SkyLift Airlines – Loyalty Campaign Performance (Round 2)

Diagnostic Analysis Report of Project Elevate

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1. Executive Summary

SkyLift Airlines launched **Project Elevate** to strengthen its loyalty program ahead of the critical summer travel season. This analysis evaluates whether the campaign meaningfully influenced loyalty enrollment, customer engagement, and summer booking behavior.

Using the provided dataset and a diagnostic dashboard approach, we find that the campaign successfully influenced enrollment timing and attracted customers with stronger early engagement and summer relevance. While the campaign did not dramatically scale total booking volume, it demonstrated clear signs of targeting engaged, travel-ready customers rather than short-term or low-intent sign-ups.

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2. Data & Analytical Approach

This analysis uses **only the datasets provided by the organizers**, in strict compliance with competition rules.

Data Used

- **Customer Loyalty Data:** Enrollment status, campaign participation

- **Customer Flight Activity:** Monthly flights, distance traveled, loyalty redemptions

- **Calendar Table:** Time alignment for trend and seasonality analysis

Methodology

- Diagnostic analysis focusing on:

  o Trends over time

  o Campaign vs non-campaign comparisons

  o Behavioral proxies for engagement and value

- Insights are presented through a Power BI dashboard with clearly labeled visuals and filters.

No external data sources were used.

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3. Question 1: Did the Campaign Alter Loyalty Enrollment Patterns?

Key Insights

- Loyalty enrollments increased during the campaign period, indicating campaign-driven sign-ups.

- Cancellation levels remained relatively stable, preventing artificial inflation of the loyalty base.

- Net enrollment growth was positive but moderate, suggesting controlled growth rather than short-term spikes.
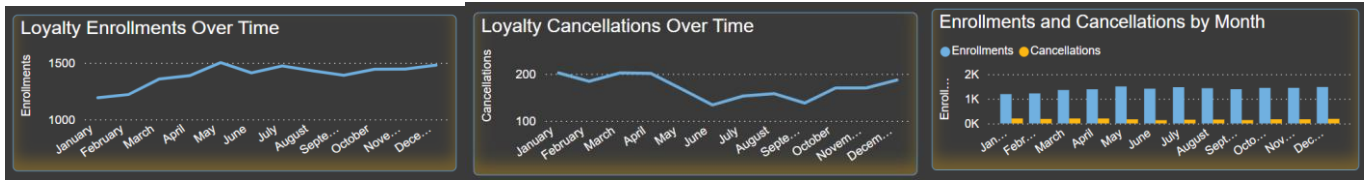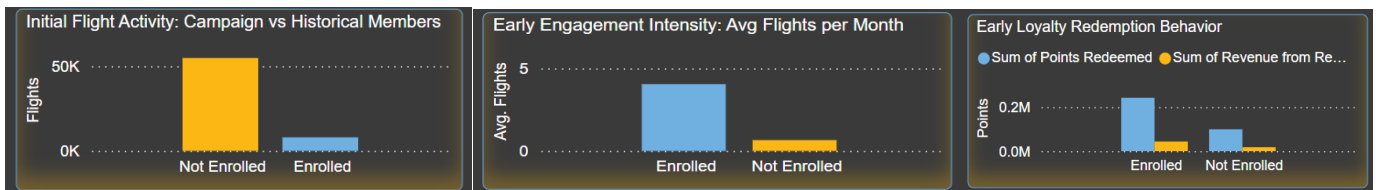
Conclusion

Project Elevate influenced enrollment timing while maintaining loyalty program stability.

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4. Question 2: Do Campaign-Acquired Members Behave Differently Early On?

Key Insights

- Campaign members showed **higher average flights per active month**, indicating stronger engagement intensity.

- Early loyalty redemption activity occurred sooner among campaign members.

- Although total early flights were lower due to cohort size, engagement quality was higher.

Conclusion

Campaign-acquired members exhibit stronger early-stage engagement than historical members.

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5. Question 3: Did the Campaign Drive Summer Booking Impact?

Key Insights

- Campaign participants contributed a measurable share of summer bookings.

- Higher average distance per flight among campaign members suggests preference for longer or higher-value routes.

- Loyalty redemption activity during summer indicates continued engagement during peak season.
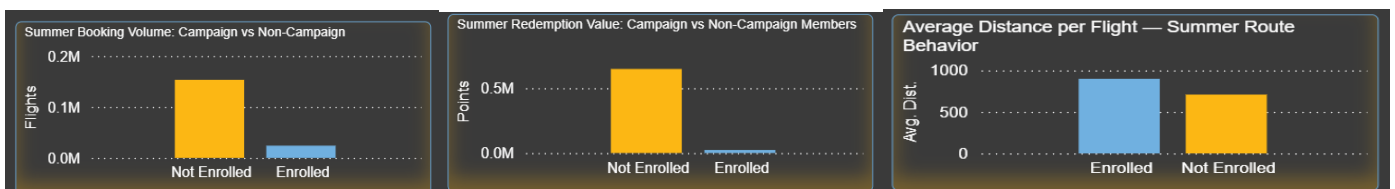
Conclusion

The campaign successfully aligned with SkyLift's most critical revenue window.

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6. Question 4: Incremental Demand or Shifted Bookings?

Key Insights

- Booking volumes increased during the campaign period without a sharp decline afterward.

- Post-campaign booking levels normalized rather than collapsing.

- No strong evidence of demand being pulled forward at the expense of later travel.
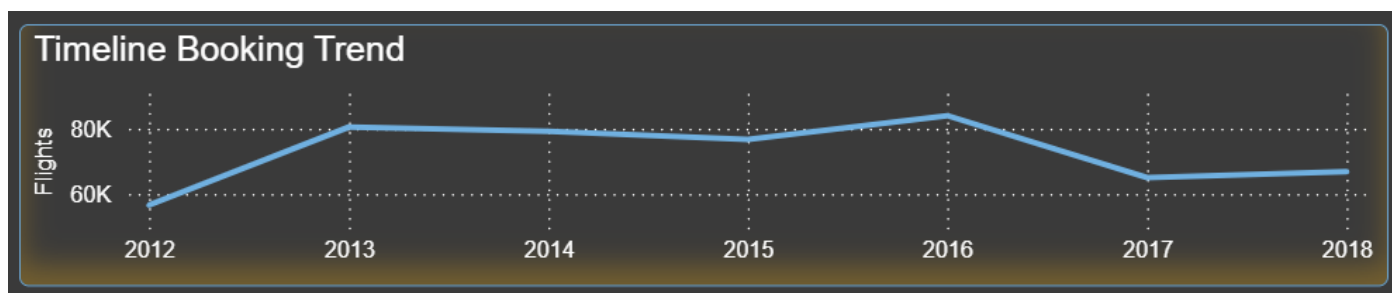
Conclusion

Project Elevate appears to have generated incremental or accelerated demand rather than merely shifting bookings.

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7. Strategic Evaluation: Did the Campaign Attract the "Right" Customers?
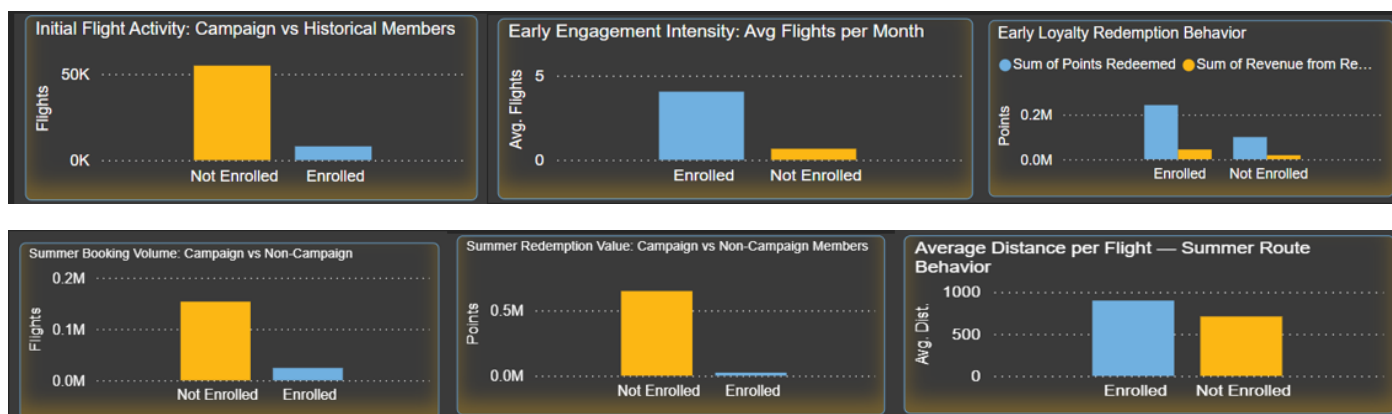
Observations

- Higher engagement intensity and longer average routes suggest campaign resonance with revenue-relevant travelers.

