

# FLIGHT BOOKING PATTERN

Total Flights

2M

Total Members in Loyalty Program

16.74K

Distance Travelled (km)

490M

Points Accumulated

50.17M

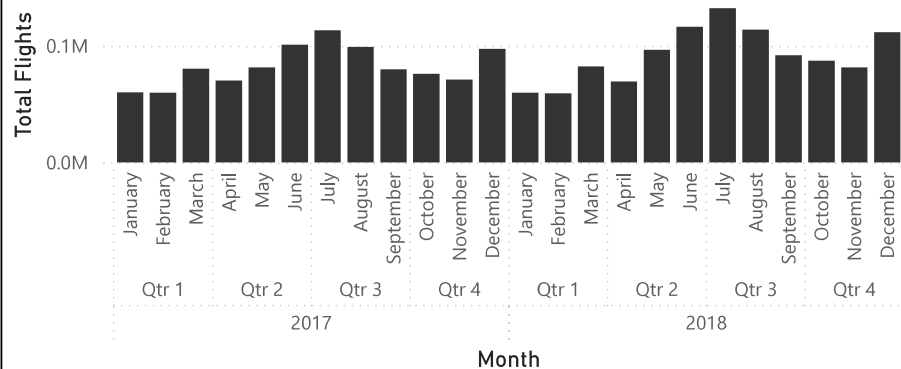
Points Redeemed

12M

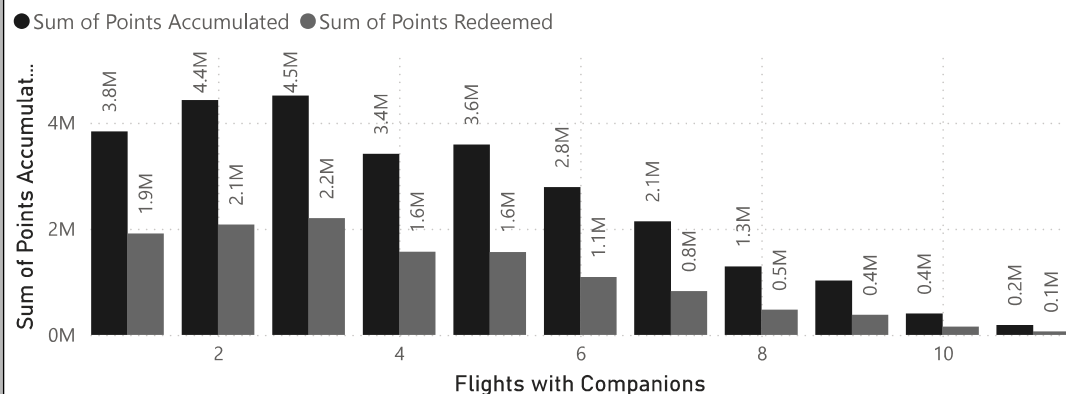
Points Equivalent Dollar Cost Redeemed

1M

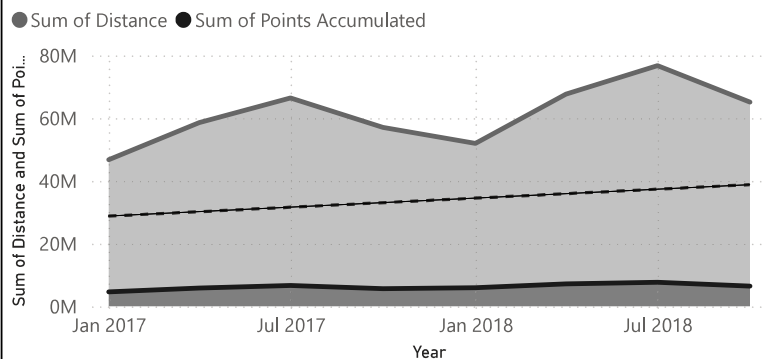
Sum of Total Flights by Year, Quarter and Month



