

Years

Year

2017

2M

Sum of Flights Booked

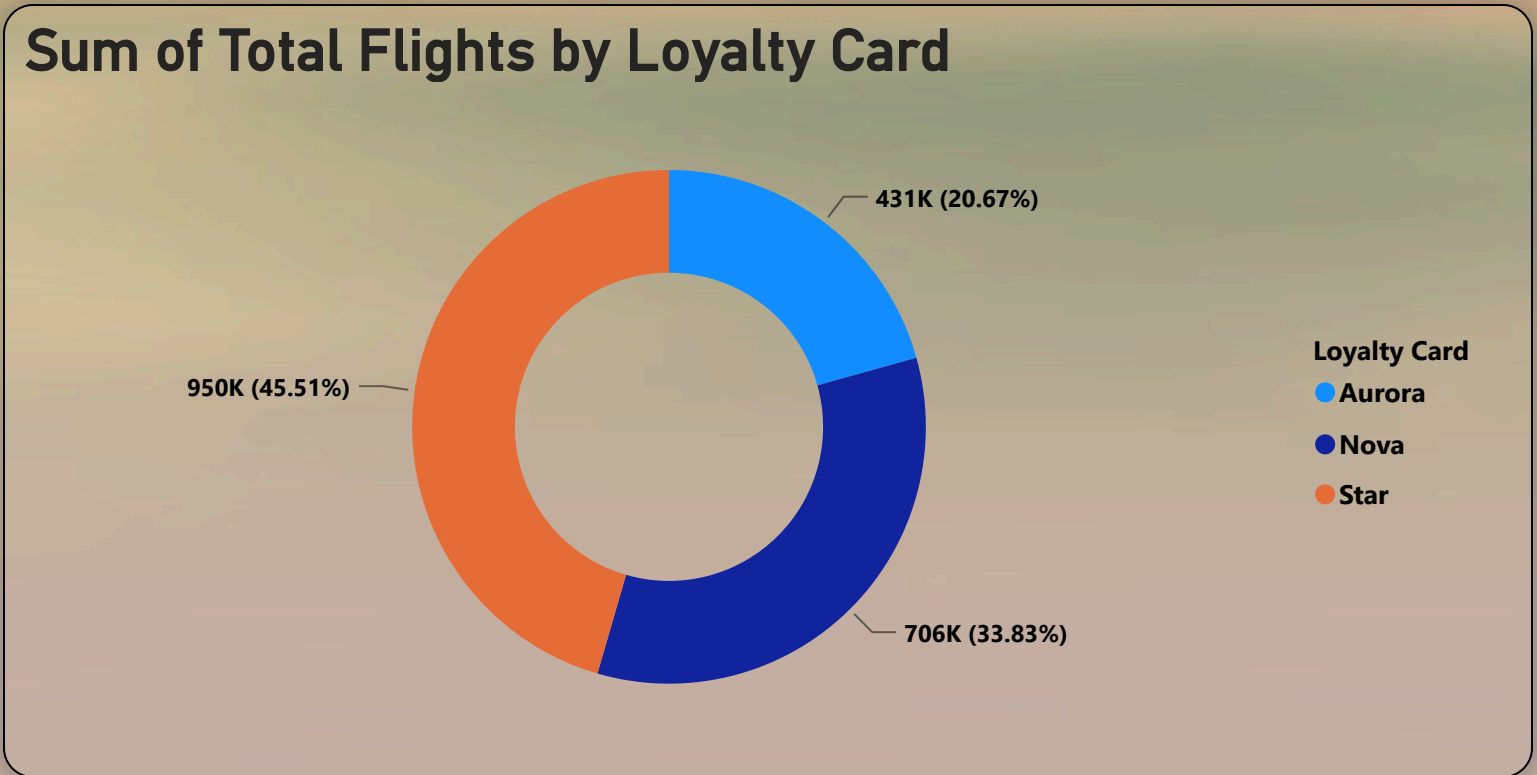
