

2M

Total Flights

490M

Total Distance

16.74K

No. of Customers

7.99K

Average Customer Lifetime Value

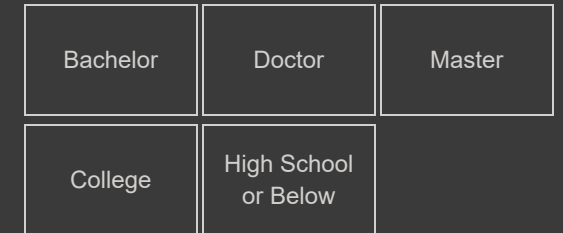
Gender



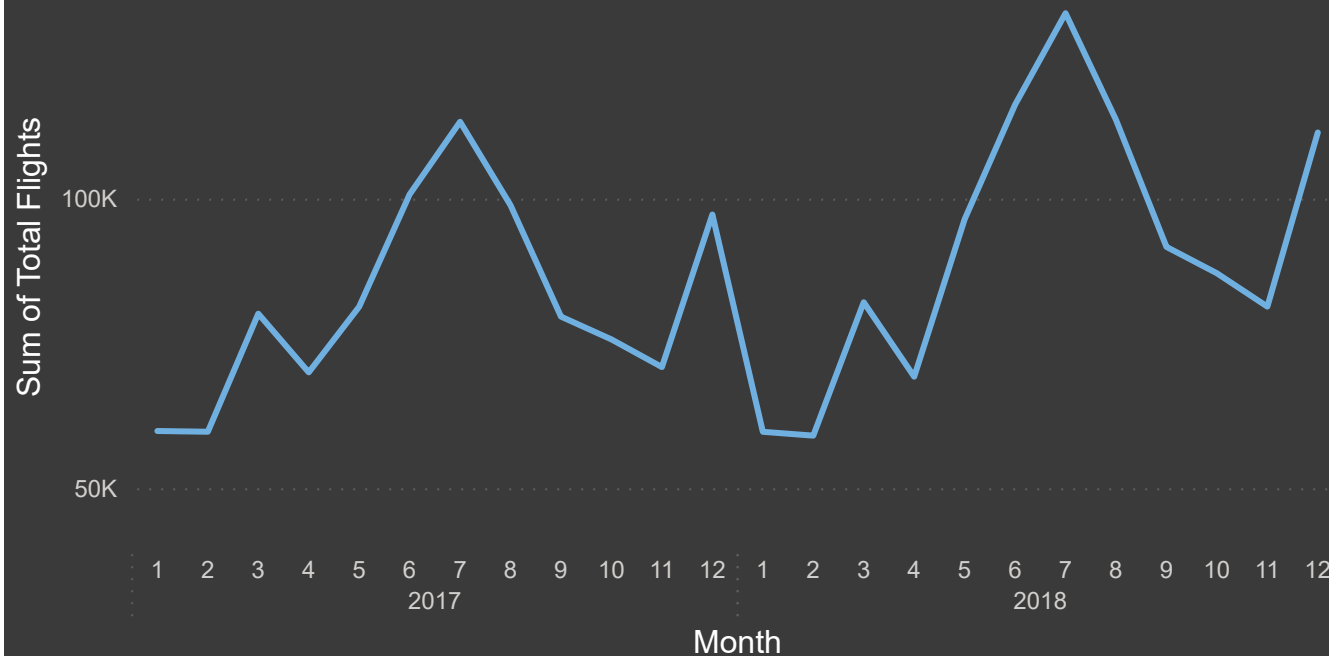
Province: All



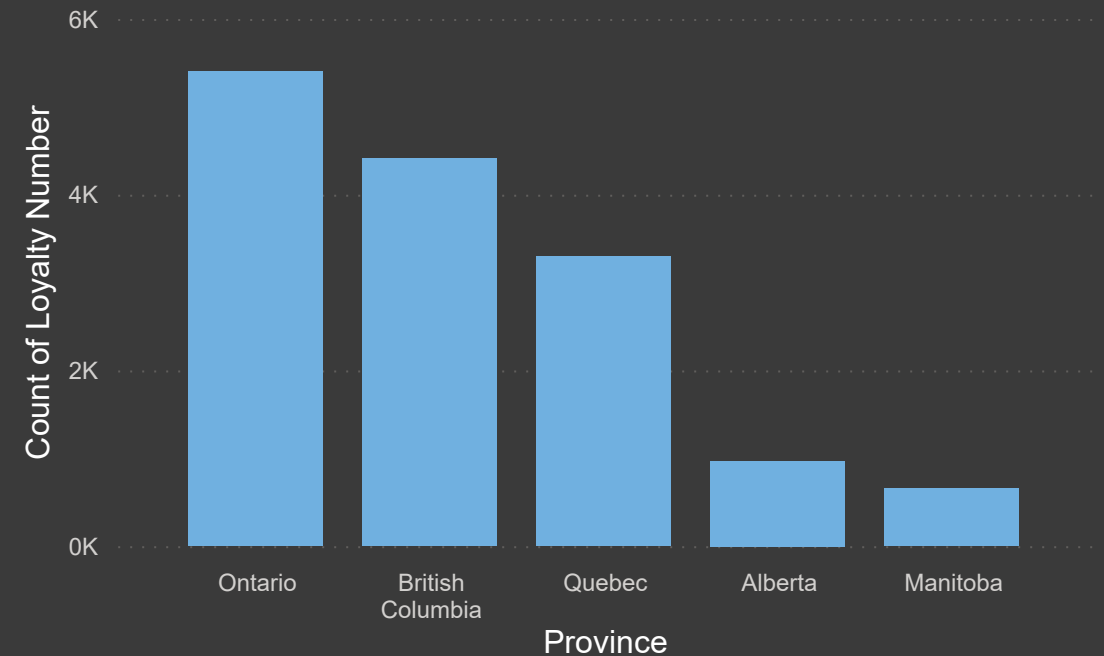
Education: All