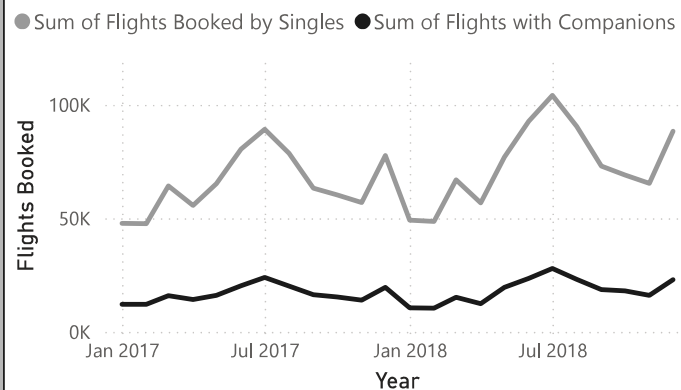
Sum of Points Accumulated and Sum of Points Redeemed by Flights with Companions



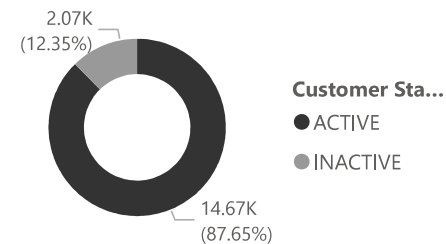
Sum of Distance and Sum of Points Accumulated by Year and Quarter



Sum Of Flights Booked by Singles or with Companions



Active Members Till Date



# LOYALTY PROGRAM EFFECTIVENESS

Total Members in Loyalty Program

16.74K

Average Customer Lifetime Value

7.99K

Maximum Customer Lifetime Value

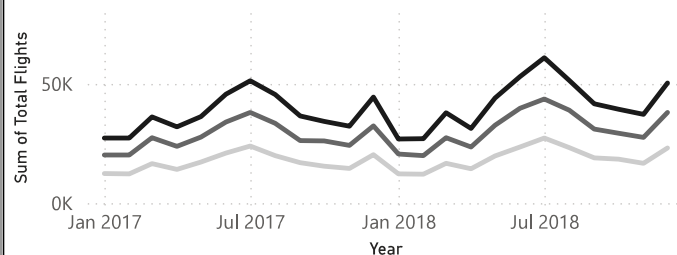
83.33K

Total Revenue

133.71M

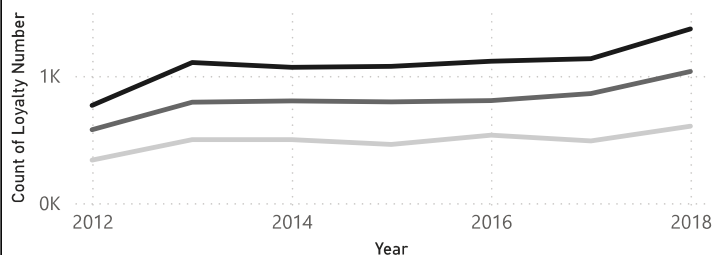
## Flights Booked by Loyalty Card over time

