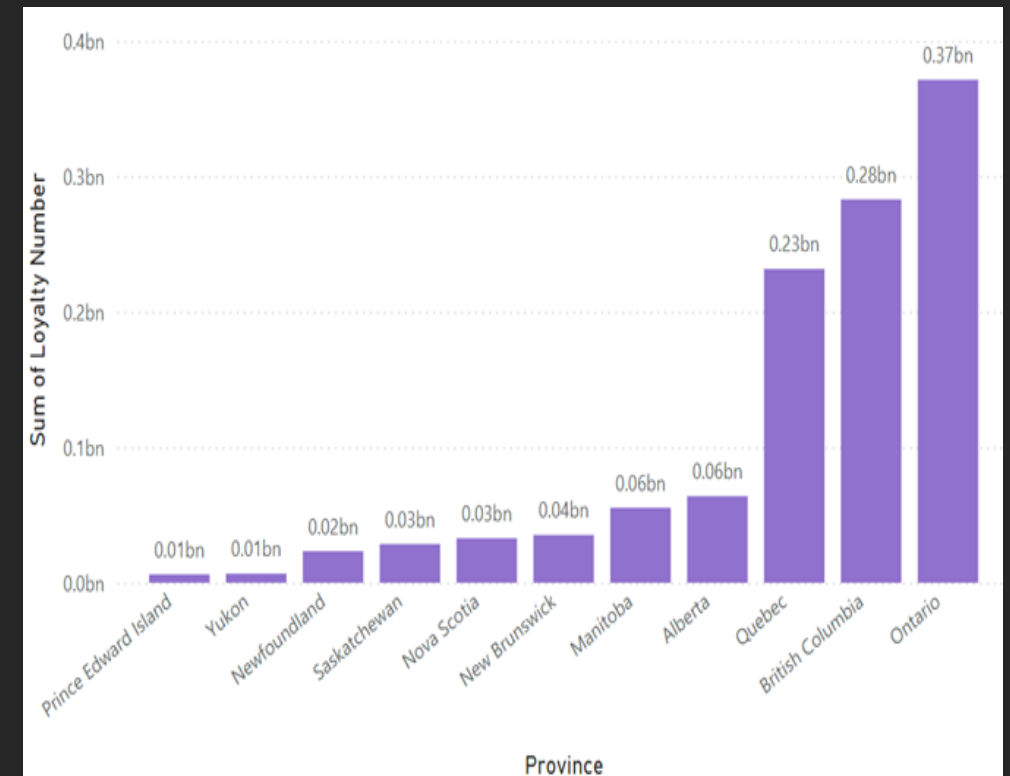


# Loyalty Segmentation Recommendations

- Focus on **Aurora cardholders** for higher ROI.
  - Offer **direct flight benefits** and premium services to **Aurora members** to boost satisfaction.
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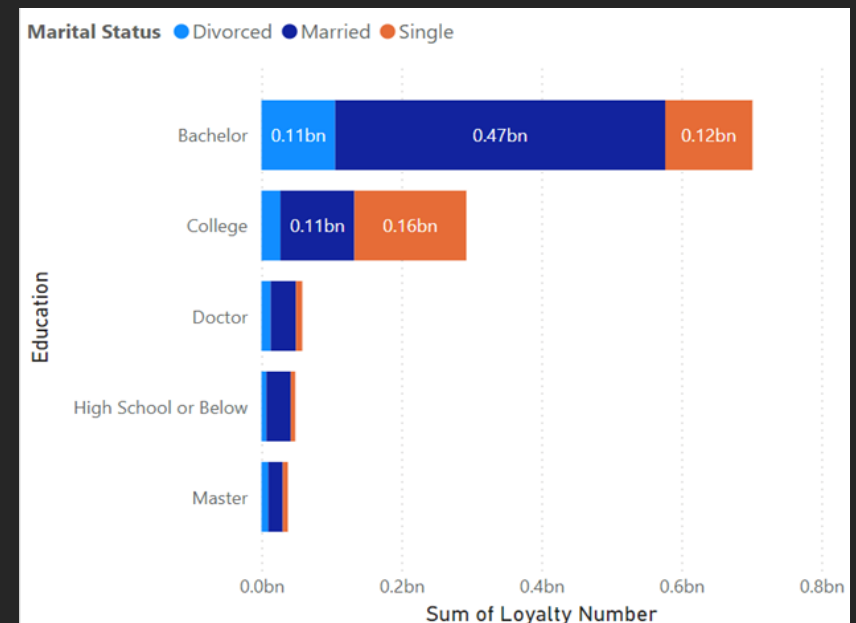
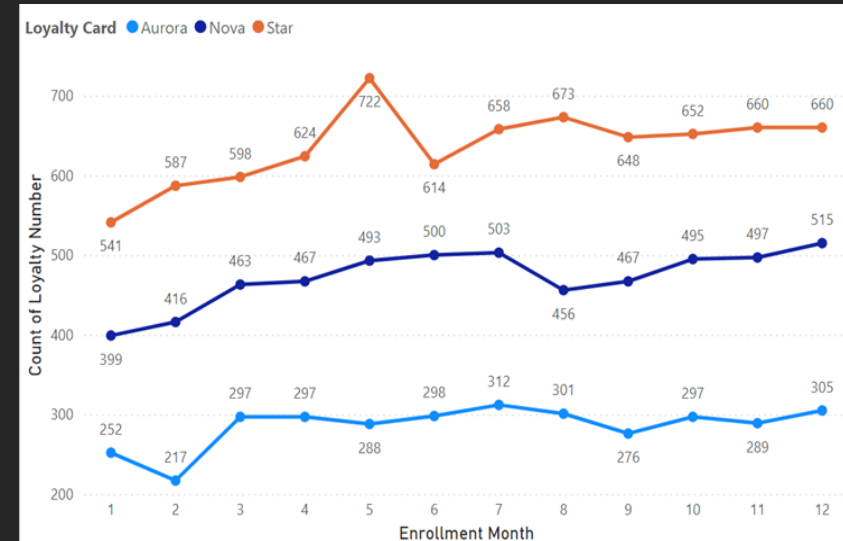
# Enrollment & Cancellation Trends - Cancellations by Province

- Key Insight: **Prince Edward Island** has the shortest enrollment duration, and **Ontario** has the highest cancellation rate.



# Enrollment & Cancellation Trends - Demographics & Time Trends

- Key finding: **Married bachelor's degree holders** and **single college-educated** individuals cancel the most.
- **Peak cancellation months** in **August, November, and December.**



# Enrollment & Cancellation Recommendations

- Targeted retention campaigns for **high-cancellation provinces**.
  - Tailored marketing for price-sensitive demographics (e.g., married bachelor's degree holders).
  - Proactive customer engagement in peak cancellation months.
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# Conclusion

## Align

Align marketing with peak travel periods.

## Enhance

Enhance loyalty program for solo travelers and companion groups.

## Implement

Implement targeted campaigns to reduce cancellations.

## Drive

Drive long-term growth by improving customer experience and retention.

# QUESTIONS?

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THANKYOU