

```
"""
```

```
Generate synthetic customers and loyalty data for the Airline BI database.
```

```
Populates:
```

- airline.passengers
- airline.loyalty\_accounts
- airline.miles\_transactions

```
Assumes:
```

- DATABASE\_URL or AIRLINE\_DB\_DSN is set in the environment
- Enums:
  - airline.loyalty\_tier
  - airline.miles\_txn\_type
- Flights already exist in airline.flights

```
"""
```

```
import os
import random
from datetime import datetime, timedelta
```

```
from faker import Faker
from sqlalchemy import create_engine, text
```

```
# -----
# DB connection helper
# -----
```

```
def get_db_url() -> str:
    """
```

```
    Return a SQLAlchemy connection URL from env vars.
```

```
    Priority:
```

1. DATABASE\_URL
2. AIRLINE\_DB\_DSN

```
    Raises if neither is set.
```

```
    """
```

```
    url = os.environ.get("DATABASE_URL") or os.environ.get("AIRLINE_DB_DSN")
```

```
    if not url:
```

```
        raise RuntimeError(
```

```
            "Set DATABASE_URL or AIRLINE_DB_DSN in your environment / .env.\n"
```

```
            "Example: postgresql+psycopg2://postgres:password@localhost:5432/airline_bi"
```

```
        )
```

```
    return url
```

```
ENGINE = create_engine(get_db_url(), future=True, pool_pre_ping=True)
```

```
faker = Faker("en_US")
```

```
Faker.seed(42)
```

```
random.seed(42)
```

```
# -----
# Small helpers
# -----
```

```
def random_datetime(start_year: int = 2022, end_year: int = 2026) -> datetime:
    start = datetime(start_year, 1, 1)
    end = datetime(end_year, 12, 31, 23, 59, 59)
    delta = end - start
    offset_seconds = random.randint(0, int(delta.total_seconds()))
    return start + timedelta(seconds=offset_seconds)
```

```

def age_to_group(age: int) -> str:
    if age < 26:
        return "18-25"
    elif age < 36:
        return "26-35"
    elif age < 46:
        return "36-45"
    elif age < 61:
        return "46-60"
    else:
        return "60+"

# -----
# Fetch reference data (enums, flights, etc.)
# -----

def fetch_enum_values(conn, enum_name: str):
    """
    Fetch enum labels from Postgres, e.g.:

        SELECT unnest(enum_range(NULL::airline.loyalty_tier));

    Returns a list of strings.
    """
    sql = f"SELECT unnest(enum_range(NULL::{enum_name}));"
    rows = conn.execute(text(sql)).all()
    return [r[0] for r in rows]

def fetch_flight_ids(conn):
    rows = conn.execute(text("SELECT flight_id FROM airline.flights;")).all()
    return [r[0] for r in rows]

def fetch_passenger_ids(conn):
    rows = conn.execute(text("SELECT passenger_id FROM airline.passengers;")).all()
    return [r[0] for r in rows]

def fetch_loyalty_ids(conn):
    rows = conn.execute(text("SELECT loyalty_id FROM airline.loyalty_accounts;")).all()
    return [r[0] for r in rows]

# -----
# Generators
# -----

def generate_passenger_rows(n: int):
    genders = ["F", "M", "X"]
    rows = []

    for _ in range(n):
        first_name = faker.first_name()
        last_name = faker.last_name()
        email = faker.unique.email()
        gender = random.choice(genders)
        age = random.randint(18, 80)
        age_group = age_to_group(age)
        # US state or country name; it's just text so we can mix
        if random.random() < 0.7:
            state_or_country = faker.state_abbr()

```

```

else:
    state_or_country = faker.country()
    created_at = random_datetime(2022, 2024)

    rows.append(
        {
            "first_name": first_name,
            "last_name": last_name,
            "email": email,
            "gender": gender,
            "age_group": age_group,
            "state_or_country": state_or_country,
            "created_at": created_at,
        }
    )

return rows

def generate_loyalty_rows(passenger_ids, tiers, loyalty_ratio=0.6):
    """
    Give a loyalty account to ~loyalty_ratio of passengers.
    """
    rows = []
    take = int(len(passenger_ids) * loyalty_ratio)
    chosen = set(random.sample(passenger_ids, take)) if passenger_ids else set()

    for pid in chosen:
        tier = random.choice(tiers) if tiers else None
        miles_balance = random.randint(0, 100_000)
        enrolled_at = random_datetime(2022, 2025)
        rows.append(
            {
                "passenger_id": pid,
                "tier": tier,
                "miles_balance": miles_balance,
                "enrolled_at": enrolled_at,
            }
        )

    return rows

def generate_miles_txn_rows(loyalty_ids, flight_ids, txn_types):
    """
    Generate a handful of miles transactions per loyalty account.
    """
    if not loyalty_ids or not flight_ids or not txn_types:
        return []

    rows = []
    for lid in loyalty_ids:
        num_txns = random.randint(1, 6)
        for _ in range(num_txns):
            txn_type = random.choice(txn_types)

            # Heuristic: if the enum name hints at redemption, make it negative.
            lower = txn_type.lower()
            if "redeem" in lower or "spend" in lower or "debit" in lower:
                miles_delta = -random.randint(500, 50_000)
            else:
                miles_delta = random.randint(500, 50_000)

            flight_id = random.choice(flight_ids)
            posted_at = random_datetime(2023, 2026)

```

```

        rows.append(
            {
                "loyalty_id": lid,
                "flight_id": flight_id,
                "txn_type": txn_type,
                "miles_delta": miles_delta,
                "posted_at": posted_at,
            }
        )

    return rows

# -----
# Inserts
# -----

def insert_passengers(conn, rows):
    if not rows:
        print("⚠ No passenger rows generated.")
        return

    conn.execute(
        text(
            """
            INSERT INTO airline.passengers (
                first_name,
                last_name,
                email,
                gender,
                age_group,
                state_or_country,
                created_at
            )
            VALUES (
                :first_name,
                :last_name,
                :email,
                :gender,
                :age_group,
                :state_or_country,
                :created_at
            );
            """
        ),
        rows,
    )
    print(f"✅ Inserted {len(rows)} passengers.")

def insert_loyalty_accounts(conn, rows):
    if not rows:
        print("⚠ No loyalty accounts generated.")
        return

    conn.execute(
        text(
            """
            INSERT INTO airline.loyalty_accounts (
                passenger_id,
                tier,
                miles_balance,
                enrolled_at
            )
            VALUES (
                :passenger_id,
                :tier,
                :miles_balance,
                :enrolled_at
            );
            """
        ),
        rows,
    )
    print(f"✅ Inserted {len(rows)} loyalty accounts.")

```

```

        )
        VALUES (
            :passenger_id,
            :tier,
            :miles_balance,
            :enrolled_at
        );
        """
    ),
    rows,
)
print(f"✅ Inserted {len(rows)} loyalty accounts.")

def insert_miles_transactions(conn, rows):
    if not rows:
        print("⚠️ No miles transactions generated.")
        return

    conn.execute(
        text(
            """
            INSERT INTO airline.miles_transactions (
                loyalty_id,
                flight_id,
                txn_type,
                miles_delta,
                posted_at
            )
            VALUES (
                :loyalty_id,
                :flight_id,
                :txn_type,
                :miles_delta,
                :posted_at
            );
            """
        ),
        rows,
    )
    print(f"✅ Inserted {len(rows)} miles transactions.")

# -----
# Main
# -----

def main():
    NUM_PASSENGERS = 5000

    print("🔗 Connecting to database...")
    with ENGINE.begin() as conn:
        # 1) Reference data
        print("📡 Fetching enum values and flights...")

        try:
            loyalty_tiers = fetch_enum_values(conn, "airline.loyalty_tier")
        except Exception as exc: # noqa: BLE001
            print(f"⚠️ Could not fetch airline.loyalty_tier enum values: {exc}")
            loyalty_tiers = []

        try:
            miles_txn_types = fetch_enum_values(conn, "airline.miles_txn_type")

```

```

except Exception as exc: # noqa: BLE001
    print(f"⚠️ Could not fetch airline.miles_txn_type enum values: {exc}")
    miles_txn_types = []

flight_ids = fetch_flight_ids(conn)
print(f"✈️ Found {len(flight_ids)} flights in airline.flights.")
if not flight_ids:
    raise RuntimeError("No flights found in airline.flights; run synth_flights.py
first.")

# 2) Passengers
print("👤 Generating synthetic passengers...")
passenger_rows = generate_passenger_rows(NUM_PASSENGERS)
insert_passengers(conn, passenger_rows)

# Refresh passenger IDs from DB (includes existing + new)
passenger_ids = fetch_passenger_ids(conn)
print(f"👤 Total passengers now: {len(passenger_ids)}")

# 3) Loyalty accounts
print("🏆 Generating loyalty accounts...")
loyalty_rows = generate_loyalty_rows(passenger_ids, loyalty_tiers,
loyalty_ratio=0.6)
insert_loyalty_accounts(conn, loyalty_rows)

# Refresh loyalty IDs
loyalty_ids = fetch_loyalty_ids(conn)
print(f"🏆 Total loyalty accounts now: {len(loyalty_ids)}")

# 4) Miles transactions
print("📄 Generating miles transactions...")
miles_rows = generate_miles_txn_rows(loyalty_ids, flight_ids, miles_txn_types)
insert_miles_transactions(conn, miles_rows)

print("🎉 Synthetic customers & loyalty data load complete.")

if __name__ == "__main__":
    main()

```