**Use case 4** : EastWestAirlines dataset(Airline Loyalty Prediction : whether a customer should receive an award)

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| **Name of Features** | **Description** | **Type** | **Relevance (w.r.t. other features)** |
| ID# | Unique id for each customer | Qualitative,nominal | Irrelevant : Used for reference only |
| Balance | Account balance of customer | Quantitative,continous | Potentially relevant : may indicate engagement |
| Qual\_miles | Miles earned through non-flight activities | Quantitative,continuous | Relevant : indicates customer activity outside flights |
| Cc1\_miles | Miles earned via credit card 1 | Quantitative,continuous | Relevant : indicates financial engagement |
| Cc2\_miles | Miles earned via credit card 2 | Quantitative,continuous | Relevant: similar to cc1\_miles |
| Cc3\_miles | Miles earned via credit card 3 | Quantitative,continuous | Relevant: similar to cc1\_miles |
| Bonus\_miles | Extra miles awarded | Quantitative,continuous | Highly relevant : may influence loyalty & award status |
| Bonus\_trans | Number of bonus transactions | Quantitative,discrete | Highly relevant : reflects customer activity |
| Flight\_miles\_12mo | Miles flown in last 12 months | Quantitative,continuous | Highly relevant : direct indicator of travel behavior |
| Flight\_trans\_12 | Number of flight transactions in last 12 months | Quantitative,discrete | Highly relevant : complements flight\_miles\_12mo |
| Days\_since\_enroll | Days since customer enrolled | Quantitative,discrete | Relevant : indicates customer tenure & loyalty |
| Award? | Target : whether customer received an award or not ?(0/1) | Quantitative,binary | Target variable : to be predicted |