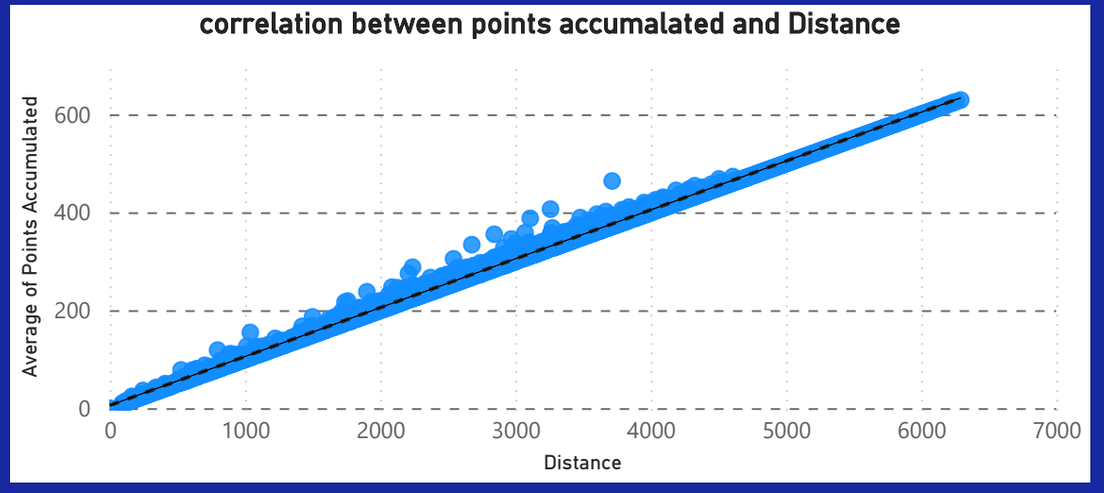
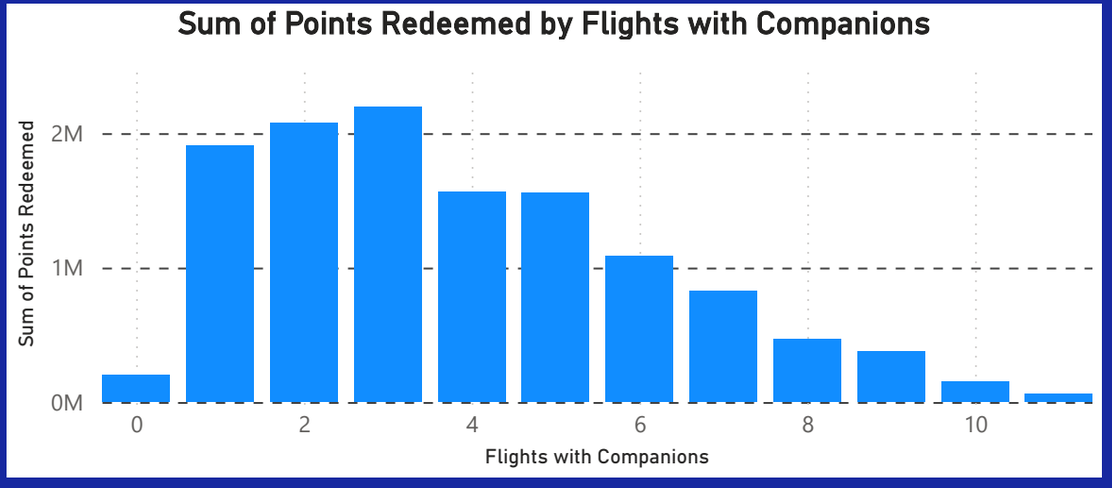
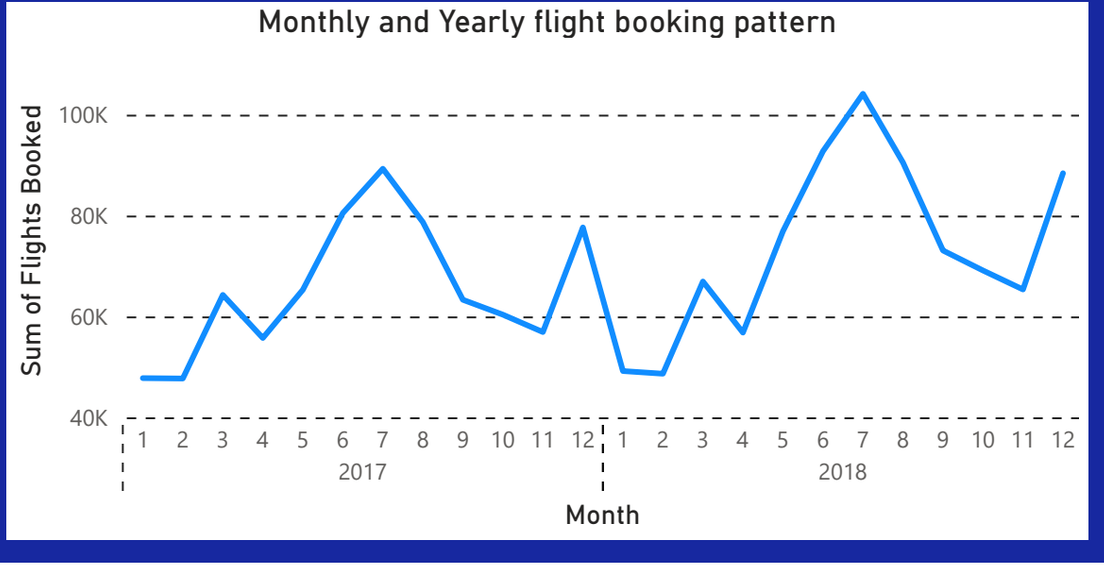
FlyingWhale Airline Business Intelligence Dashboard: Unlocking Customer Insights and Loyalty Trends