Loyalty Card ● Aurora ● Nova ● Star

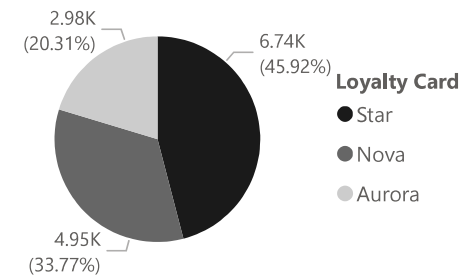


## Loyalty Card Enrollment Trend Over Year

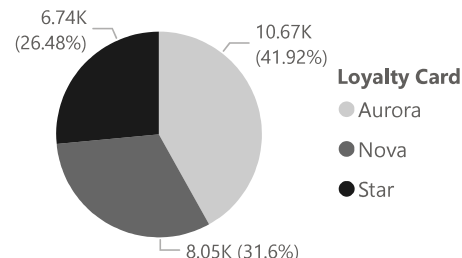
Loyalty Card ● Aurora ● Nova ● Star



## Active Customers

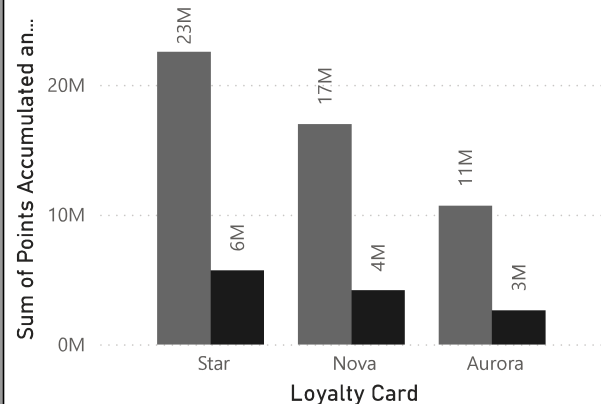


## Average CLV



## Point System Effectiveness

● Sum of Points Accumulated ● Sum of Points Redeemed



## Insights & Challenges of Loyalty Card

Across Loyalty Card, Nova had the most interesting recent trend and started trending up on [March 2017](#), rising by [28.16% \(15483\)](#) in [9 months](#).

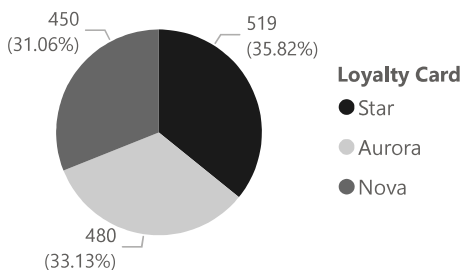
At [22,527,606.00](#), Star had the highest Sum of Points Accumulated and was [111.05%](#) higher than [Aurora](#), which had the lowest Sum of Points Accumulated at [10,673,873.50](#).

Sum of Points Accumulated and total Sum of Points Redeemed are positively correlated with each other. Yet, at average only [0.25](#) of customers have redeemed them.

Aurora had the highest Average of CLV at [10,672.69](#), followed by Nova at [8,045.62](#) and Star at [6,741.76](#).

Customers holding Star Loyalty Card, despite making most of Flying Whales customer base and booking more flights have the lowest Customer Lifetime value.