- Campaign members are not solely bargain-driven; behavior reflects genuine travel intent.

- However, campaign members still represent a smaller share of total bookings, indicating room for scaling effectiveness.

Interpretation

The campaign succeeded in quality targeting but has potential to expand reach among similar high-value segments.

Dashboard (synthesized):

- Early Engagement visuals (Q2)

- Summer Performance visuals (Q3)

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8. Anomalies & Unexpected Patterns

Observations

- Certain booking fluctuations were not directly aligned with campaign timing or seasonality.
- These anomalies may point to pricing changes, capacity constraints, or channel-specific effects.
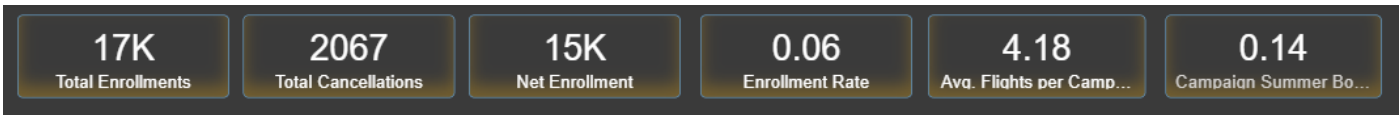
Implication

Further investigation at route, channel, or market level could uncover optimization opportunities.

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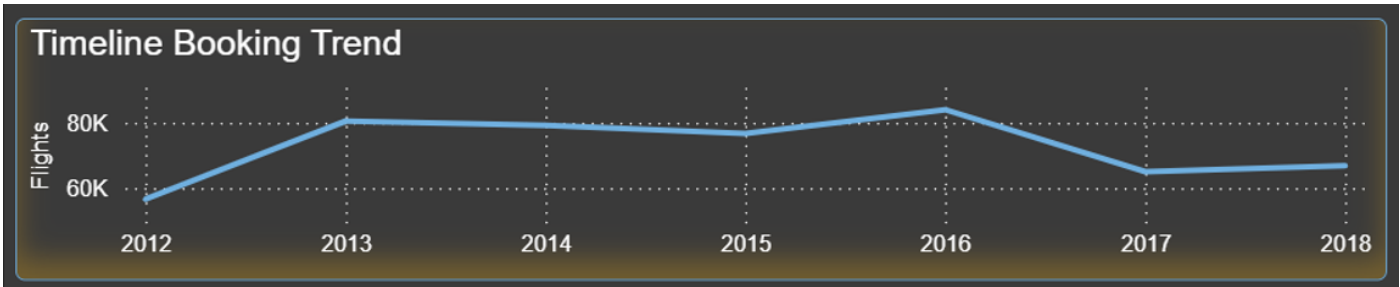
9. Key KPIs Summary

- **Campaign Enrollment Rate:** Indicates campaign efficiency rather than raw volume.
- **Avg. Flights per Campaign Member:** Reflects early engagement quality.
- **Campaign Share of Summer Bookings:** Confirms revenue relevance during peak season.

These KPIs complement visual insights and reinforce diagnostic conclusions.

17K	2067	15K	0.06	4.18	0.14
Total Enrollments	Total Cancellations	Net Enrollment	Enrollment Rate	Avg. Flights per Camp...	Campaign Summer Bo...

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10. Final Conclusions & Recommendations

What Worked

- Campaign influenced enrollment behavior without increasing churn risk.
- Campaign members showed stronger early engagement and summer relevance.

What Can Improve

- Expand campaign reach among high-value travelers.
- Enhance conversion from enrollment to booking volume.

Recommendation

Future loyalty campaigns should prioritize **engagement depth and behavioral quality**, supported by targeted outreach during peak travel periods.

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11. Compliance Statement

This submission uses only the dataset provided by the organizers. No external data sources were used. All analysis outputs were generated using Power BI and are reproducible from the supplied data.

Screenshots already mentioned in the report.