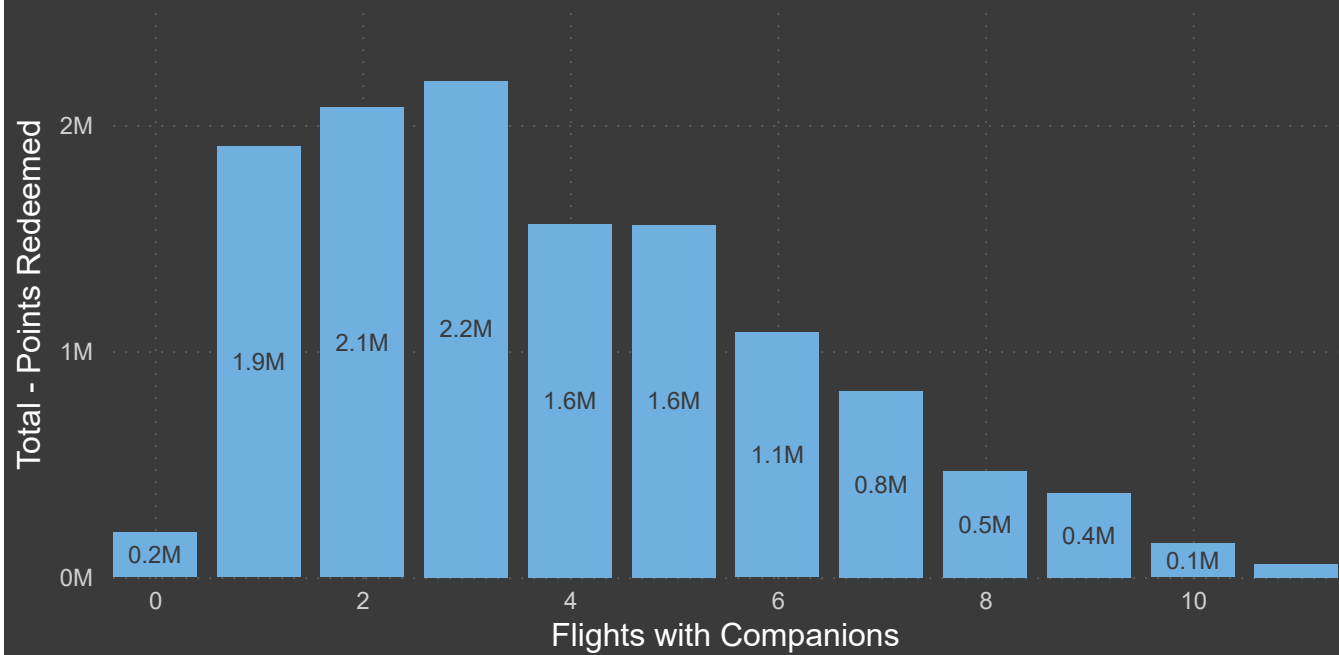
Flights Trend - Year & Months



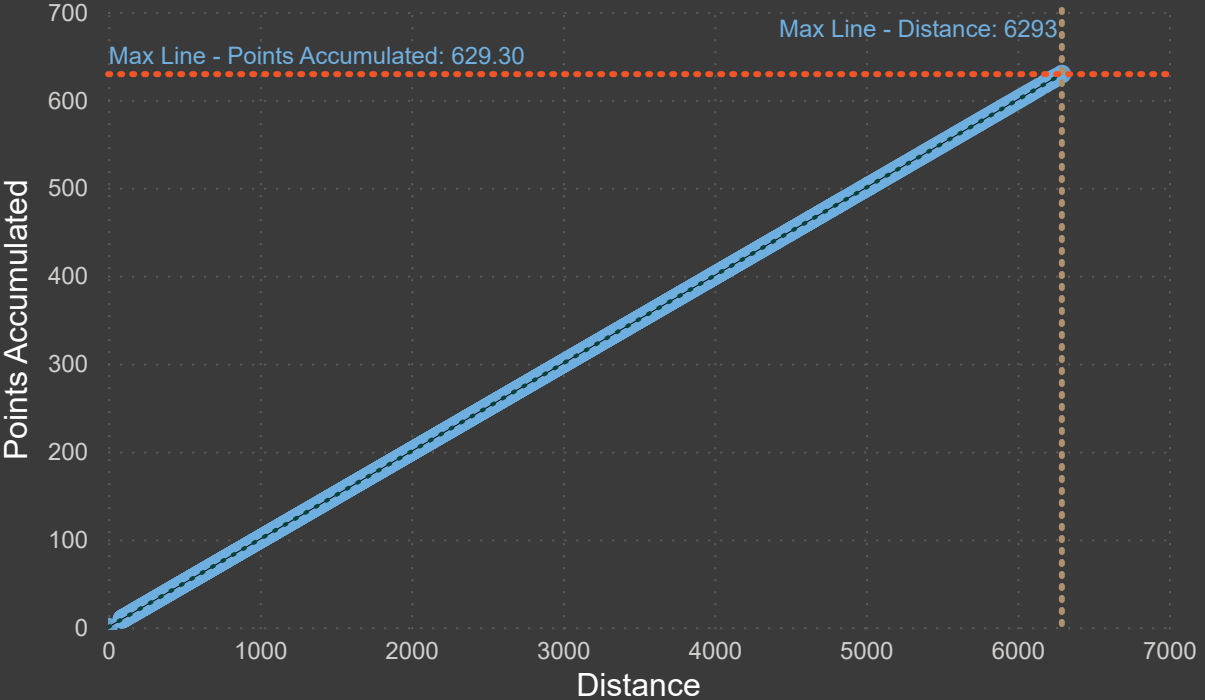
Segregation of Customer - Province



Total - Points Redeemed by Flights with Companions



Correlation between Distance & Points Accumulated

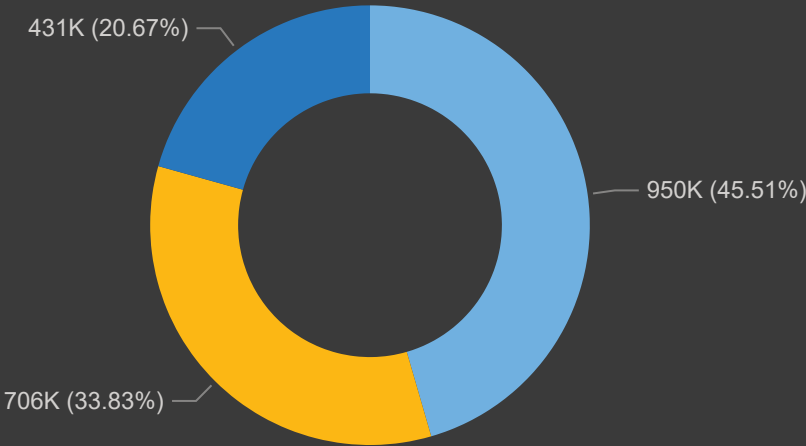


At 2195087, 3 had the highest Total - Points Redeemed and was 3,679.16% higher than 11, which had the lowest Total - Points Redeemed at 58084.

3 accounted for 17.63% of Total - Points Redeemed.

Across all 12 Flights with Companions, Total - Points Redeemed ranged from 58084 to 2195087.