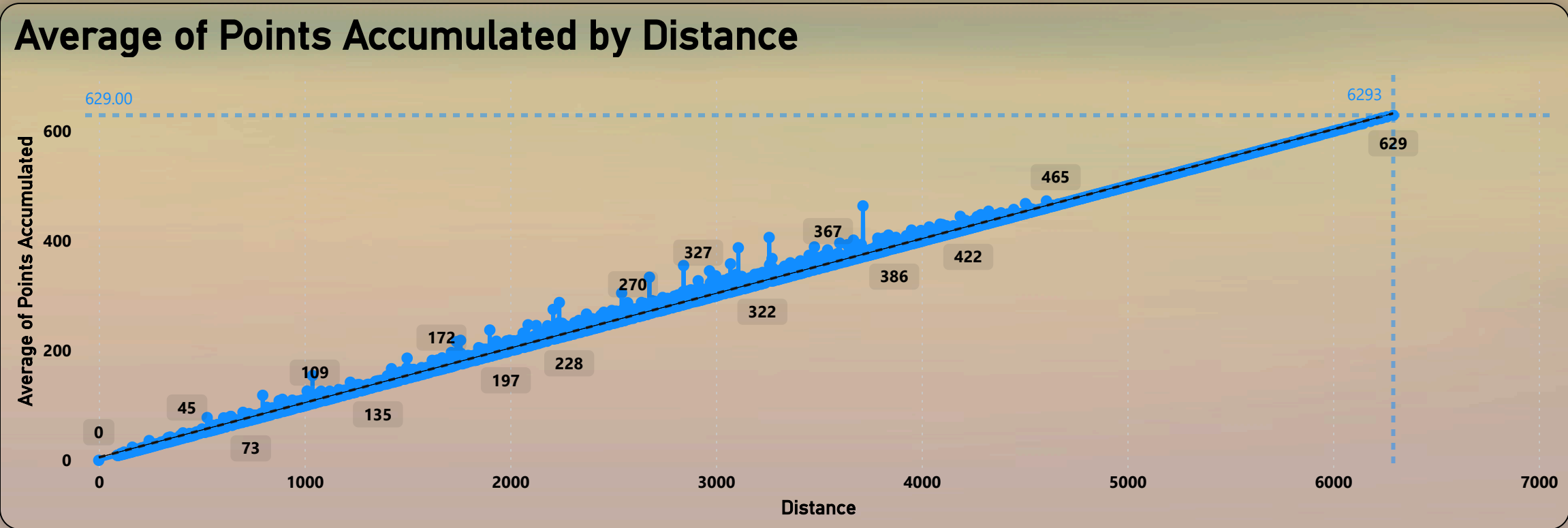