Flight Activity Analysis





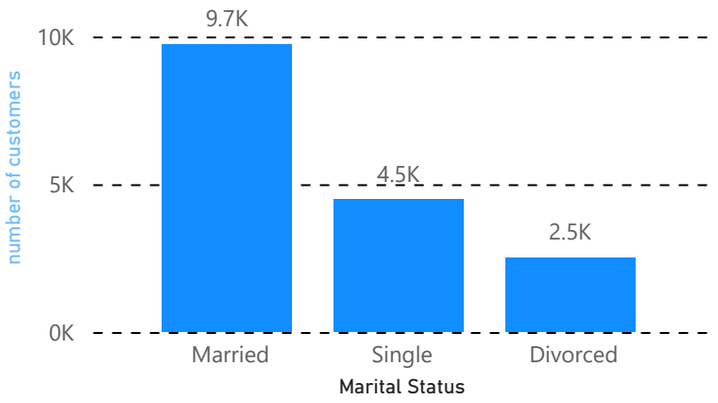


Loyalty Segmentation

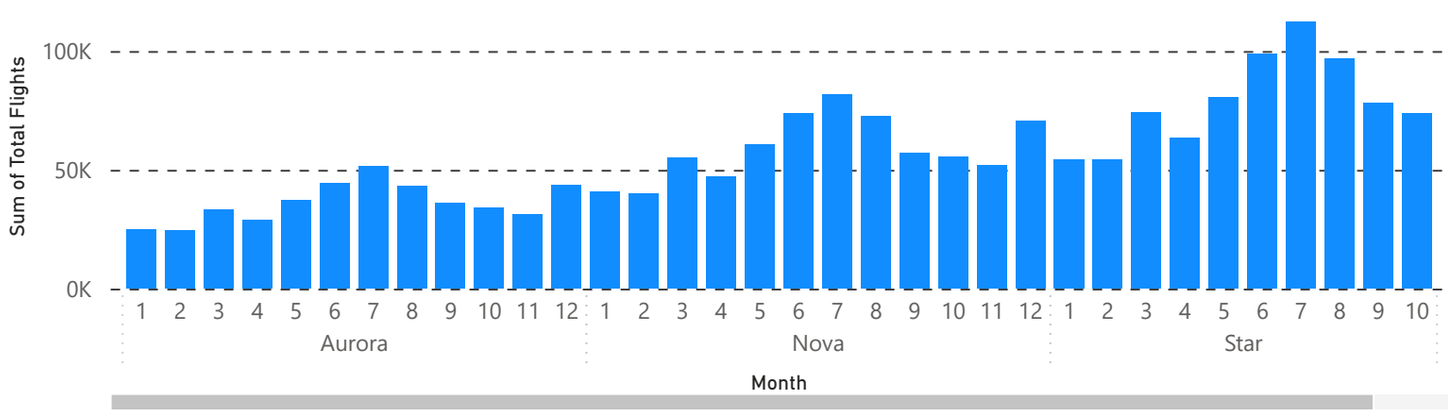
At 9,735, Married had the highest Count of Loyalty Number and was 286.62% higher than Divorced, which had the lowest Count of Loyalty Number at 2,518.
Month 7 has the highest sum of flights across for each card