Segmentation of Flights - Loyalty Card



Loyalty Card

- Star
- Nova
- Aurora

Gender

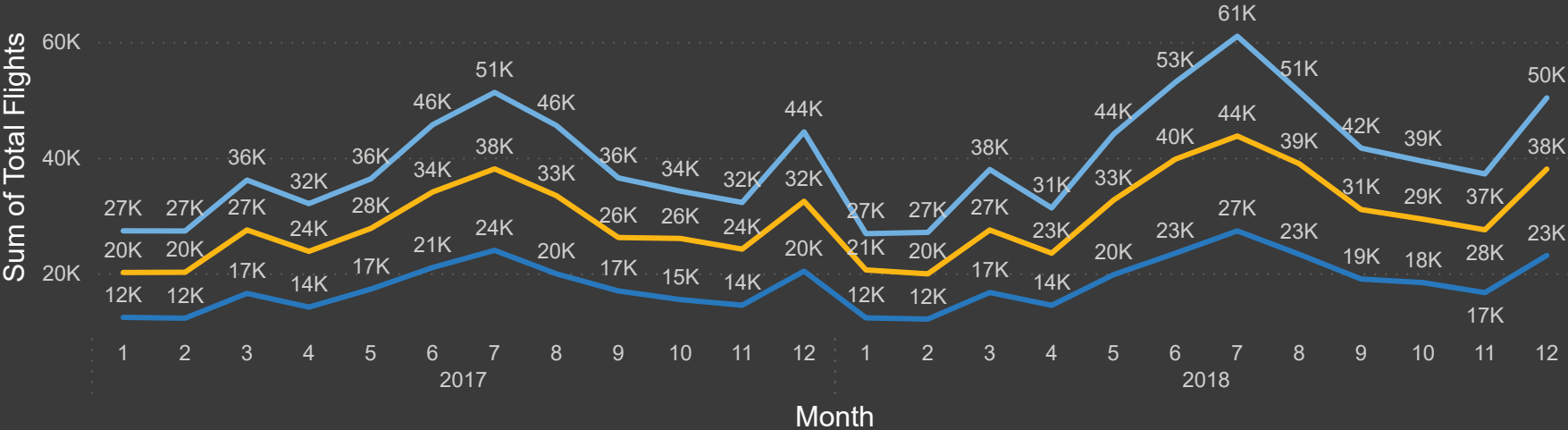


Star had the highest Sum of Total Flights at 950040, followed by Nova at 706167 and Aurora at 431482.

Star accounted for 45.51% of Sum of Total Flights.

Trend of Flights - Loyal Card

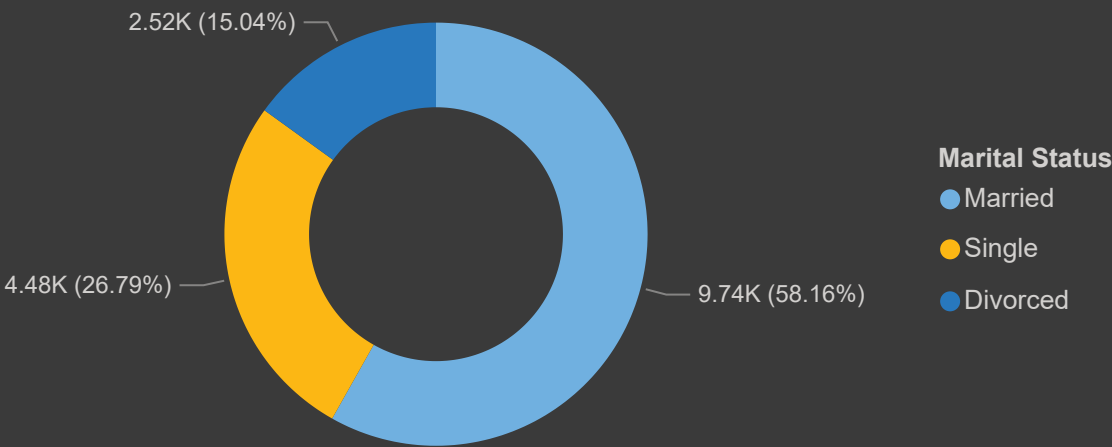
Loyalty Card Aurora Nova Star



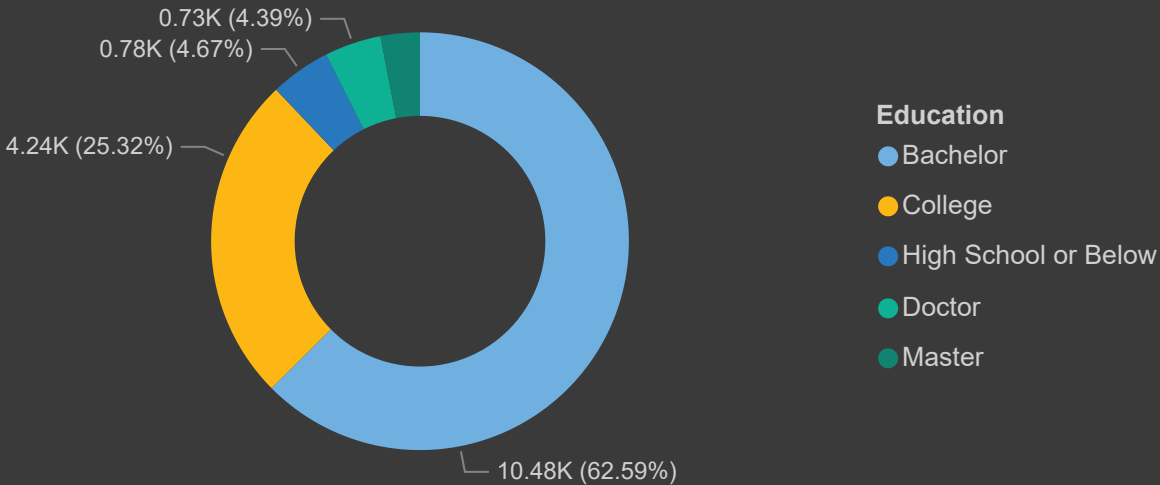
Median Distance - Loyalty Card

- Nova
450
Median of Distance
- Aurora
480
Median of Distance
- Star
519
Median of Distance