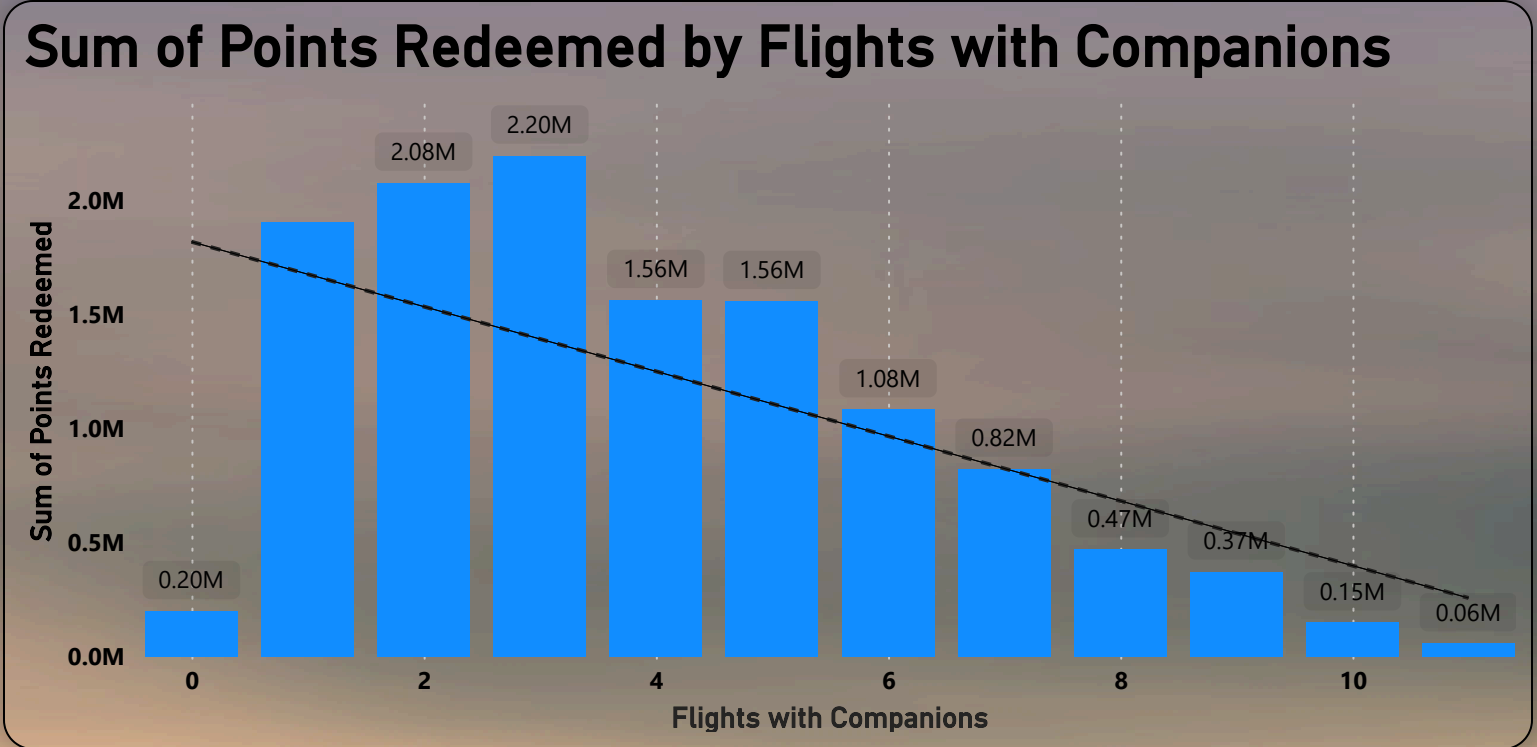
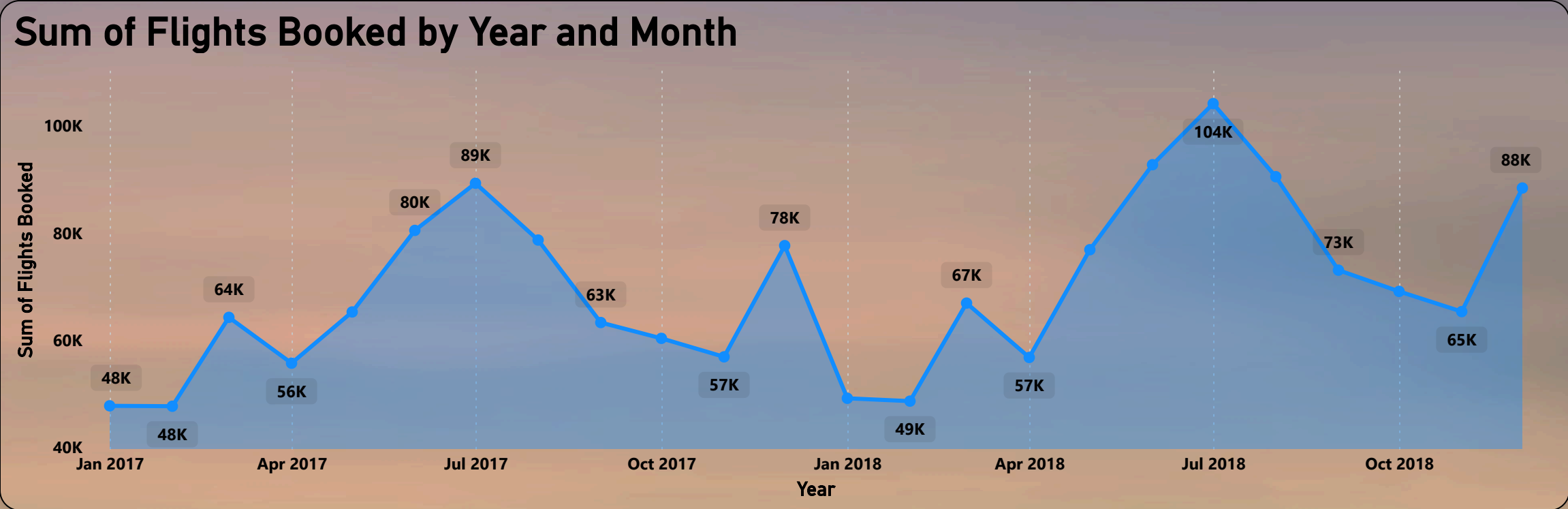
12M