Aurora loyalty card has the highest median distance.

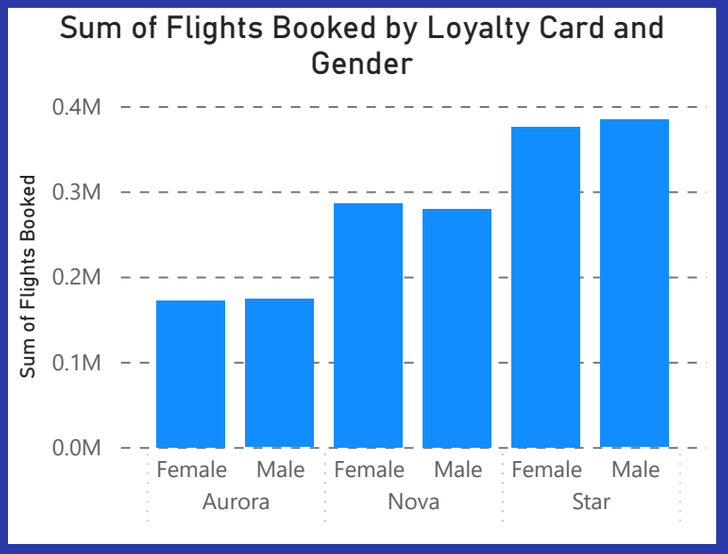
Count of customers by Marital Status



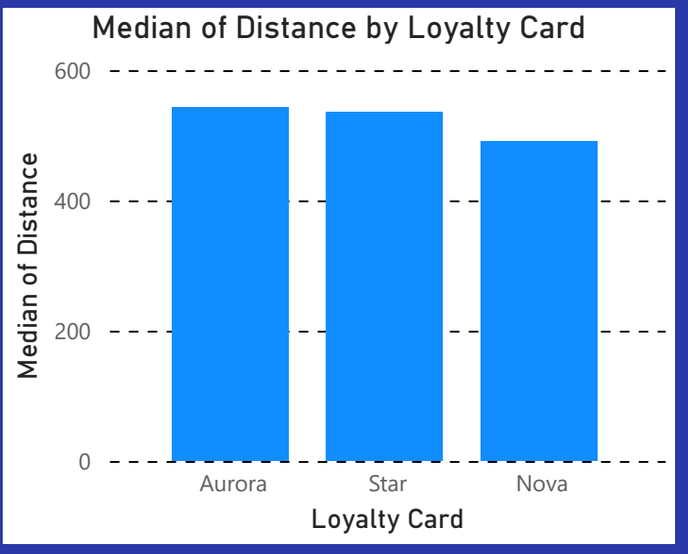
Total Flights by Loyalty Card across Months