Segmentation of Loyalty Number - Marital Status



Segmentation of Loyalty Number - Education

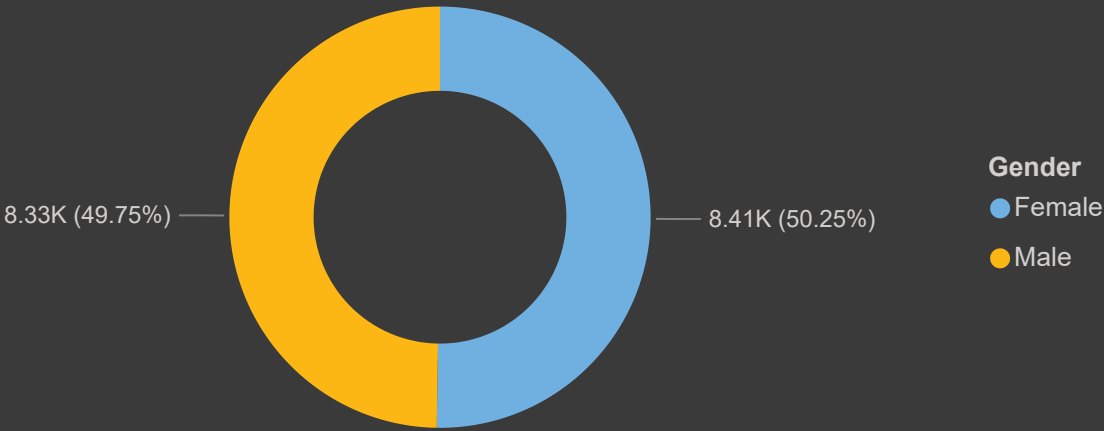


Married had the highest Count of Loyalty Number at 9,735, followed by Single at 4,484 and Divorced at 2,518. Married accounted for 58.16% of Count of Loyalty Number.

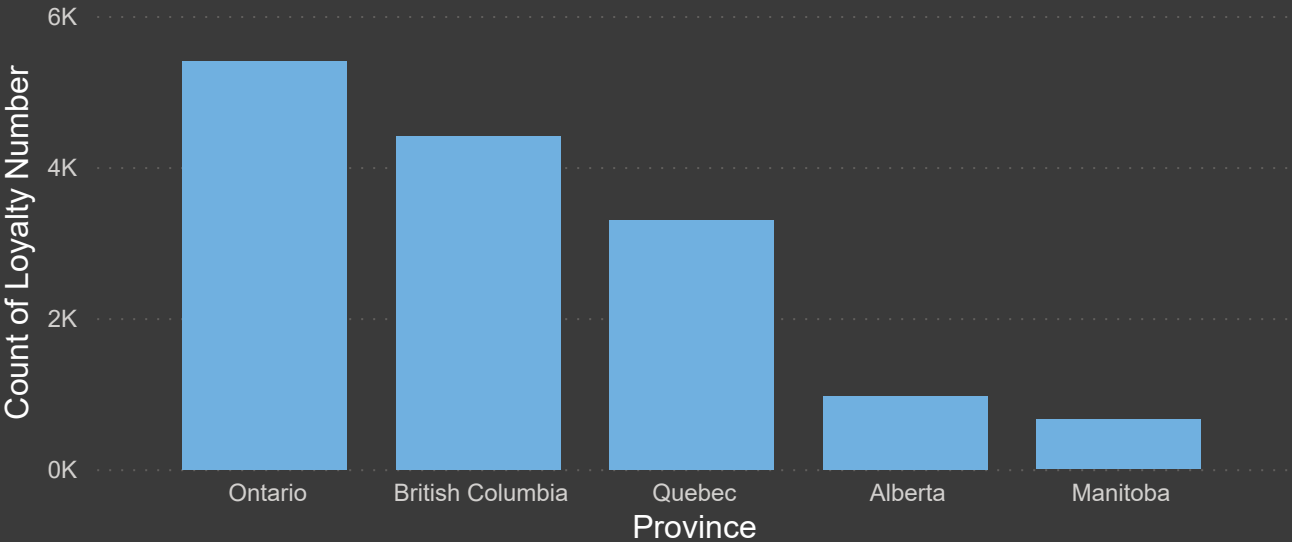
At 5,404, Ontario had the highest Count of Loyalty Number and was 8,087.88% higher than Prince Edward Island, which had the lowest Count of Loyalty Number at 66.

Across all 11 Province, Count of Loyalty Number ranged from 66 to 5,404.

