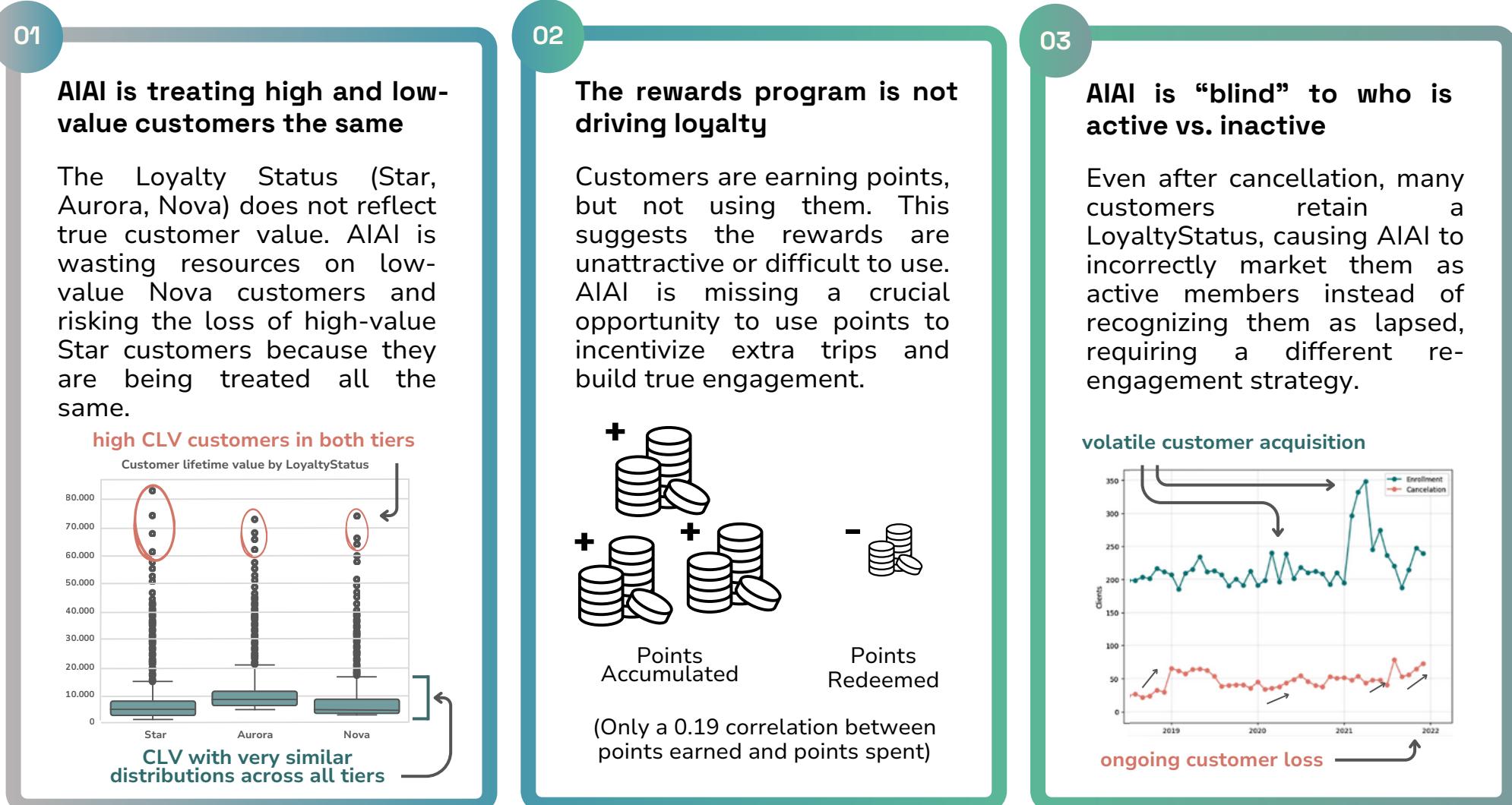


# Understanding our customers: key insights from the AIAI loyalty program analysis

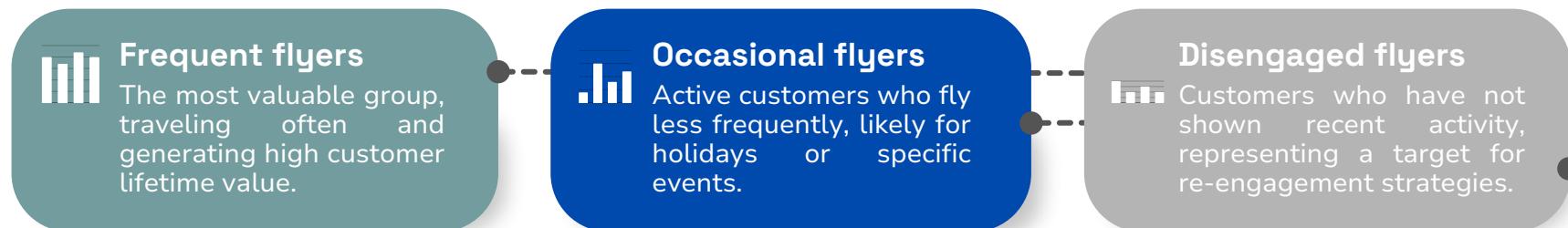
AIAI has valuable customer data, but the current marketing strategies are not having the maximum impact. Our analysis of past years passenger data reveals that the full picture of who AIAI's customers are remains unseen.

## Key findings



## Predicted core customer clusters

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



## 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:

