Project Proposal

Individual Project – Phase I

|  |  |
| --- | --- |
| **Name** | Joel Soloman Raj Addala |
| **Project Name** | Airline Loyalty Program |
| **Motivation** | The airline industry is an extremely competitive and lucrative business. As majority of airlines are international industries with global presence, analysing the patterns could help serve a broader spectrum of industries. I find conducting analysis on such an industry could be a challenging endeavour to test my skills and combine all my knowledge to provide effective results. |
| **Data Source** | https://www.mavenanalytics.io/data-playground?page=1&pageSize=5 |
| **Dataset Description** | This data is from a fictitious airline company. It describes the travel activity of its customers using the company’s loyalty program. It consists information of the customers as well as their signups, enrolment, and cancellation details. |
| **Data Parameters** | * 405,625 Records * 26 Features |
| **Project Description** | Customer Loyalty is the cornerstone in any airline industry. The goal of this project is to fortify the loyalty program provided by the airline company. By performing the churn analysis and customer segmentation, I intend to identify patterns among churn and as a result be able to tailor the loyalty program to each customer segment and establish the company in a strong market position. |
| **Objectives** | 1. Churn Analysis:    1. Identify major contributors to churn.    2. Predict potential churn. 2. Customer Segmentation:    1. Group customers by behaviour and engagement.    2. Tailor the program to each segment. |
| **Benefits** | * Reduced Customer Churn * Increased Satisfaction and Customer Loyalty * Increased Engagement among customers. * Increased market reach and profit margins. |
| **Tools & Techniques** | * Python / Jupyter Notebook * Tableau * Microsoft Power Point |
| **Outcome** | By performing the analysis, we will be able to conduct data driven decision making. The Insights obtained we can better understand customer preferences and cater to them to establish long-term loyalty and obtain a competitive edge in the airline market. |