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flyingswhale.

# Flying Whale Airline Analysis

2012

2013

2014

2015

2016

2017

2018

Loyalty Members

16.74K

Active Loyalty Members

14.7K

Total City

29

Total CLV

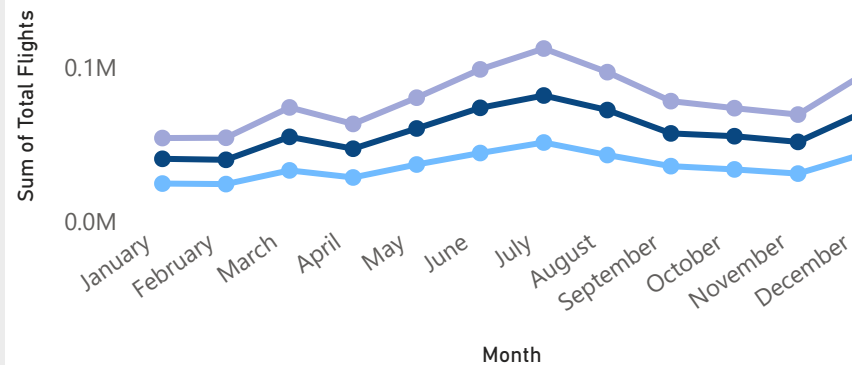
133.71M

Flights for Active Members

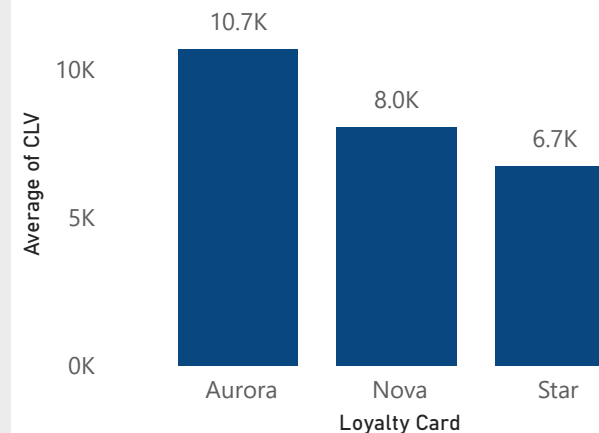
2.01M

## Total Flights by Month and Loyalty Card

Loyalty Card ● Aurora ● Nova ● Star

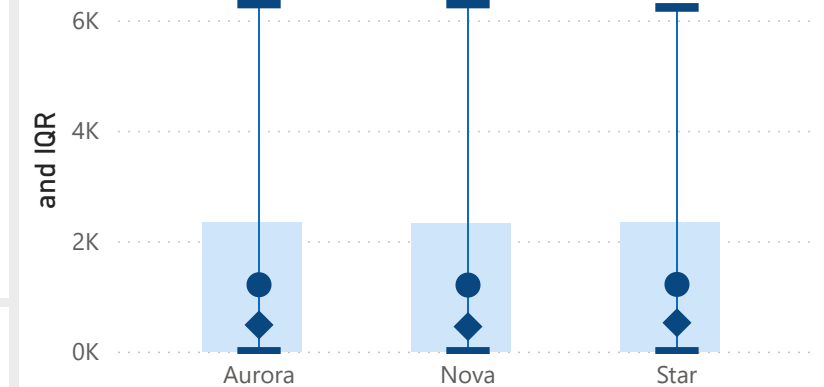


## Average of CLV by Loyalty Card

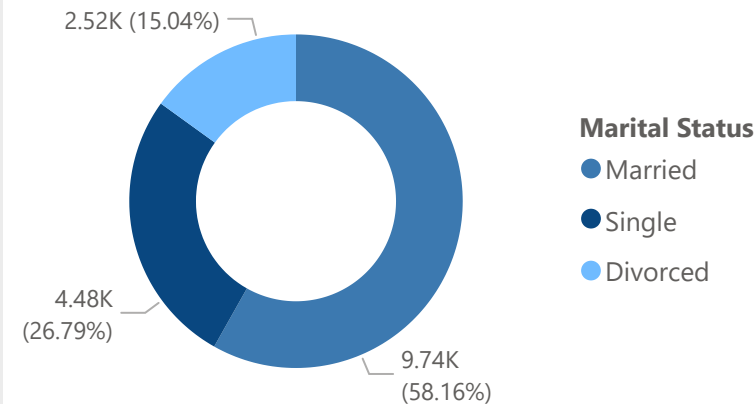


## IQR, Min, Median, Average and Max by Loyalty Card

IQR — Min ◆ Median ● Average — Max

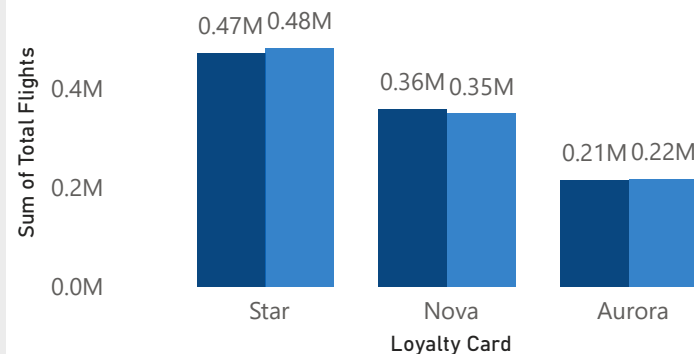


## Loyalty Number by Marital Status



## Sum of Total Flights by Loyalty Card and Gender

Gender ● Female ● Male



## Insights on Loyalty Performance

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.

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

Married had 9,735 Count of Loyalty Number, Divorced had 2,518, and Single had 4,484.



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# Flying Whale Airline Analysis

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2013

2014

2015

2016

2017

2018

Total Cancellations

2.07K

Churn Rate

0.12

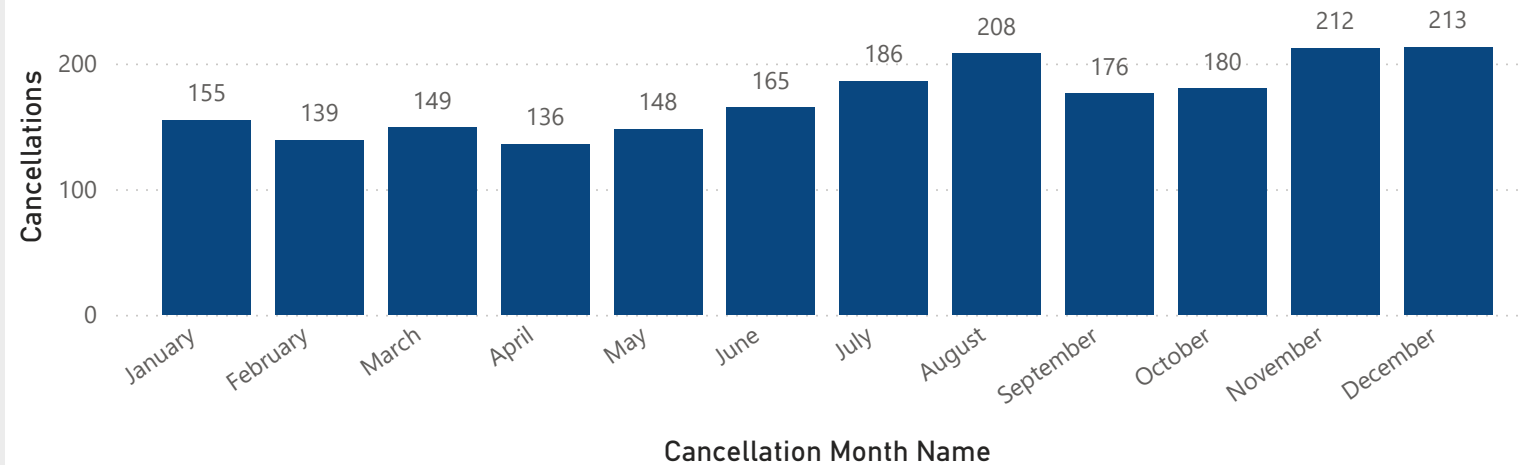
Total CLV

16.81M

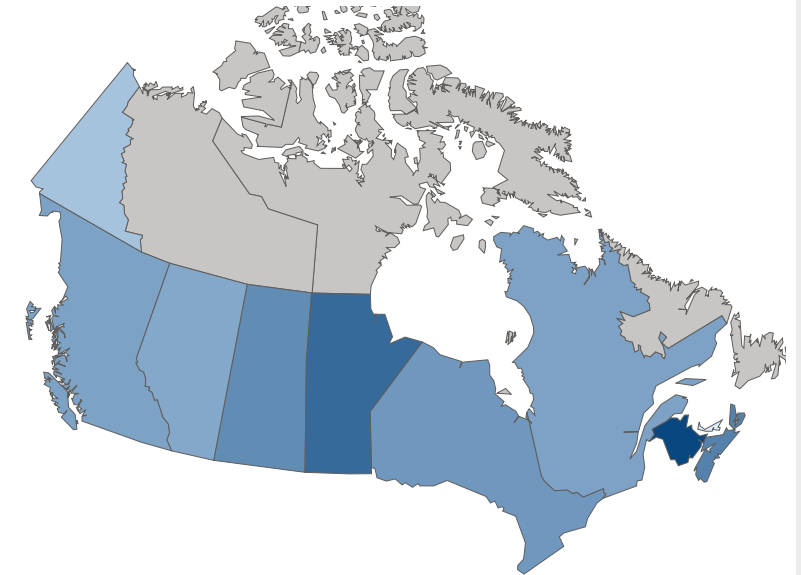
Total Flights of Canceled Members

77K

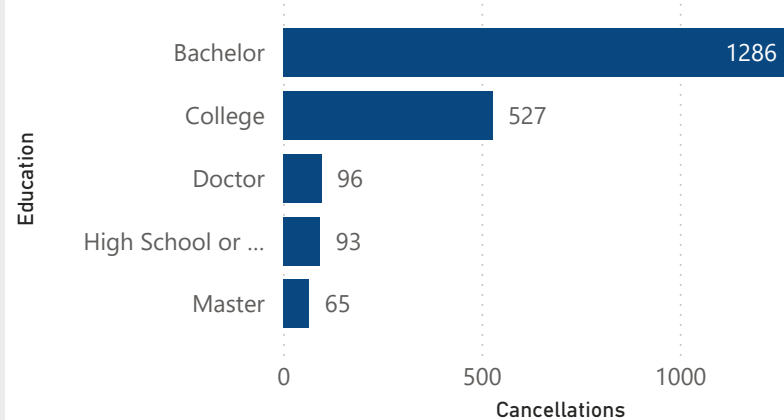
## Cancellations by Cancellation Month



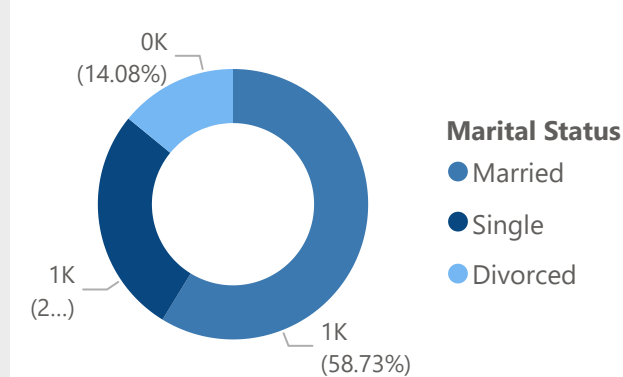
## Average of Enrollment\_Duration\_Months by Province



## Cancellations by Education



## Cancellations by Marital Status



## Loyalty Cards by Enrollment Duration

Loyalty Card	Count of Enrollment_Duration_Months
Aurora	449
Nova	717
Star	901