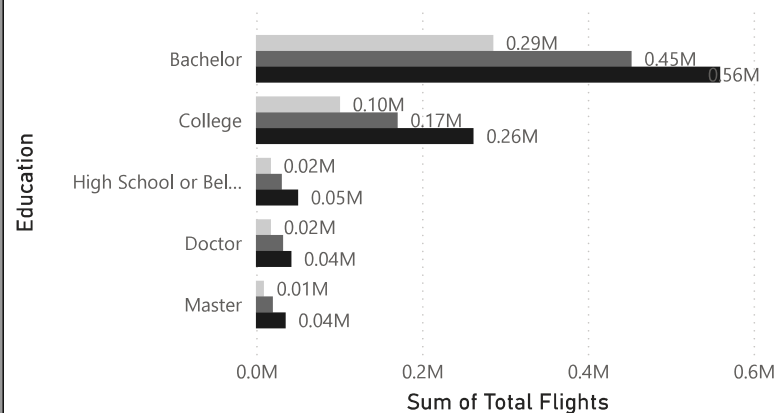
## Median Distance Travelled



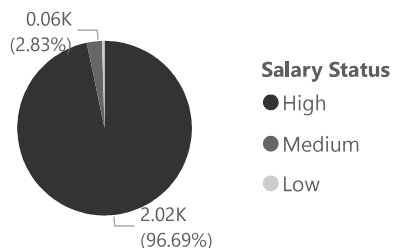
# CUSTOMER DEMOGRAPHICS

## Loyalty Card Preference by Education

Loyalty Card ● Aurora ● Nova ● Star



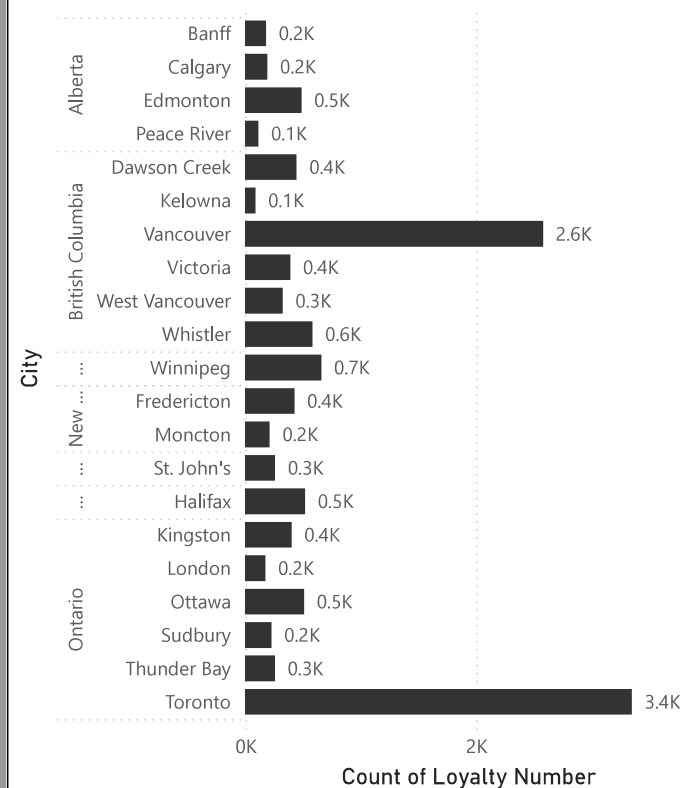
## Count of Loyalty Number by Salary Status



