

Total CLV

3.24bn

Total Flight Booked

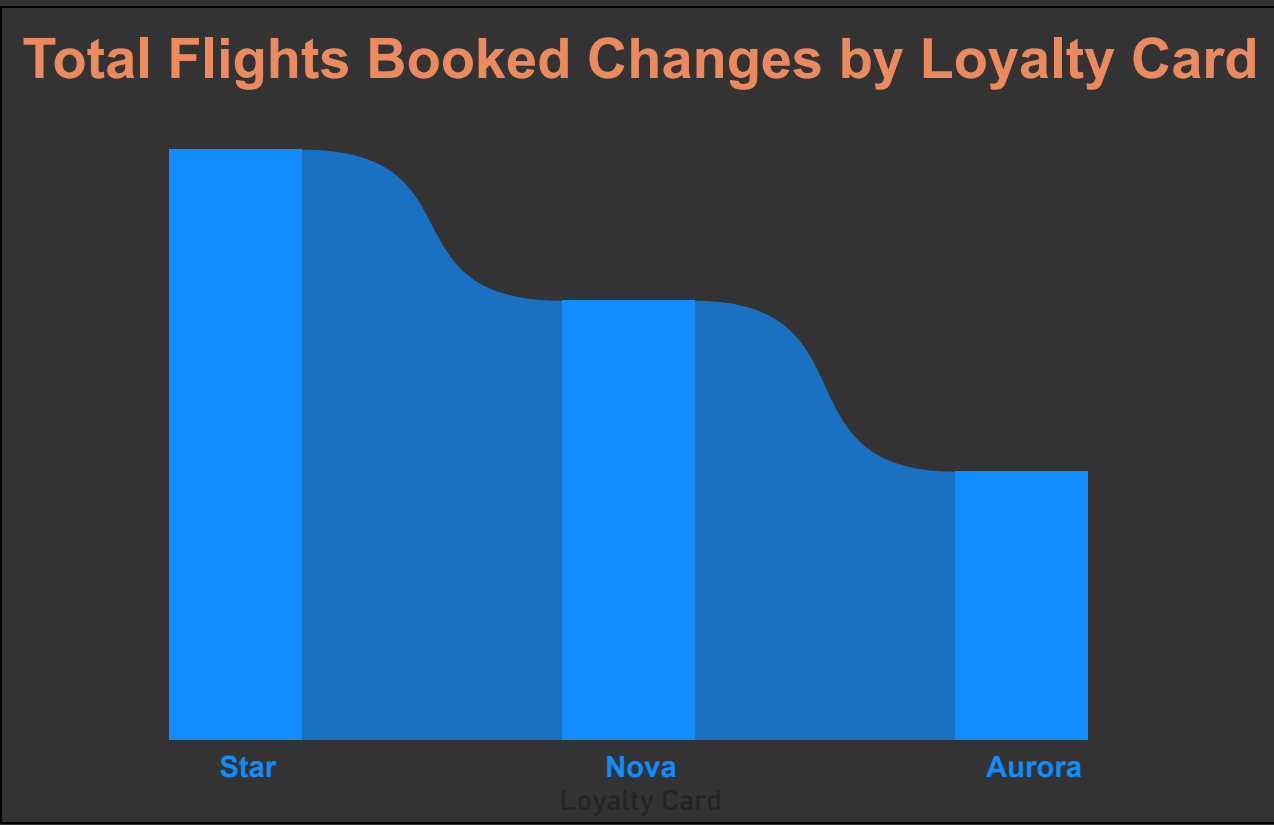
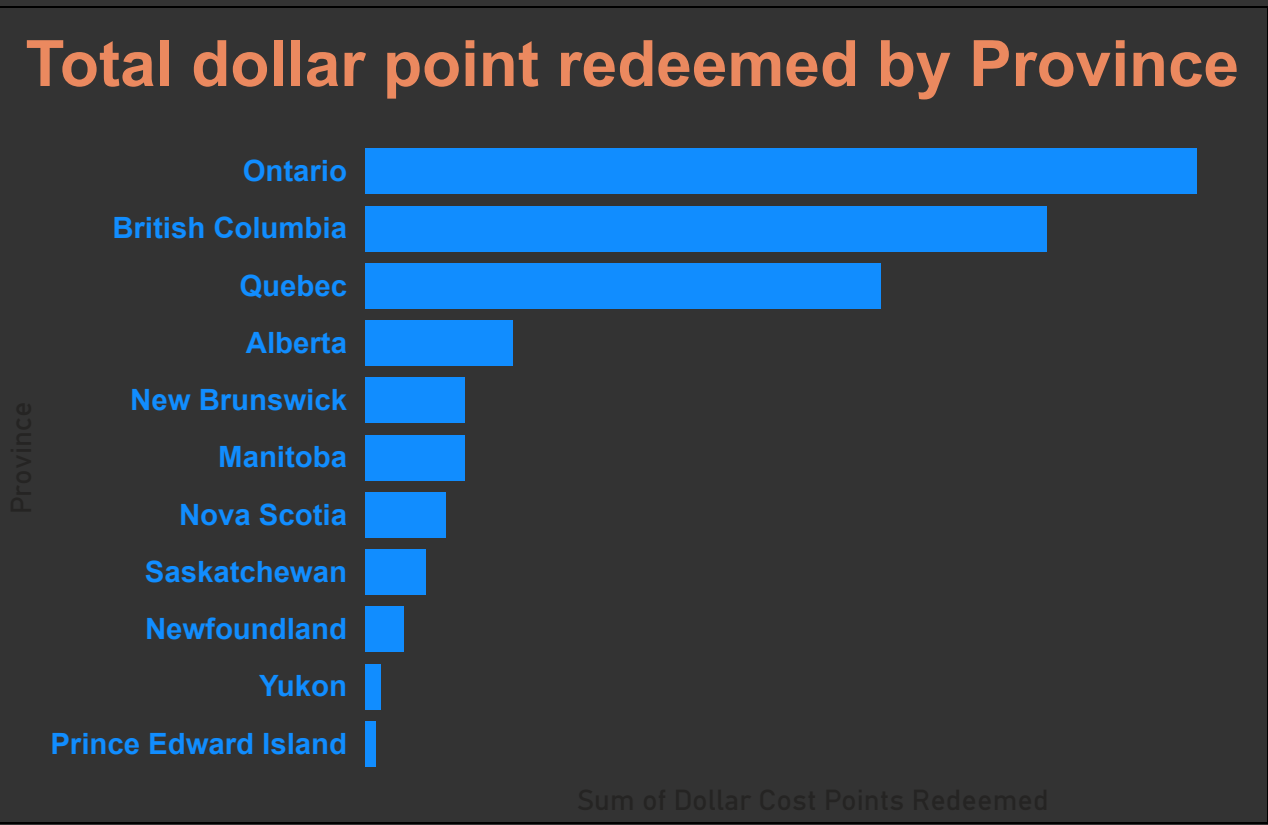
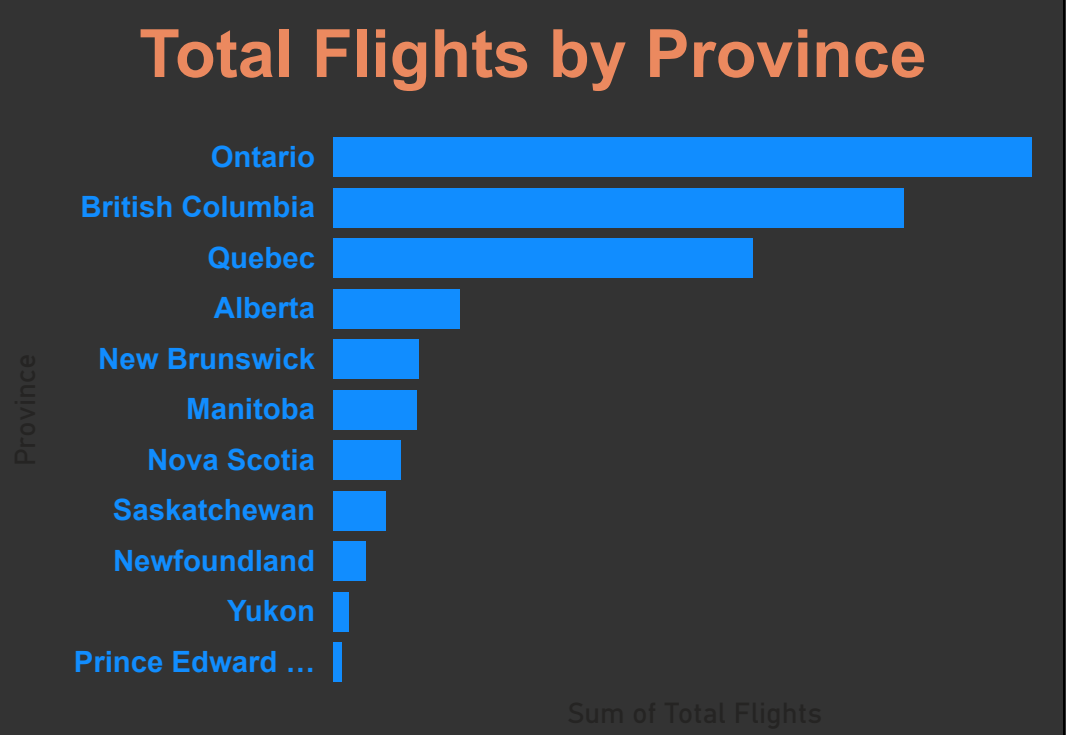
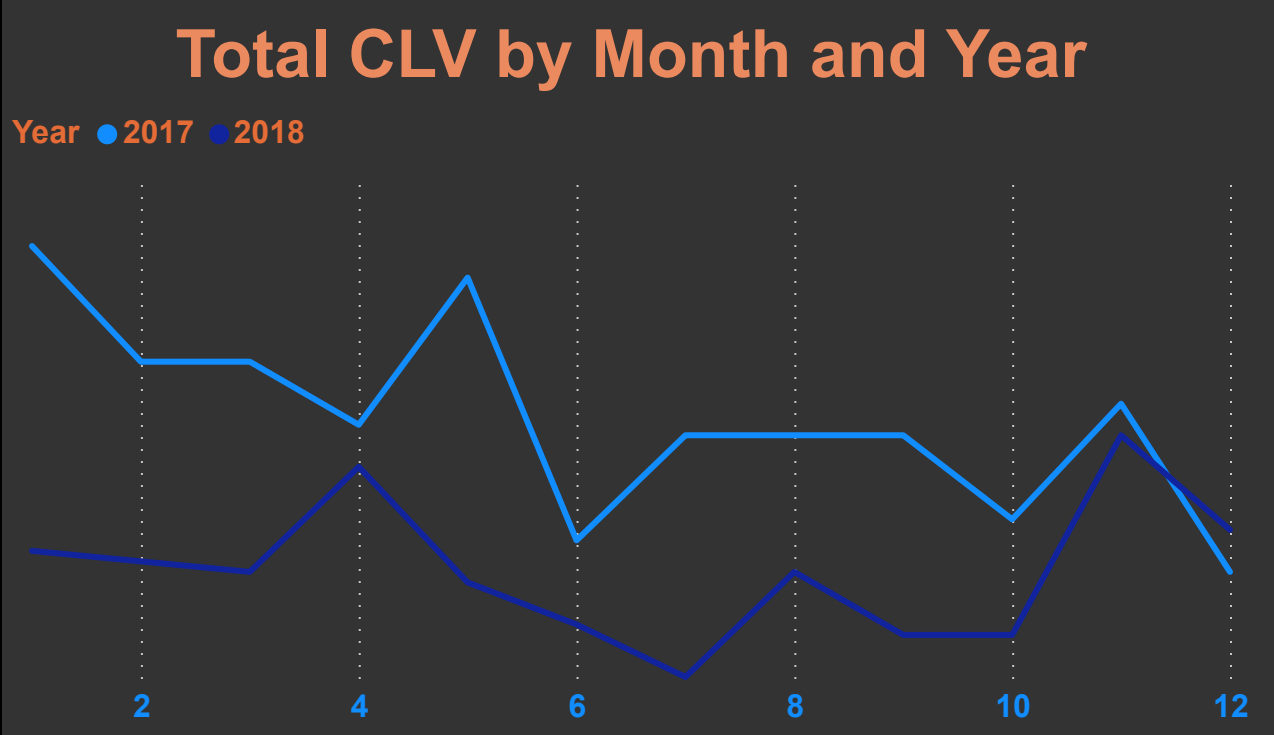
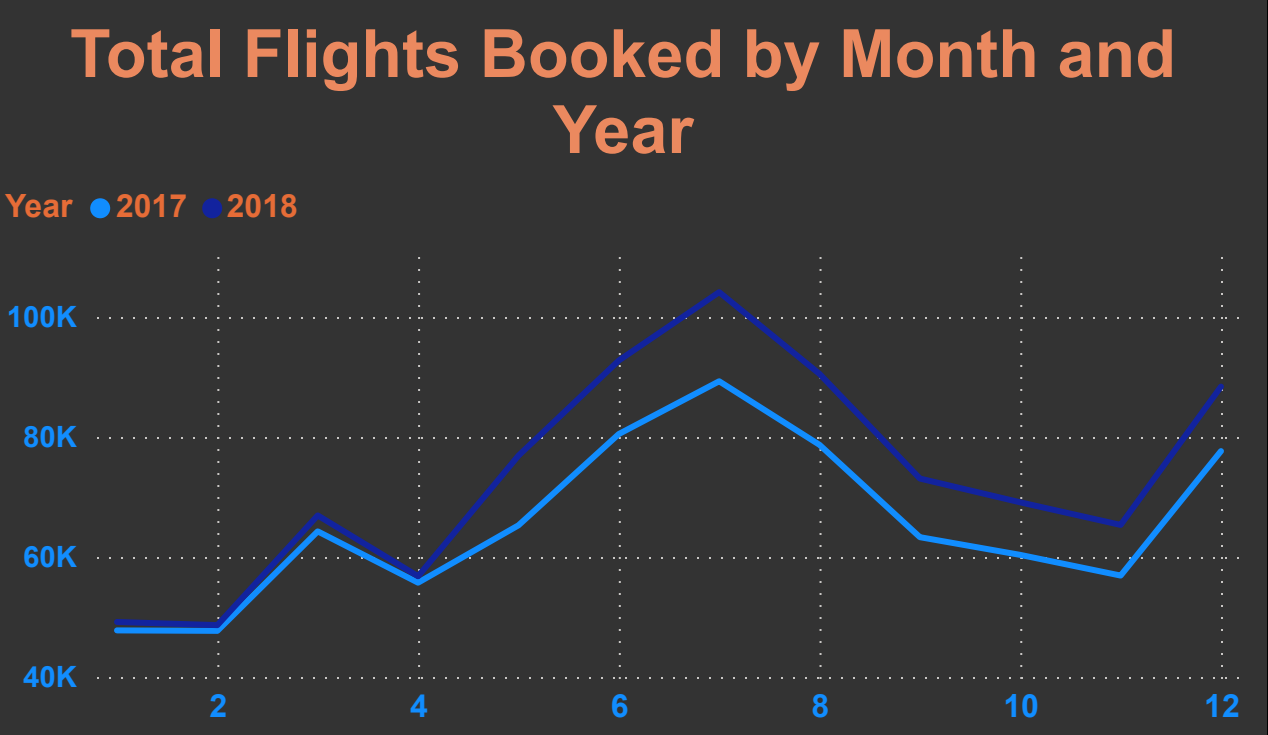
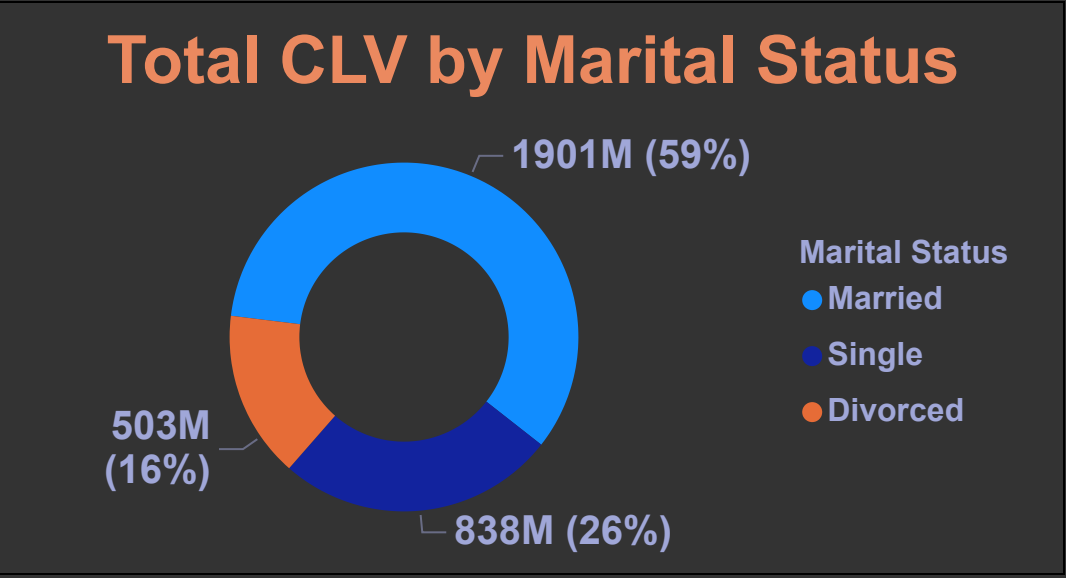