Sum of Points Redeemed

Customer Flight Analysis

50.17M

Sum of Points Accumulated



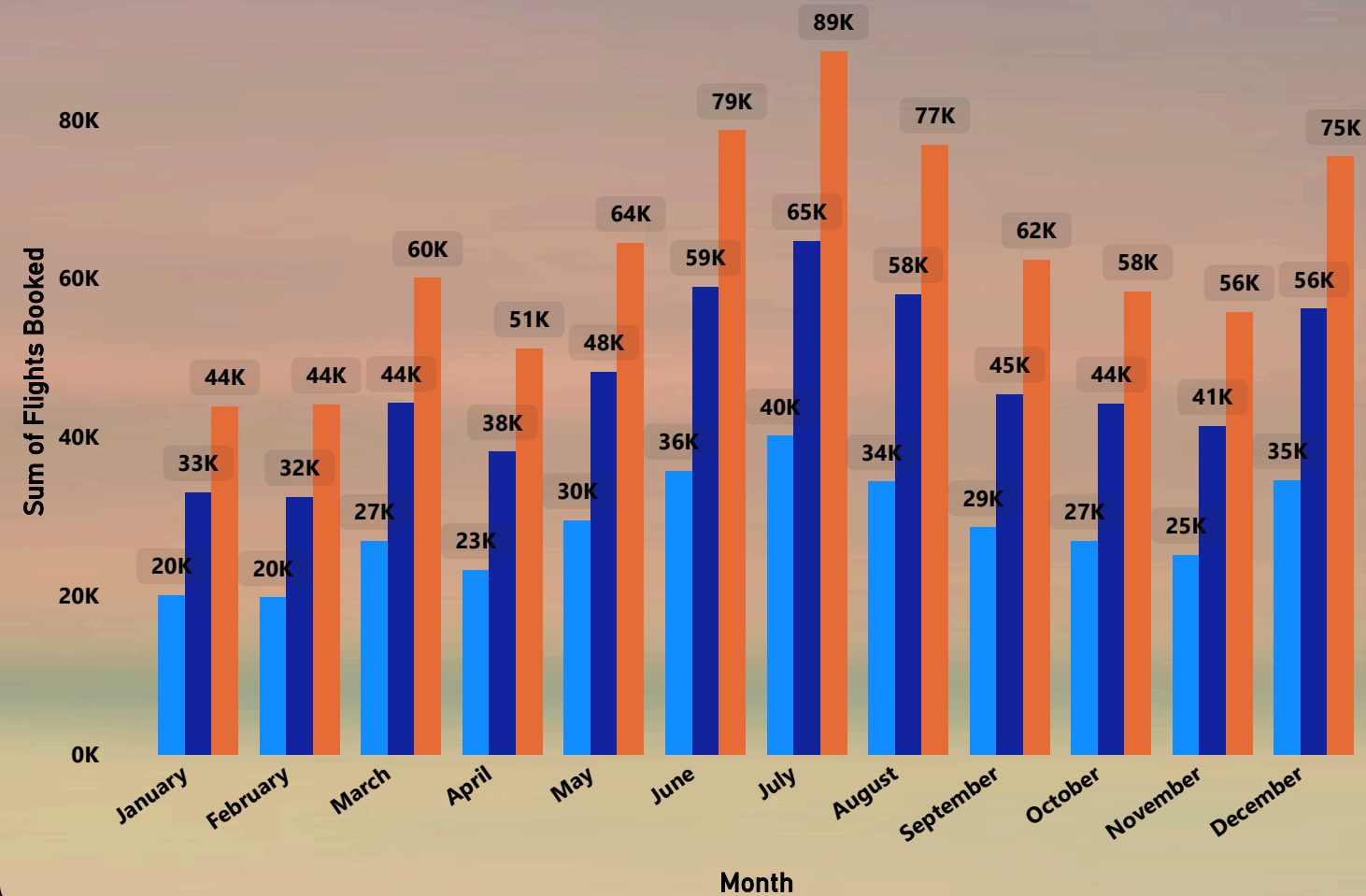
490M

Sum of Distance

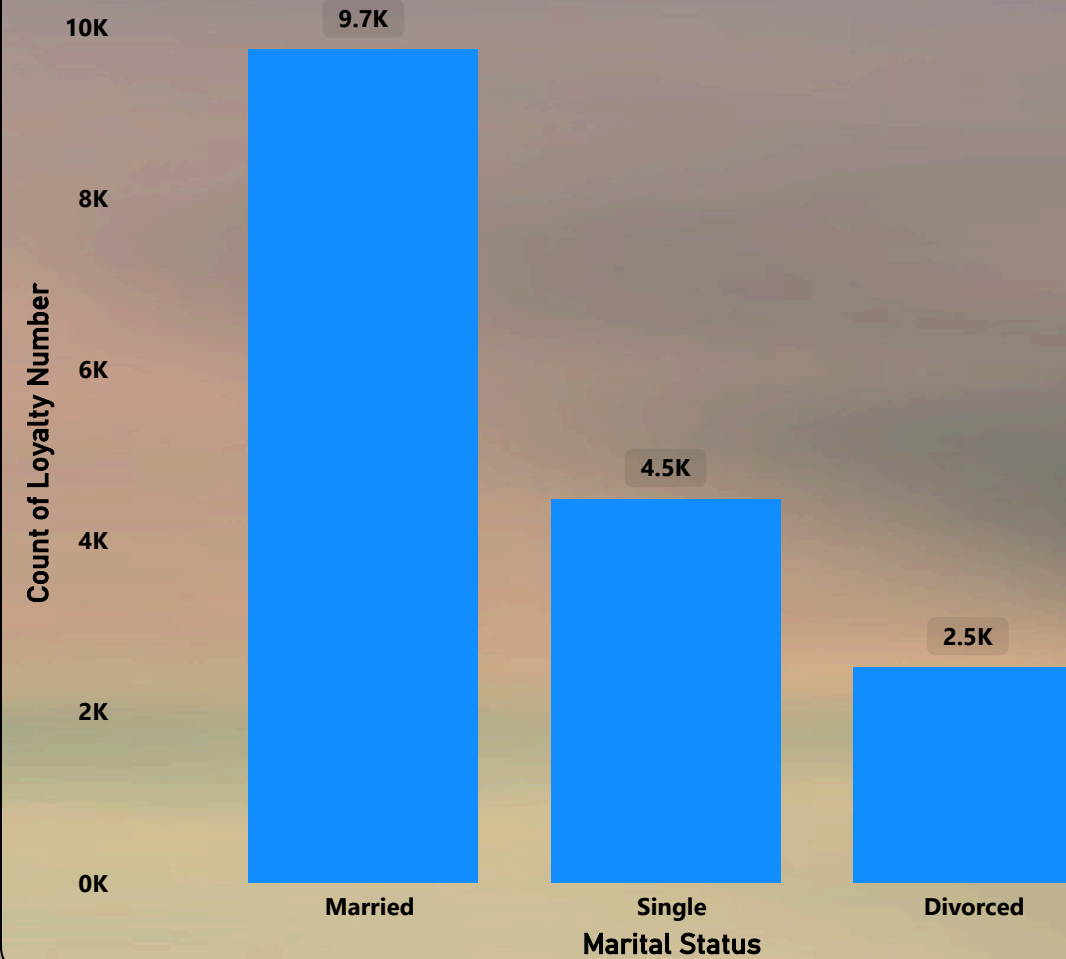
Loyalty Segmentation Analysis

flyingwhale.

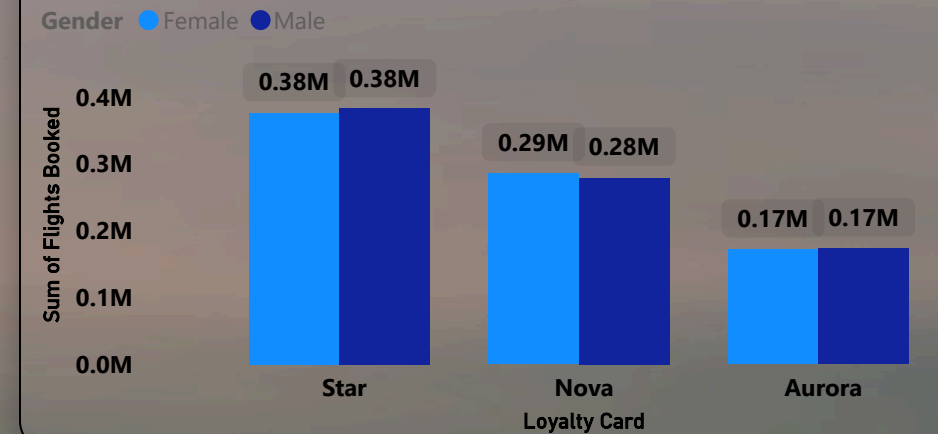
Sum of Flights Booked by Month and Loyalty Card



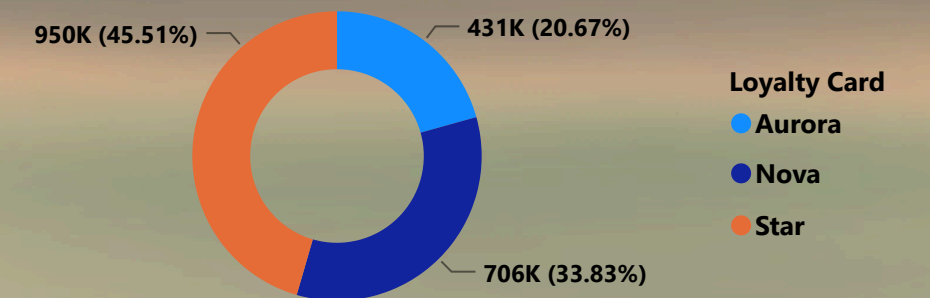
Count of Loyalty Number by Marital Status



