

# Understanding our customers: key insights from the AIAI loyalty program analysis

AIAI has valuable customer data, but the current marketing strategies are not having the maximum impact. Our analysis of past years passenger data reveals that the full picture of who AIAI's customers are remains unseen.

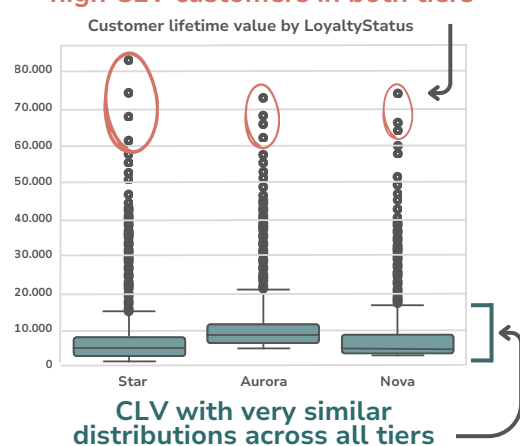
## Key findings

01

### AIAI is treating high and low-value customers the same

The Loyalty Status (Star, Aurora, Nova) does not reflect true customer value. AIAI is wasting resources on low-value Nova customers and risking the loss of high-value Star customers because they are being treated all the same.

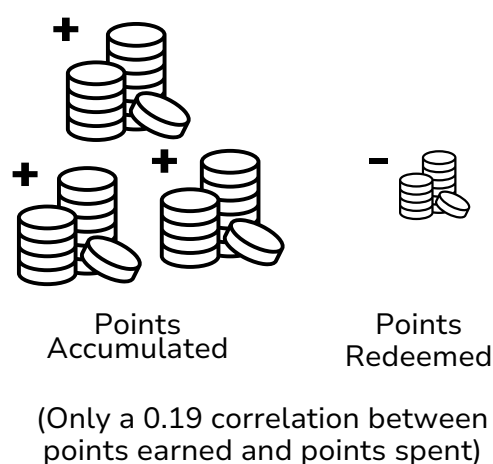
#### high CLV customers in both tiers



02

### The rewards program is not driving loyalty

Customers are earning points, but not using them. This suggests the rewards are unattractive or difficult to use. AIAI is missing a crucial opportunity to use points to incentivize extra trips and build true engagement.



03

### AIAI is "blind" to who is active vs. inactive

Even after cancellation, many customers retain a LoyaltyStatus, causing AIAI to incorrectly market them as active members instead of recognizing them as lapsed, requiring a different re-engagement strategy.

#### volatile customer acquisition



## Predicted core customer clusters

Based on our initial analysis, we anticipate, at least, three core customer segments:



### Frequent flyers

The most valuable group, traveling often and generating high customer lifetime value.



### Occasional flyers

Active customers who fly less frequently, likely for holidays or specific events.



### Disengaged flyers

Customers who have not shown recent activity, representing a target for re-engagement strategies.

## Next steps

This preliminary analysis lays the groundwork for a robust segmentation. To move forward, our next steps will focus on refining our data and preparing it for advanced clustering algorithms:

