Customer Retention and Behaviour Analysis
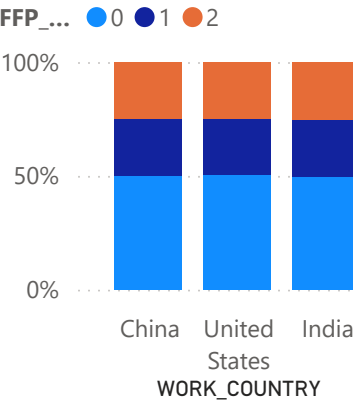
Total Customers
63.01K

Total Average Points
212.94K

WORK_COUNTRY ⌄
All ⌄

WORK_CITY ⌄
All ⌄

WORK_PROVINCE ⌄
All ⌄

Customer Count by Gender
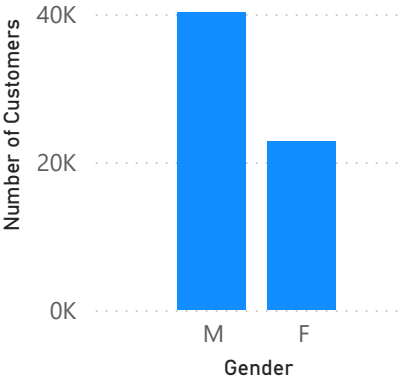
FFP Tier Distribution by Country

FFP_... ● 0 ● 1 ● 2

Average Points per Country
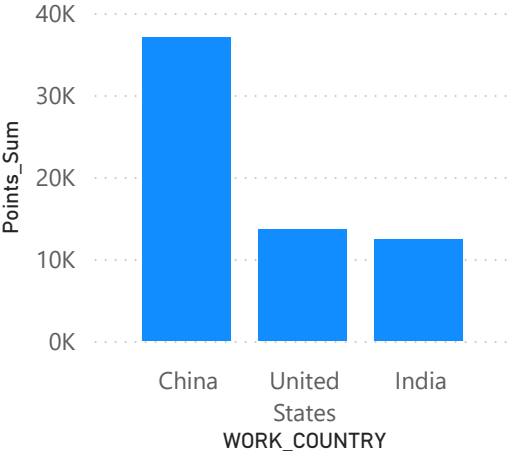
Age Group Composition of Customers

5.95K (9.44%)
10.5... (16....)
14.33K (22.75%)
32.23K (51.1...)

AGE_GROUP
● Adult
● Middle Age
● Young Ad...
● Senior
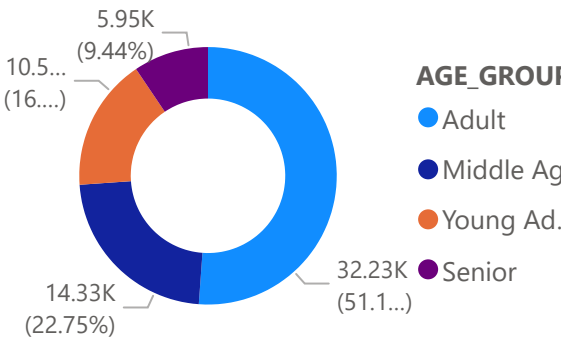
Customer Distribution by FFP Tier

15.69K (24.9%)
15.81K (25.09%)
31.... (50...)

FFP_TIER
● 0
● 1
● 2

Average Points by Distance Range

Distance ranges: 0–5k, 5k–20k, 20k–50k, 50k–100k, 100k–200k, 200k+
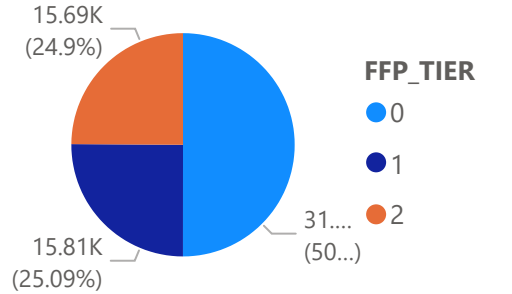
Pairwise Relationship Overview

FFP_TIER ● 0 ● 1 ● 2

FFP_TIER ● 0 ● 1 ● 2

FFP_... ● 0 ● 1 ● 2
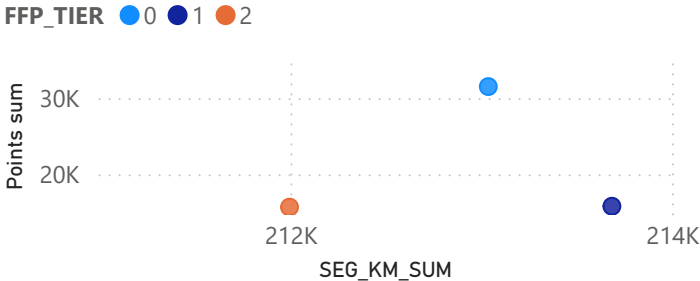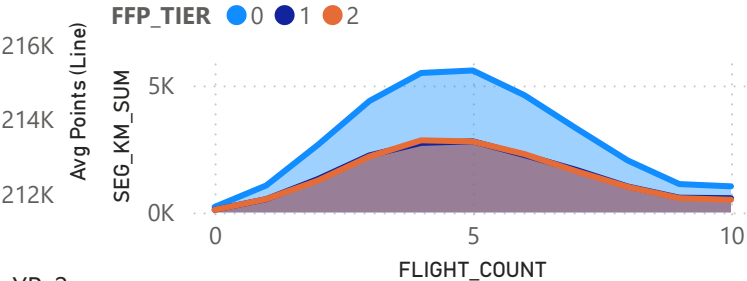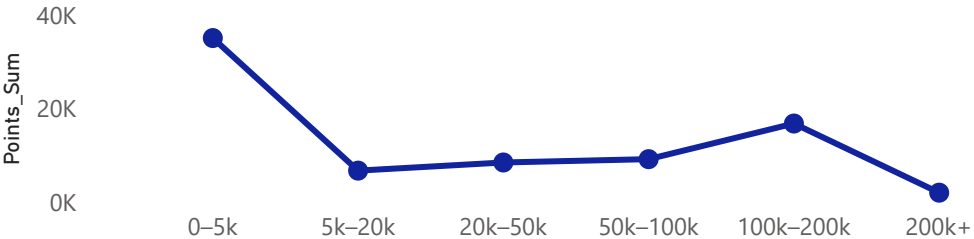
Column1	avg_discount	BP_SUM	Point_NotFlight	Points_Sum	SUM_YR_1	SUM_YR_2
avg_discount	1.00	0.00	0.00	0.00	0.00	0.00
BP_SUM	0.00	1.00	-0.01	0.00	0.00	0.00
Point_NotFlight	0.00	-0.01	1.00	0.00	0.00	0.01
Points_Sum	0.00	0.00	0.00	1.00	0.00	0.00
SUM_YR_1	0.00	0.00	0.00	0.00	1.00	-0.01
SUM_YR_2	0.00	0.00	0.01	0.00	-0.01	1.00