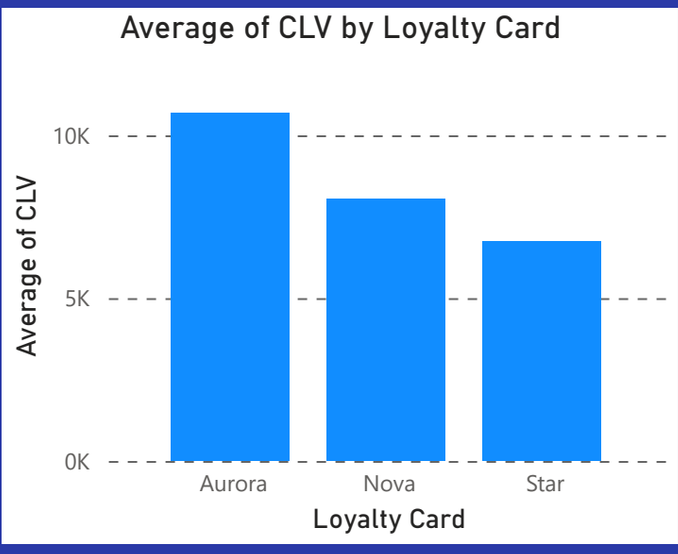
Sum of Flights Booked by Loyalty Card and Gender



Median of Distance by Loyalty Card

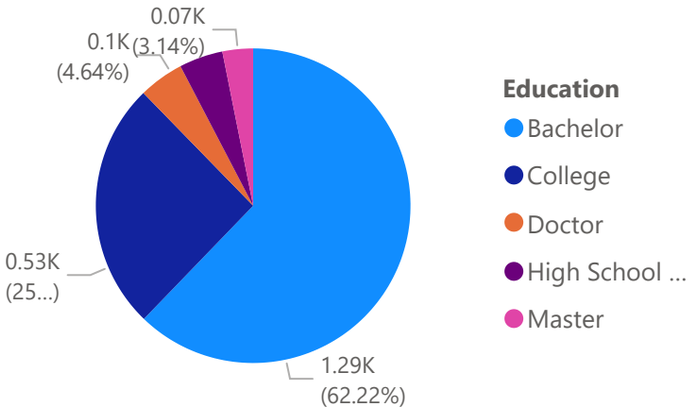


Average of CLV by Loyalty Card

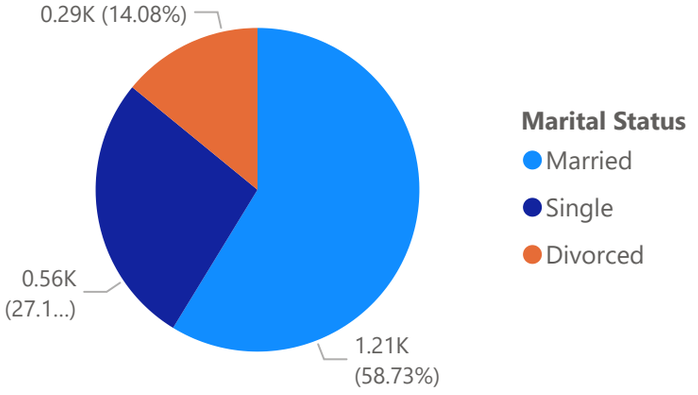


Enrollment and Cancellation Trends

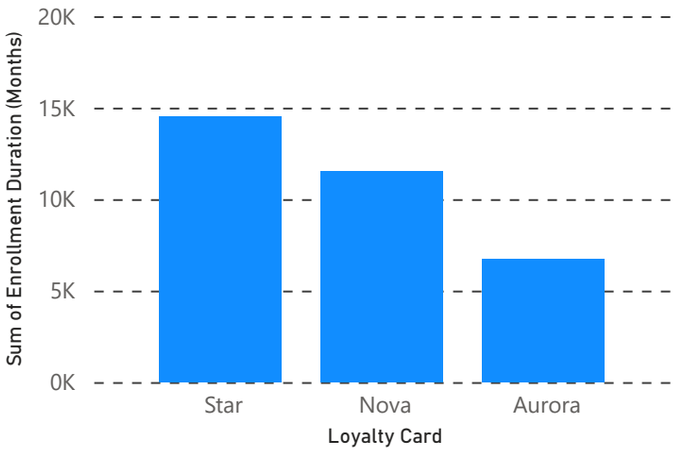
Cancellations distribution(%) by Education