Sum of Flights Booked by Loyalty Card and Gender



Sum of Total Flights by Loyalty Card

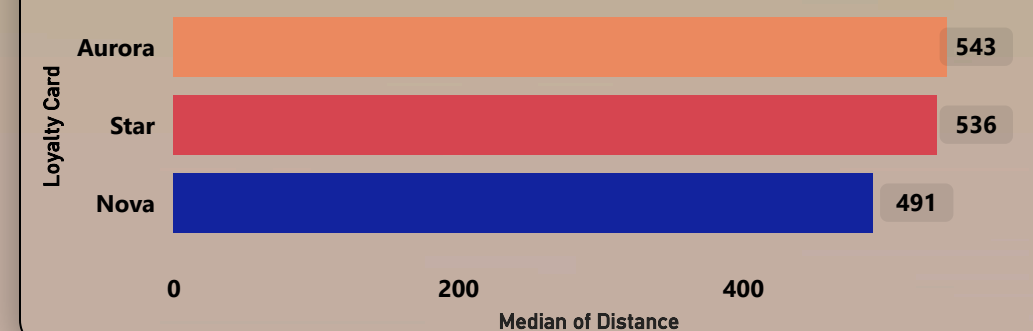


Star had the highest total Sum of Flights Booked at 759260, followed by Nova at 564860 and Aurora at 345044.

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.

Median of Distance by Loyalty Card



483.42

Average of Enrollment Duration (...

15.88

Average of Enrollment Duration (Mo...