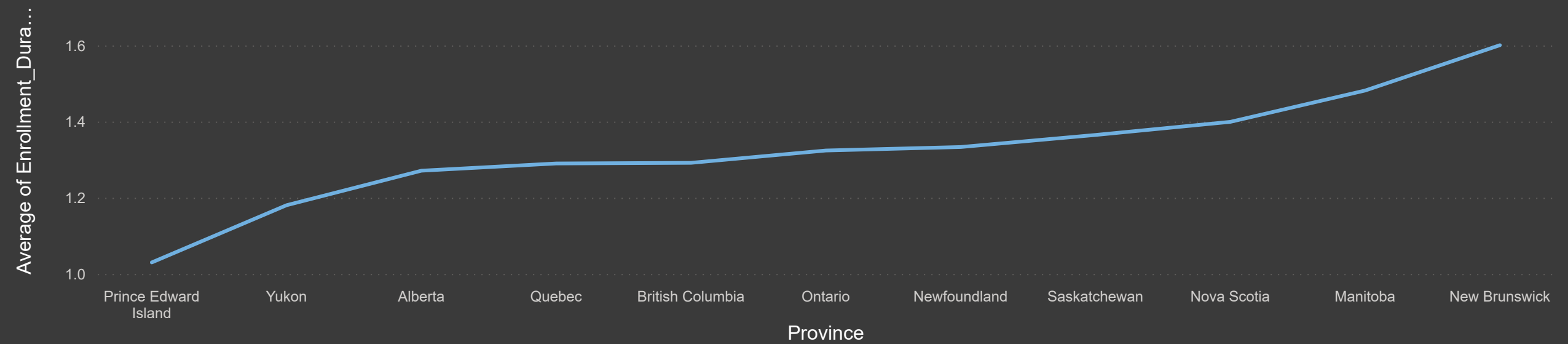
Segmentation of Loyalty Number - Gender



Segmentation of Loyalty Number - Province

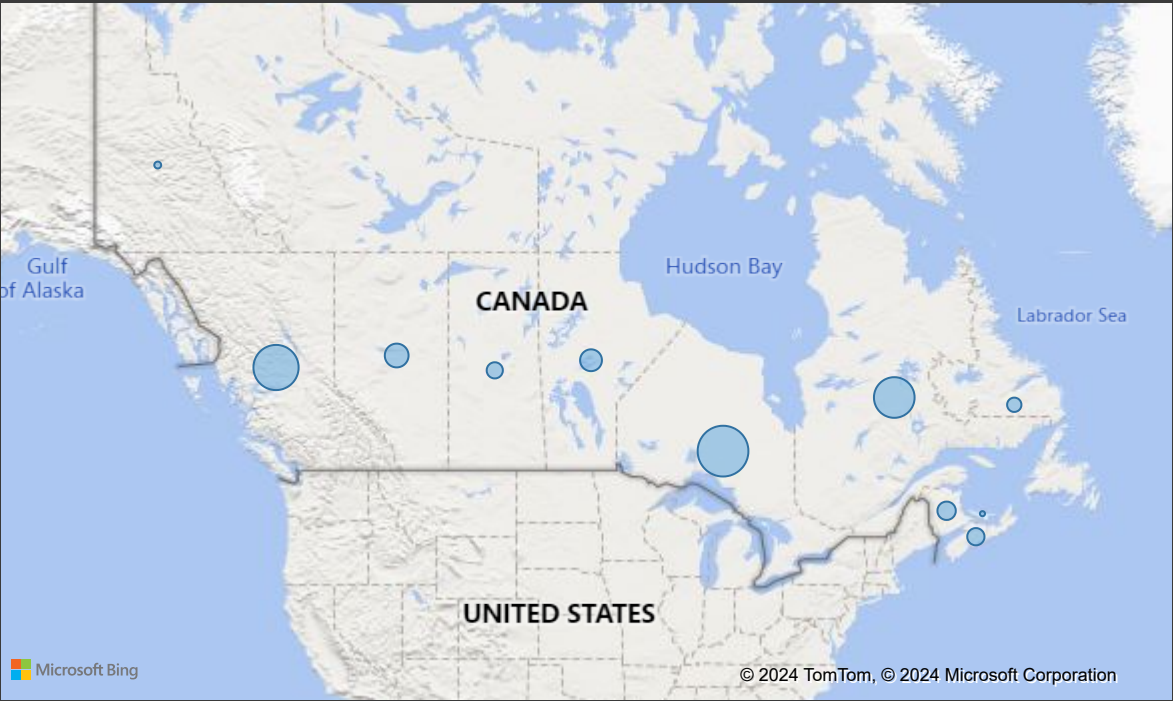


Average of Enrollment Duration by Province



Count of Cancelled Membership by Province

Membership_Status ● Cancelled

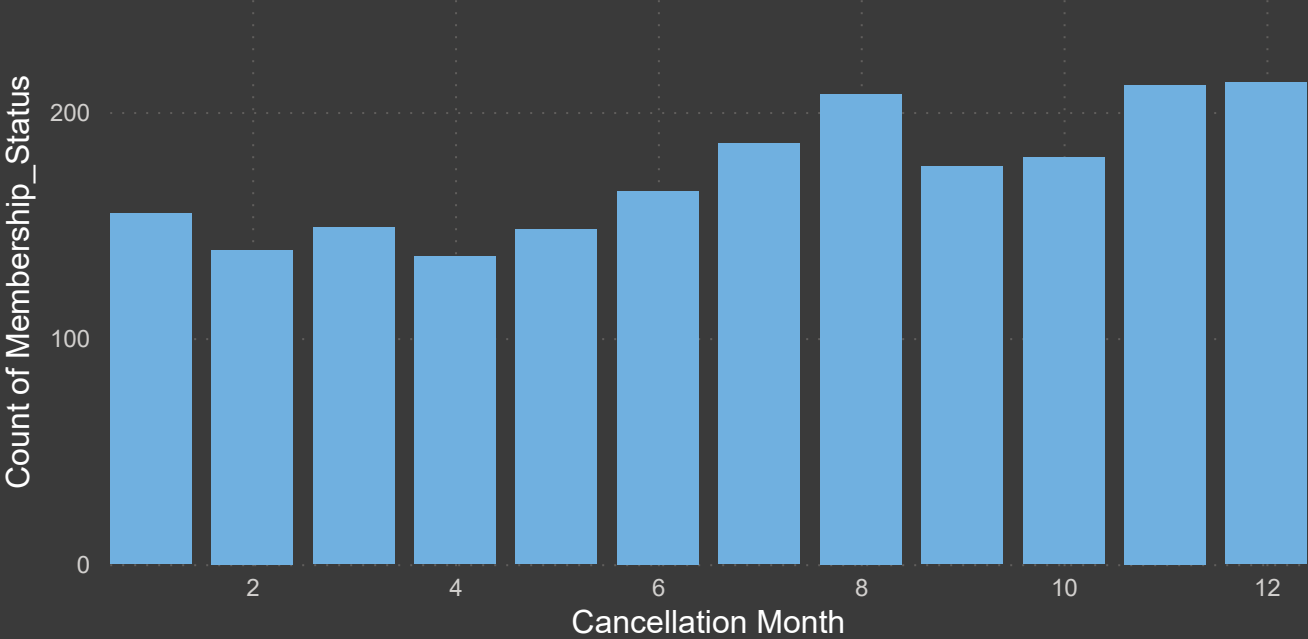


At 1.60, New Brunswick had the highest Average of YearDiff and was 55.37% higher than Prince Edward Island, which had the lowest Average of YearDiff at 1.03.