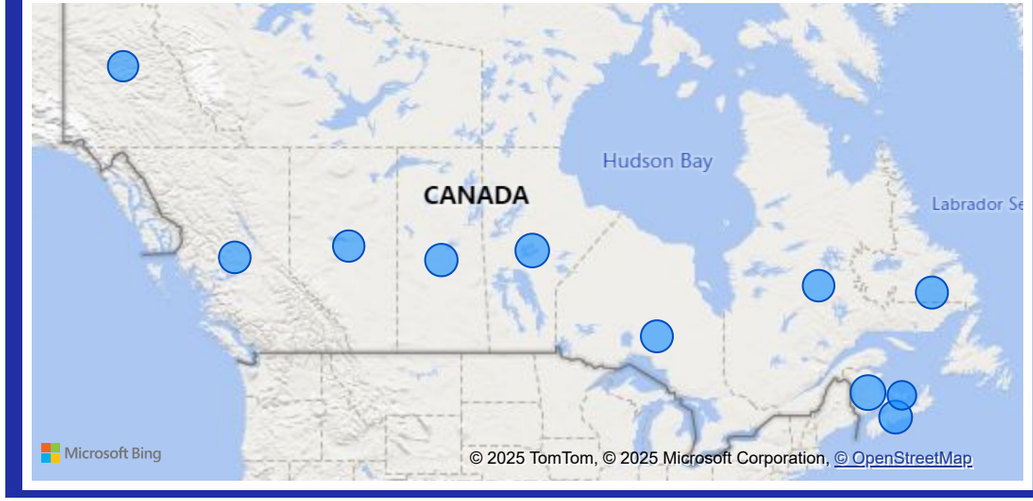
cancellations Distribution(%) by Marital Status



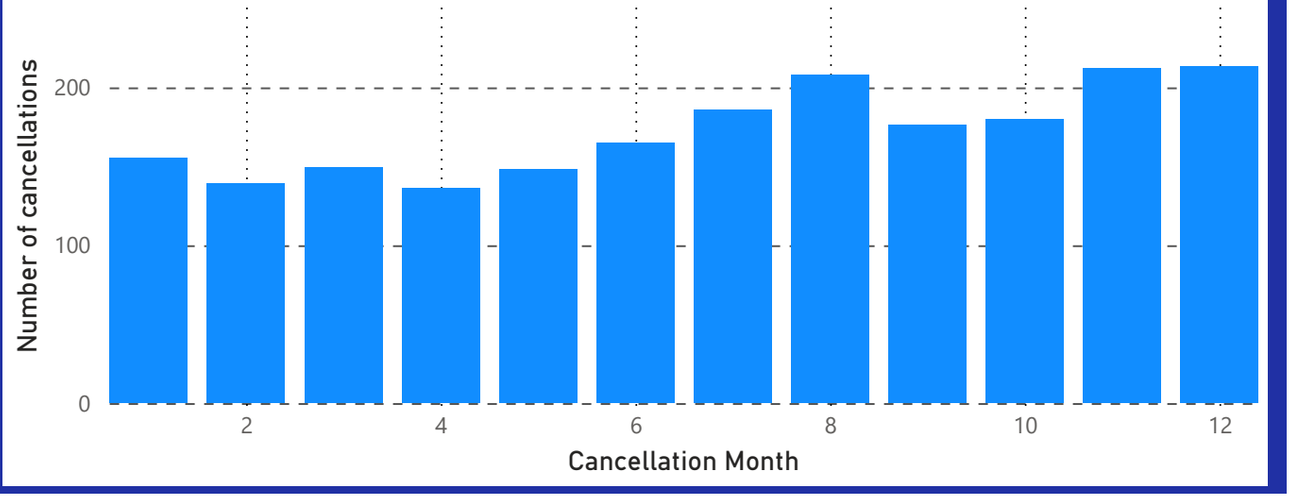
Sum of Enrollment Duration (Months) by Loyalty Card