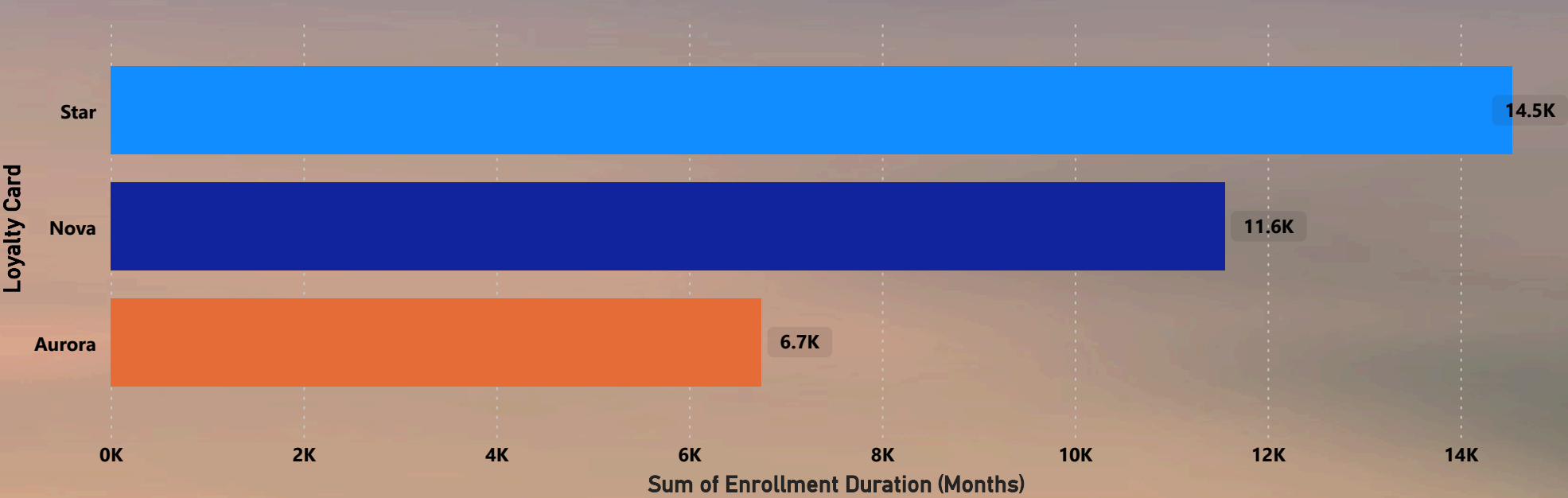
Enrollment Trends:



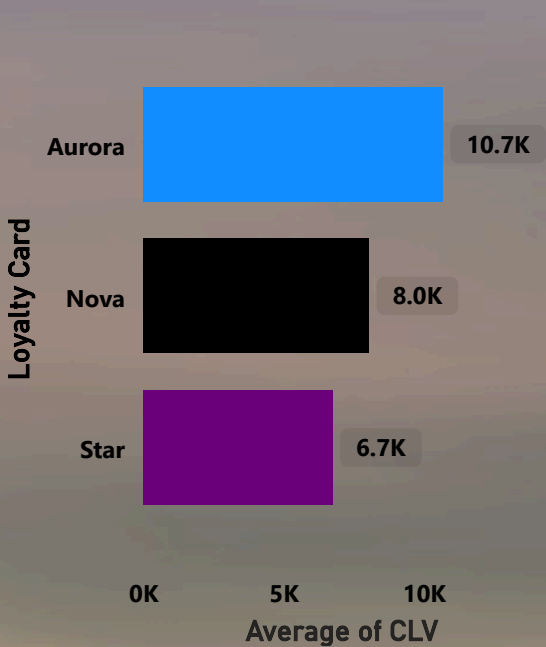
Enrollment Year

2012	2015	2018
2013	2016	
2014	2017	

Sum of Enrollment Duration (Months) by Loyalty Card

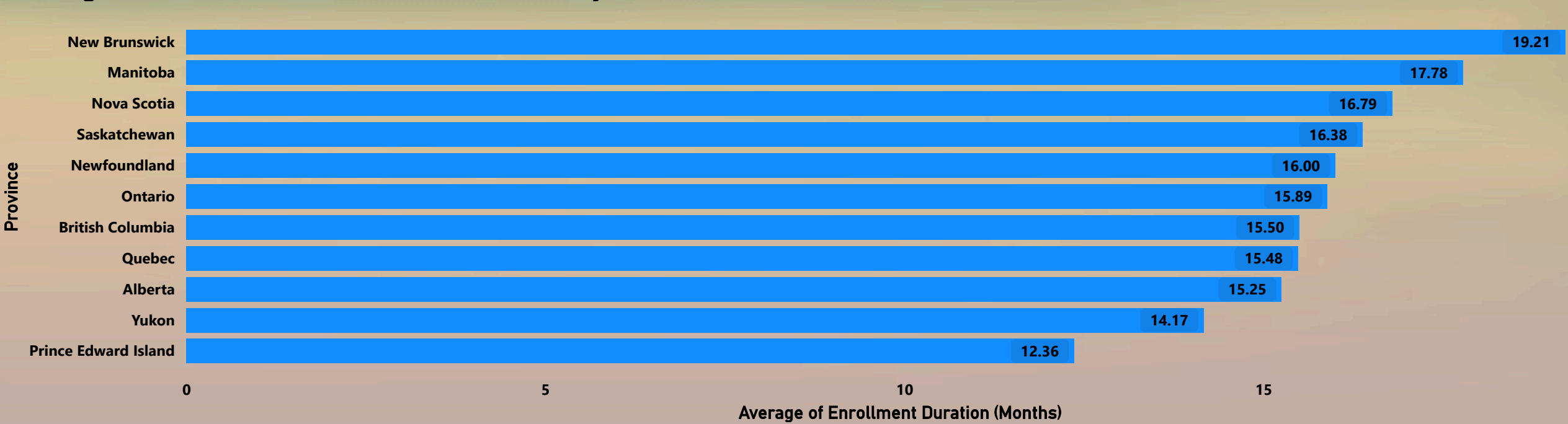


Average of CLV by Loyalty Card

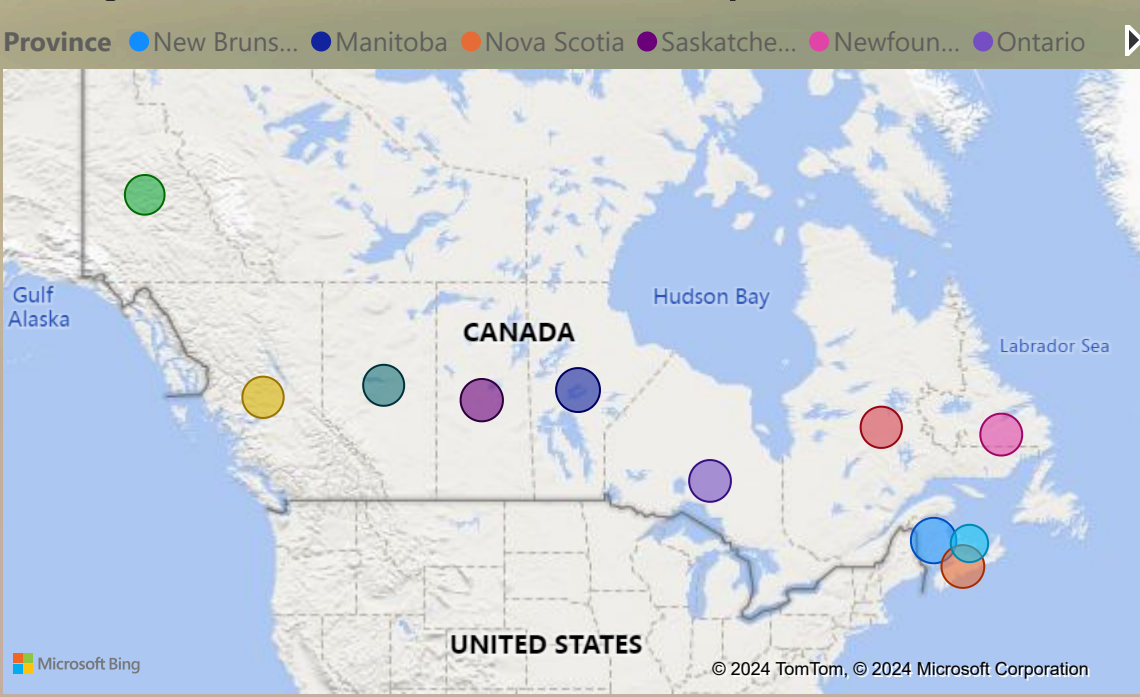


Enrollment Duration(Till Date)MonthsYears
10 Years
10 Years 1 Months
10 Years 10 Months
10 Years 11 Months
10 Years 2 Months
10 Years 3 Months
10 Years 4 Months
10 Years 5 Months
10 Years 6 Months
10 Years 7 Months
10 Years 8 Months
10 Years 9 Months
11 Years
11 Years 1 Months

Average of Enrollment Duration (Months) by Province



Average of Enrollment Duration (Months) by Province and Province



16.74K

Count of Enrollment Month

Cancellation Trends

flyingwhale.