Across all 11 Province, Average of YearDiff ranged from 1.03 to 1.60.

Ontario in Membership_Status Cancelled made up 32.61% of Count of Membership_Status.

Segregation of Cancelled Membership by Month

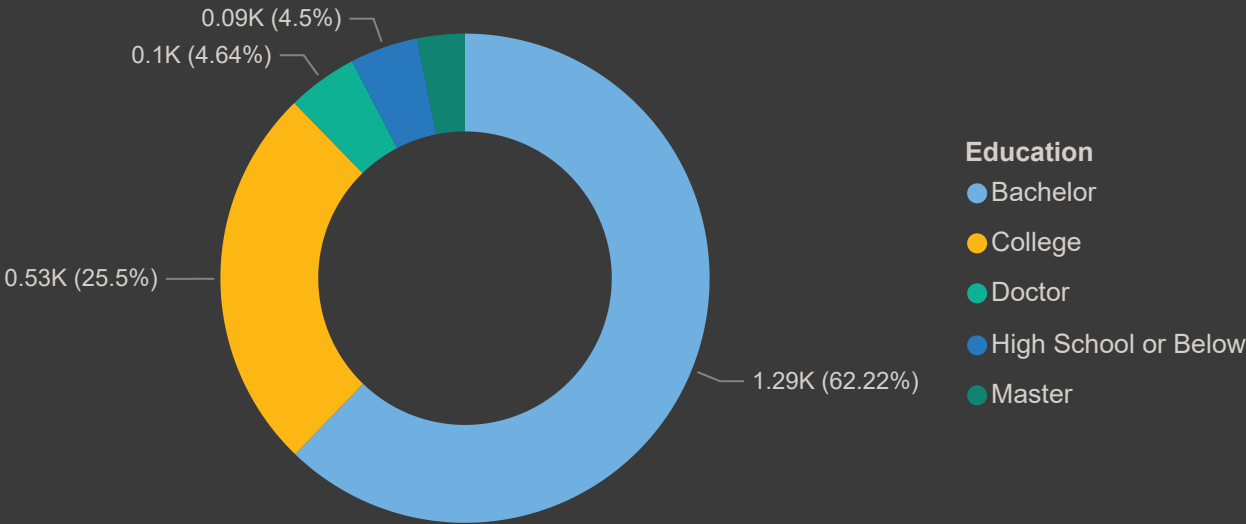


At 213, 12 had the highest Count of Membership_Status and was 56.62% higher than 4, which had the lowest Count of Membership_Status at 136.