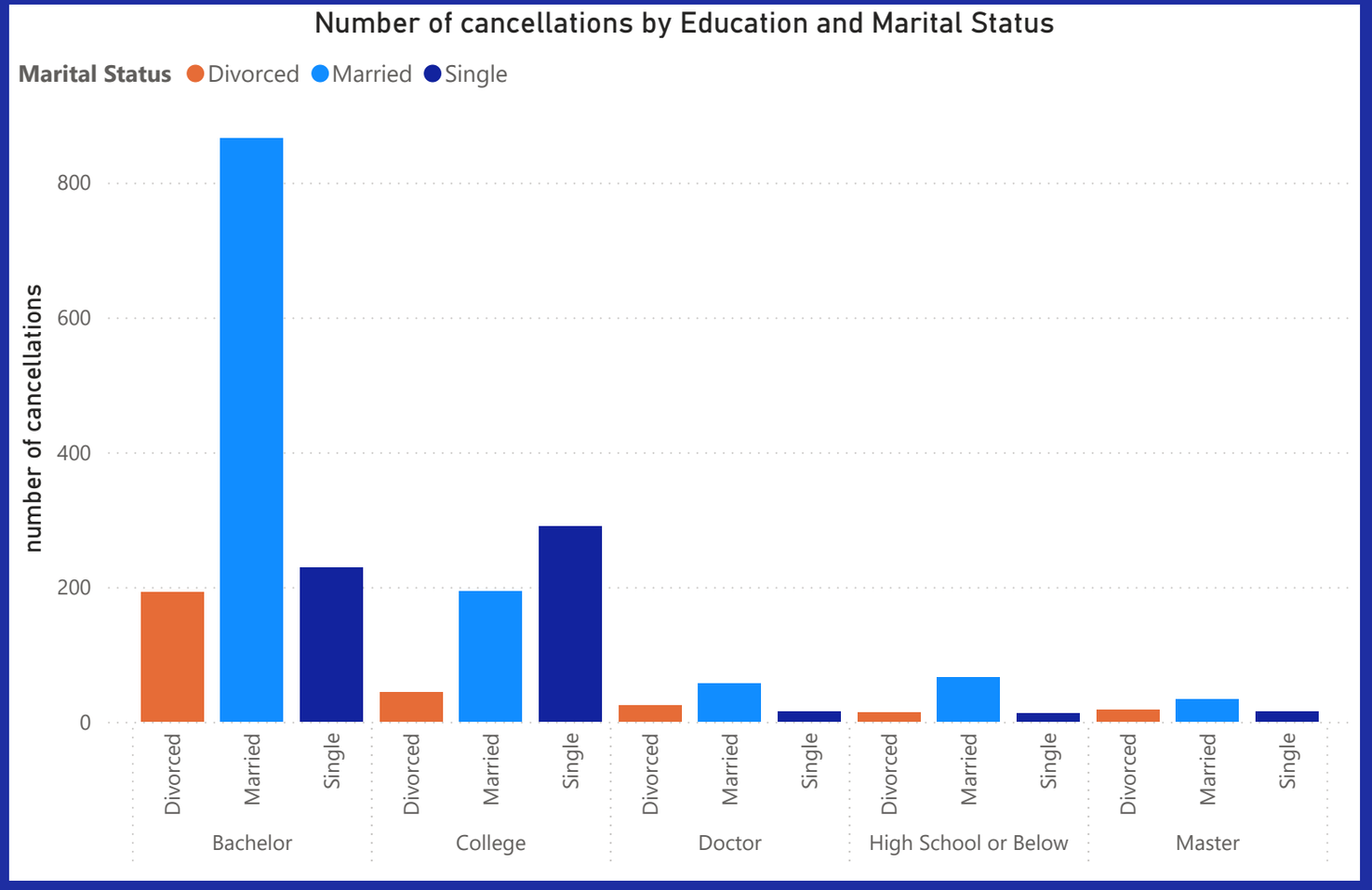


Average of Enrollment Duration (Months) by Province



Number of cancellations by Cancellation Month




Number of cancellations by Education and Marital Status
Marital Status
Divorced
Married
Single
number of cancellations
800
600
400
200
0
Divorced
Married
Single
Bachelor
College
Doctor
High School or Below
Master