

Customer demographics

customer_id	DoB	country	english_speaking	Join date	tier
128	27/09/1997	GB	1	22/09/2017	1. BLUE
128	27/09/1997	GB	1	22/09/2017	1. BLUE
134	15/07/1996	GB	1	10/07/2016	1. BLUE
166	12/11/1996	LU	0	07/11/2016	3. SILVER
177	31/08/1995	GB	1	26/08/2015	4. GOLD
214	29/12/1995	US	1	24/12/2015	2. BRONZE
221	16/10/1994	US	1	11/10/2014	5. PREM
240	13/02/1995	GB	1	08/02/2015	4. GOLD
243	01/12/1993	US	1	26/11/2013	4. GOLD
277	31/03/2003	GB	1	26/03/2014	5. PREM
288	16/01/2002	GB	1	11/01/2013	1. BLUE
308	16/05/1993	GB	1	11/05/2013	4. GOLD
313	03/03/1992	FR	0	27/02/2012	4. GOLD
328	01/07/1992	FR	0	26/06/2012	2. BRONZE
383	19/04/1991	US	1	14/04/2011	4. GOLD
402	17/08/1991	GB	1	12/08/2011	4. GOLD
403	04/06/1990	GB	1	30/05/2010	2. BRONZE
407	02/10/1990	US	1	27/09/2010	4. GOLD
407	02/10/1990	US	1	27/09/2010	4. GOLD
414	20/07/1989	GB	1	15/07/2009	4. GOLD
419	17/11/1989	CH	0	12/11/2009	2. BRONZE
442	04/09/1988	GB	1	30/08/2008	1. BLUE

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Marketing permission

Customer_ID	Emailable
128	Y
134	Y
166	Y
177	Y
214	Y
221	N
240	Y
243	Y
277	N
288	N
308	N
313	N
328	Y
383	Y
402	N
403	Y
407	Y
414	N
419	N
442	Y

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## Redemption transactions

Booking_ID	Customer_ID	Booking_type	Booking_date	Avios_redeemed	Partner_category
142324	128	Redemption	03/09/2015	9080	Flight
142613	128	Redemption	19/12/2014	10325	Experience
141740	134	Redemption	27/03/2015	10232	Hotel
142029	166	Redemption	12/07/2017	89020	Flight
141156	177	Redemption	18/10/2017	10465	Experience
141445	214	Redemption	02/02/2014	9010	Flight
140572	221	Redemption	11/05/2014	10342	Car Hire
140861	402	Redemption	26/08/2017	67380	Flight
139988	403	Redemption	02/12/2013	10132	Hotel
140277	407	Redemption	19/03/2018	10143	Hotel
139404	288	Redemption	25/06/2013	3500	Flight
139693	308	Redemption	10/10/2012	10876	Car Hire
138820	313	Redemption	16/01/2013	10354	Car Hire
139109	328	Redemption	03/05/2018	10376	Hotel
138236	383	Redemption	09/08/2012	10435	Hotel
138525	402	Redemption	25/11/2017	10581	Hotel
137652	419	Redemption	02/03/2012	10235	Car Hire
137941	442	Redemption	18/06/2011	55000	Flight
137068	407	Redemption	24/09/2011	10472	Car Hire
137357	414	Redemption	03/05/2017	35900	Flight

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## Collection transactions

Booking_ID	Customer_ID	Booking_type	Booking_date	Avios_collected	Partner_category
12985	214	Collection	03/09/2015	908	Flight
13014	221	Collection	19/12/2014	325	Airport parking
12927	402	Collection	27/03/2015	232	Hotel
12956	403	Collection	12/07/2018	8902	Flight
12868	407	Collection	18/10/2018	465	Airport parking
12897	288	Collection	02/02/2014	901	Flight
12810	308	Collection	11/05/2014	342	Car Hire
12839	313	Collection	26/08/2017	6738	Flight
12752	328	Collection	02/12/2013	132	Hotel
12780	383	Collection	19/03/2013	143	Hotel
12693	402	Collection	25/06/2018	350	Flight
12722	419	Collection	10/10/2012	876	Car Hire
12635	442	Collection	16/01/2013	354	Car Hire
12664	407	Collection	03/05/2012	376	Hotel
12576	414	Collection	09/08/2012	435	Hotel
12605	128	Collection	25/11/2017	581	Hotel
12518	128	Collection	02/03/2012	235	Car Hire
12547	134	Collection	18/06/2017	5500	Flight
12460	166	Collection	24/09/2011	472	Car Hire
12488	177	Collection	03/05/2017	3590	Flight

## Flight transactions

Transaction_ID	Booking_ID	Long_short_haul
243	142324	Short
253	142029	Long
250	141445	Short
260	140861	Long
257	139404	Short
267	137941	Long
264	137357	Long
274	12985	Long
271	12956	Short
281	12897	Long
278	12839	Short
288	12693	Long
285	12547	Long
295	12488	Short
292	12112	Long
302	11736	Short
299	11360	Long
309	10984	Long
306	10608	Short
316	10232	Long

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## Purchase Avios transactions

Transaction_ID	Customer_id	Purchase_date	avios
041342	402	27/09/2016	20400
041662	403	26/09/2016	52000
042772	407	22/05/2016	14000
043132	288	26/09/2016	19200
046132	308	23/01/2017	16000
046462	313	11/11/2016	20000
046722	328	19/03/2018	5000
047712	4771	18/09/2015	45500
047712	4771	01/12/2016	97500
047712	4771	14/11/2013	150000
047922	4792	20/05/2016	1000
047922	4792	30/11/2016	150000
047922	4792	15/11/2017	100000
048032	4803	02/02/2018	20000
048112	4811	18/03/2018	20000
048332	4833	26/09/2015	32400
048902	4890	17/09/2017	75000
048902	4890	18/12/2017	50000
048902	4890	02/01/2018	25000
049012	4901	19/10/2016	5000
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