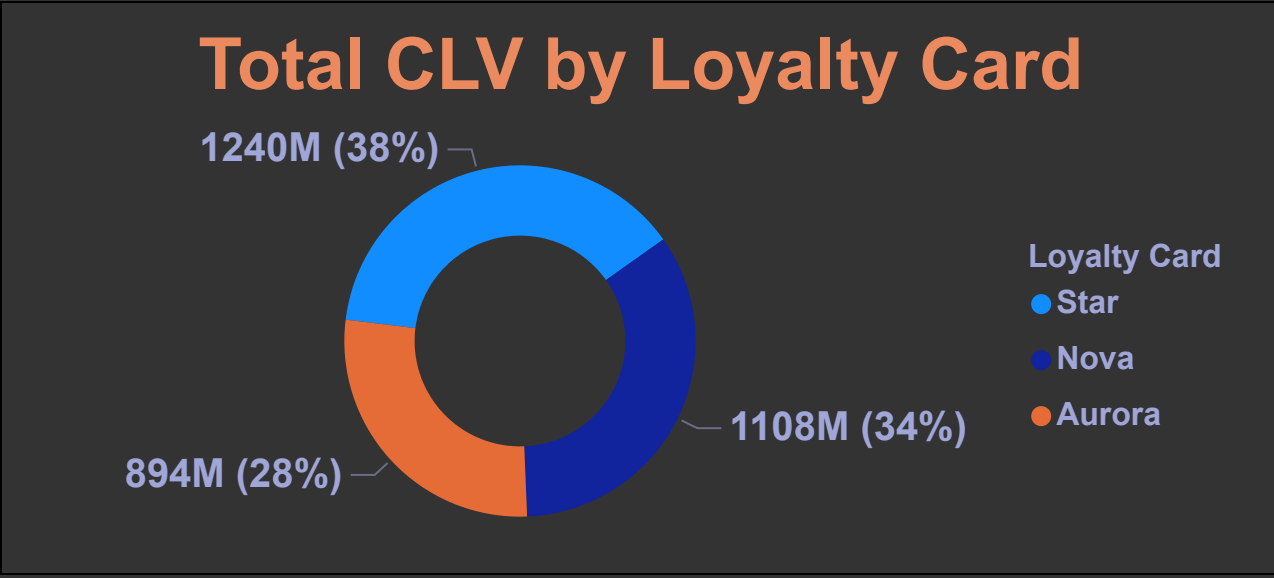
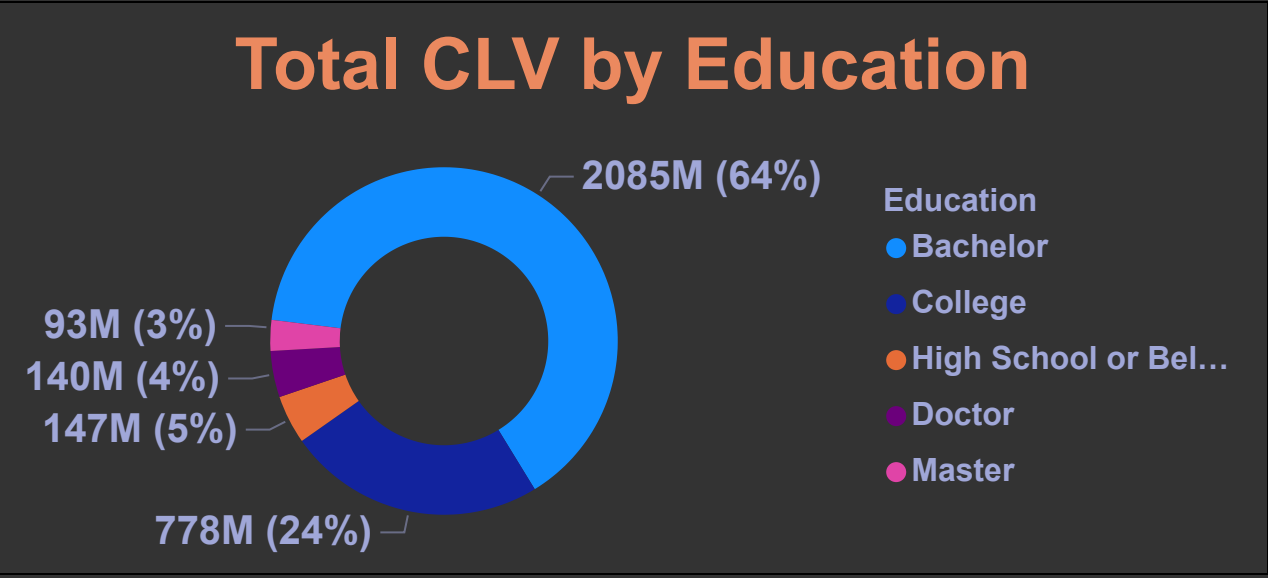
1669K

- City
- ☐ Banff
 - ☐ Calgary
 - ☐ Charlottetown
 - ☐ Dawson Creek
 - ☐ Edmonton
 - ☐ Fredericton
 - ☐ Halifax
 - ☐ Hull
 - ☐ Kelowna
 - ☐ Kingston
 - ☐ London
 - ☐ Moncton