## Customer Status

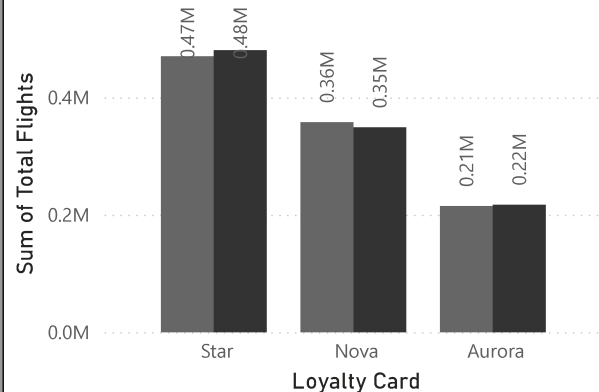
- ☐ ACTIVE
- ☐ INACTIVE

## Count of Loyalty Number by Province and City



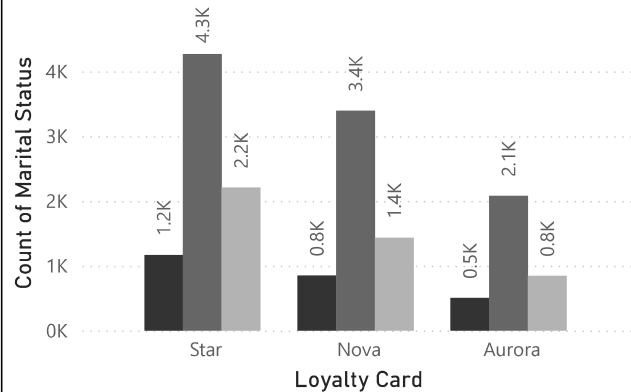
## Loyalty Card Preference by Gender

Gender ● Female ● Male



## Loyalty Card Preference by Marital Status

Marital Status ● Divorced ● Married ● Single



# CUSTOMER RETENTION TREND

Total Members in Loyalty Program

16.74K

Active Members

14.67K

InActive Members

2067

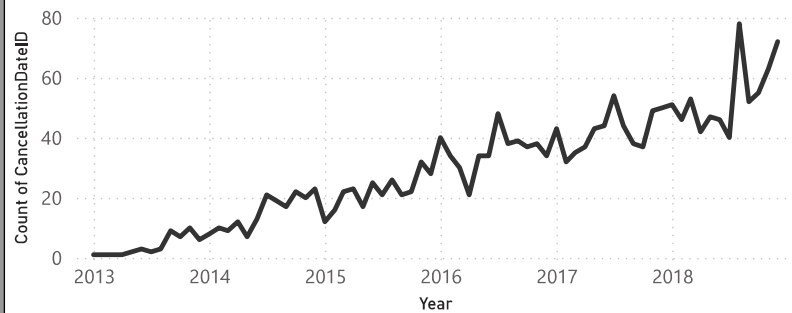
Average Duration before Cancellation (Year)

1.27

Average Duration of Enrollment (Year)

9.74

Count of CancellationDateID by Year, Quarter, Month and Day



Enrollment Date

4/1/2012

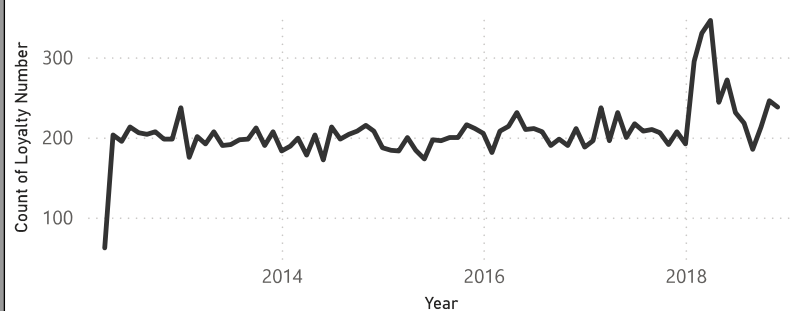
12/1/2018

Cancellation Date

1/1/2013

12/1/2018

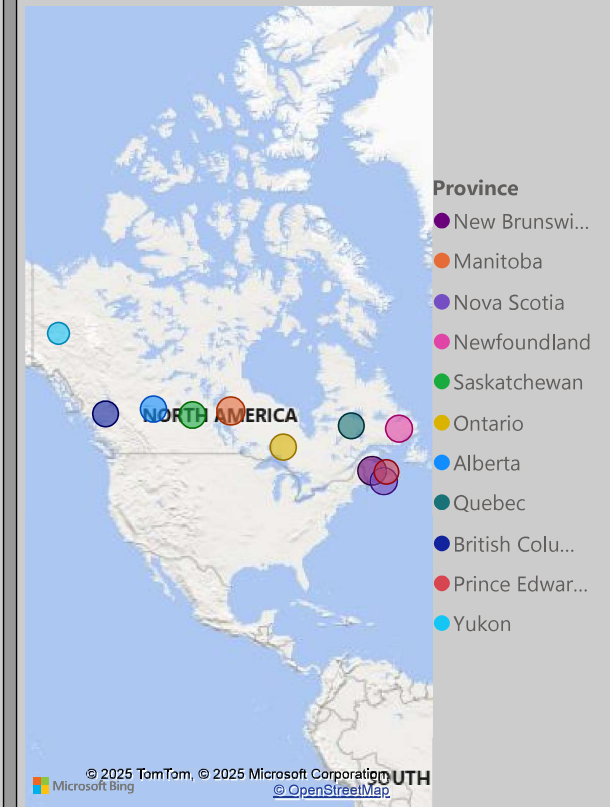
Count of Loyalty Number by Year and Month



