



CUSTOMER SEGREGATION IN AIRLINES

Customer Segmentation : Objectives

- NZ Airlines has a frequent flyer program.
- NZA is in possession of a lot of data about the behavior of their FFP customers.
- NZA wishes to develop meaningful customer segments using the FFP behavior data.
- NZA will use the profile and size of customer segments to develop appropriate marketing and promotional programs to improve their revenues, and satisfy their customers better.
- -----
- To Know more about FFPs: https://en.wikipedia.org/wiki/Frequent-flyer_program
- <http://adventure.howstuffworks.com/destinations/travel-guide/tips/ff-programs.html>

Customer Segmentation : Data

Variables Description

Total size :3999X8

Data file : FrequentFlyerProgram.xlsx

Variables (in order as in dataset)	Description
<i>FFP#</i>	<i>Frequent flyer program id</i>
<i>AwardMiles</i>	<i>Balance number of miles eligible for award travel</i>
<i>EliteMiles</i>	<i>Number of miles counted as qualifying for elite status</i>
<i>PartnerMiles</i>	<i>Number of miles earned from transactions while using partner's services in the past 12 months</i>
<i>PartnerTrans</i>	<i>Number of transactions made at partner's in the past 12 months</i>
<i>FlyingReturnsMiles</i>	<i>Number of flight miles in the past 12 months</i>
<i>FlightTrans</i>	<i>Number of flight transactions in the past 12 months</i>
<i>EnrollDuration</i>	<i>Number of days since enrolled for FFP</i>

```
operation == "MIRROR_X":  
    mirror_mod.use_x = True  
    mirror_mod.use_y = False  
    mirror_mod.use_z = False  
operation == "MIRROR_Y":  
    mirror_mod.use_x = False  
    mirror_mod.use_y = True  
    mirror_mod.use_z = False  
operation == "MIRROR_Z":  
    mirror_mod.use_x = False  
    mirror_mod.use_y = False  
    mirror_mod.use_z = True
```

```
#selection at the end -add  
mirror_ob.select= 1  
modifier_ob.select=1  
context.scene.objects.active  
= ("Selected" + str(modifier_ob.name))  
mirror_ob.select = 0  
= bpy.context.selected_objects  
data.objects[one.name].select  
print("please select exactly one mirror")
```

WILLIAM C. LEE

```
def mirror(modifier):  
    #add mirror to the selected  
    #object -mirror_x, mirror_y,  
    #mirror_z  
    mirror_ob = bpy.context.selected_objects[0]  
    mirror_mod = modifier
```

THANK YOU