 - ☐ Montreal
 - ☐ Ottawa
 - ☐ Peace River
 - ☐ Quebec City

- Province
- ☐ Alberta
 - ☐ British Columbia
 - ☐ Manitoba
 - ☐ New Brunswick
 - ☐ Newfoundland
 - ☐ Nova Scotia
 - ☐ Ontario
 - ☐ Prince Edward Island
 - ☐ Quebec
 - ☐ Saskatchewan
 - ☐ Yukon

MADE BY : AHMED ALI

Customer Life Time Value Analysis For Northern Lights Air in Canada



Total CLV for Cities by Gender

City	Female	Male	Total
Toronto	314,035,159.44	322,702,976.40	636,738,135.84
Vancouver	249,725,084.16	240,284,677.92	490,009,762.08
Montreal	210,462,181.92	205,619,264.88	416,081,446.80
Winnipeg	69,641,067.60	60,020,688.48	129,661,756.08
Whistler	61,721,363.76	61,235,758.80	122,957,122.56
Halifax	51,812,374.56	49,209,209.52	101,021,584.08
Ottawa	45,814,549.68	52,720,623.36	98,535,173.04
Edmonton	49,777,582.32	43,948,843.44	93,726,425.76
Quebec City	44,360,857.20	48,310,651.20	92,671,508.40
Trenton	44,299,448.64	47,891,070.48	92,190,519.12
Dawson Creek	48,928,786.32	37,744,998.24	86,673,784.56
Fredericton	40,301,211.84	45,158,202.24	85,459,414.08
Total	1,629,022,735.44	1,612,714,629.12	3,241,737,364.56