Average Duration (Years) Till Date by Province



Average Duration (Years) before Cancellation by Province



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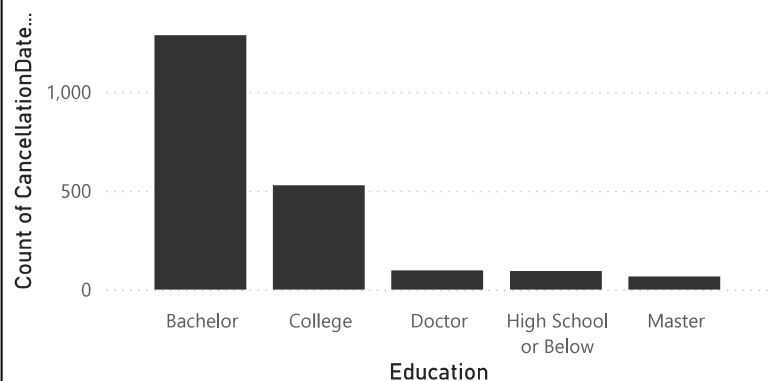
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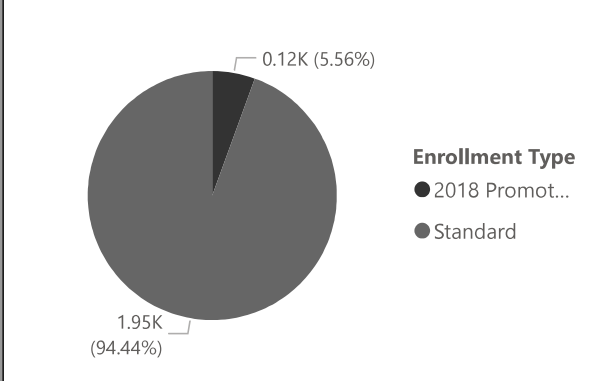
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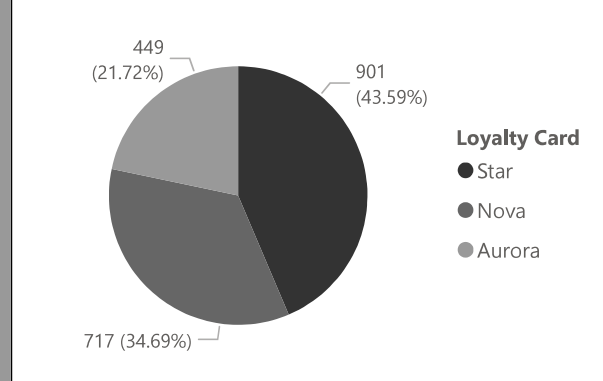
Cancellation by Education



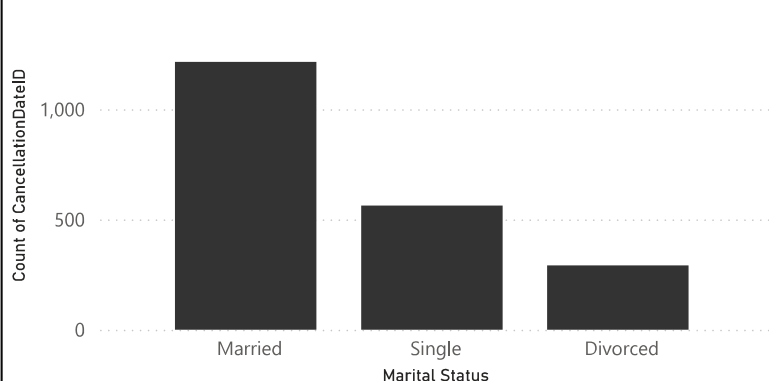
Cancellation by Enrollment Type



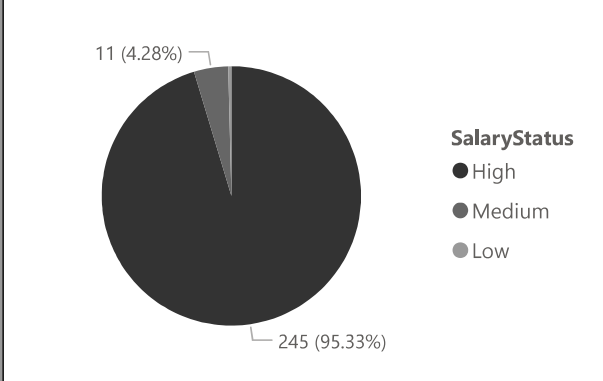
Count of CancellationDateID by Loyalty Card



Cancellation by Marital Status



Cancellation by SalaryStatus



Cancellation by Gender

