|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| East-West Airlines is trying to learn more about its customers. Key issues are their | | | | |
| flying patterns, earning and use of frequent flyer rewards, and use of the airline credit | | | | |
| card. The task is to identify customer segments via clustering. | | | |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Source: Based upon real business data; company names have been changed. | | | | |
| (c) 2016 Galit Shmueli and Peter Bruce | |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Field Name** | **Data Type** | **Max Data Length** | **Raw Data or Telcom Created Field?** | **Description** |
| ID# | NUMBER |  | Telcom | Unique ID |
| Balance | NUMBER | 8 | Raw | Number of miles eligible for award travel |
| Qual\_miles | NUMBER | 8 | Raw | Number of miles counted as qualifying for Topflight status |
| cc1\_miles | CHAR | 1 | Raw | Number of miles earned with freq. flyer credit card in the past 12 months: |
| cc2\_miles | CHAR | 1 | Raw | Number of miles earned with Rewards credit card in the past 12 months: |
| cc3\_miles | CHAR | 1 | Raw | Number of miles earned with Small Business credit card in the past 12 months: |
| note: miles bins: |  |  |  | 1 = under 5,000 |
|  |  |  |  | 2 = 5,000 - 10,000 |
|  |  |  |  | 3 = 10,001 - 25,000 |
|  |  |  |  | 4 = 25,001 - 50,000 |
|  |  |  |  | 5 = over 50,000 |
| Bonus\_miles | NUMBER |  | Raw | Number of miles earned from non-flight bonus transactions in the past 12 months |
| Bonus\_trans | NUMBER |  | Raw | Number of non-flight bonus transactions in the past 12 months |
| Flight\_miles\_12mo | NUMBER |  | Raw | Number of flight miles in the past 12 months |
| Flight\_trans\_12 | NUMBER |  | Raw | Number of flight transactions in the past 12 months |
| Days\_since\_enroll | NUMBER |  | Telcom | Number of days since Enroll\_date |
| Award? | NUMBER |  | Telcom | Dummy variable for Last\_award (1=not null, 0=null) |