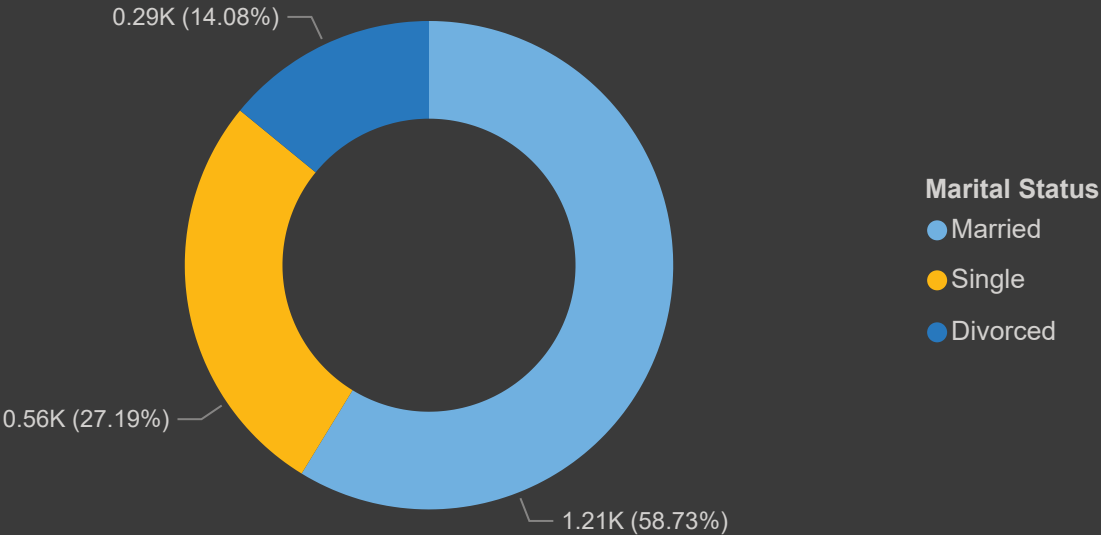
12 accounted for 10.30% of Count of Membership_Status.

Across all 12 Cancellation Month, Count of Membership_Status ranged from 136 to 213.

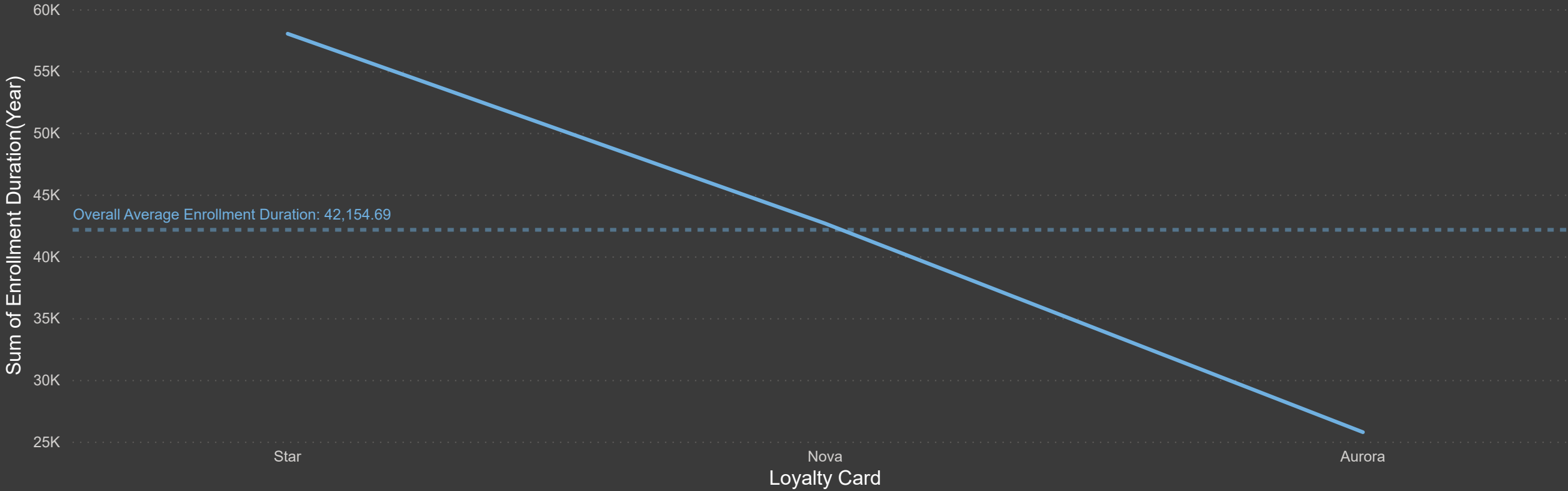
Segregation of Cancelled Membership - Education



Segregation of Cancelled Membership - Marital Status



Total - Enrollment Duration(Year) by Loyalty Card



At 58,029.25, Star had the highest Sum of Enrollment_Duration(Year) and was 125.16% higher than Aurora, which had the lowest Sum of Enrollment_Duration(Year) at 25,771.92.

Star had the highest Sum of Enrollment_Duration(Year) at 58,029.25, followed by Nova at 42,662.92 and Aurora at 25,771.92.

Star accounted for 45.89% of Sum of Enrollment_Duration(Year).

Star had 58,029.25 Sum of Enrollment_Duration(Year), Nova had 42,662.92, and Aurora had 25,771.92.