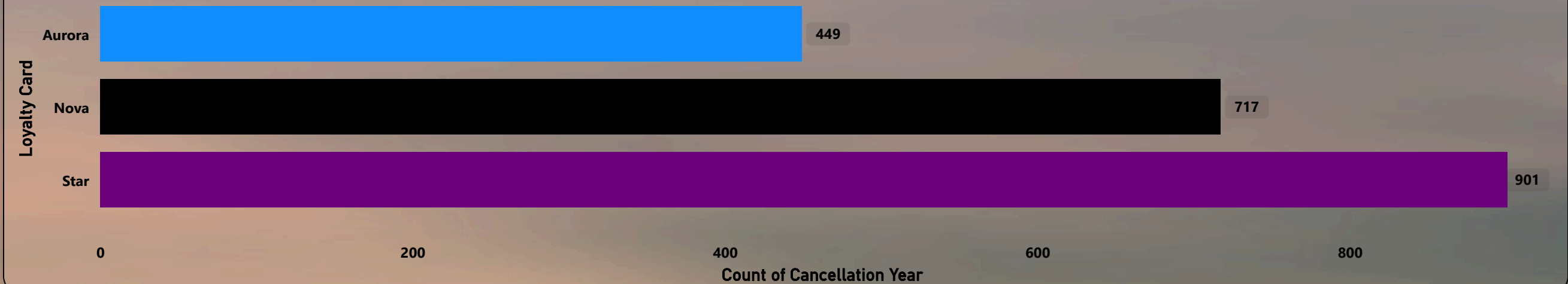
2067

Count of Cancellation Month

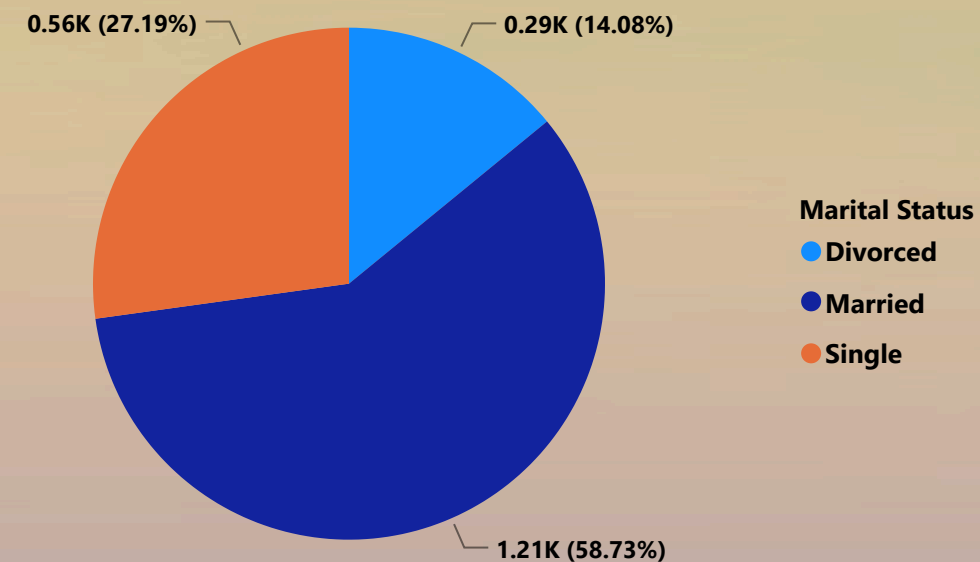
1.27

Average of Enrollment Duration (Year)

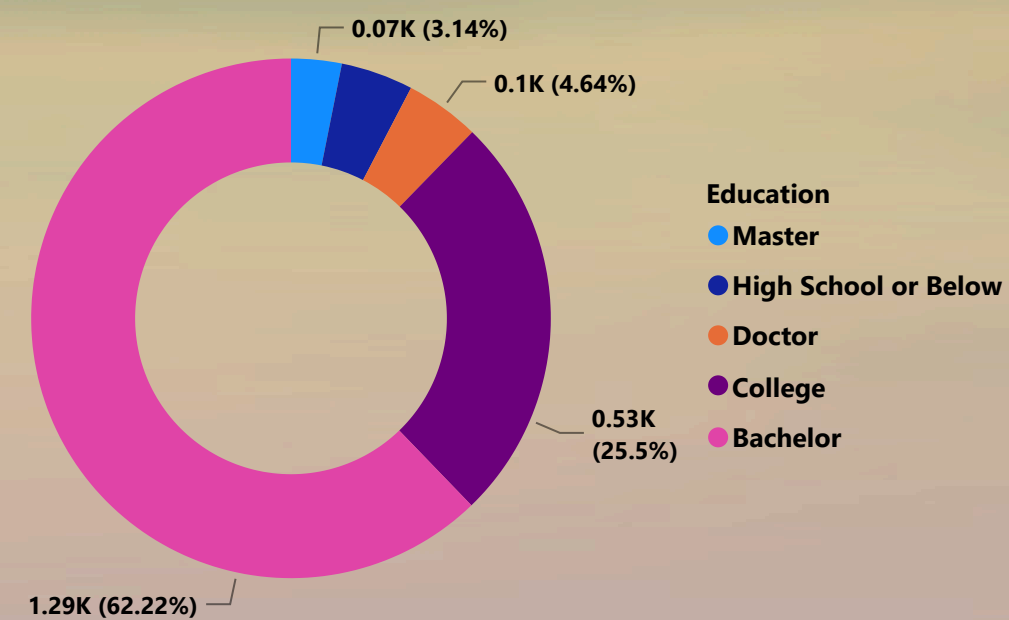
Count of Cancellation Year by Loyalty Card



Count of Cancellation__Date by Marital Status



Count of Cancellation__Date by Education



Count of Cancellation__Date by Month

