

16.74K

Count of Loyalty Number

2M

Sum of Flights Booked

CUSTOMER FLIGHT ACTIVITY

flyingwhale.

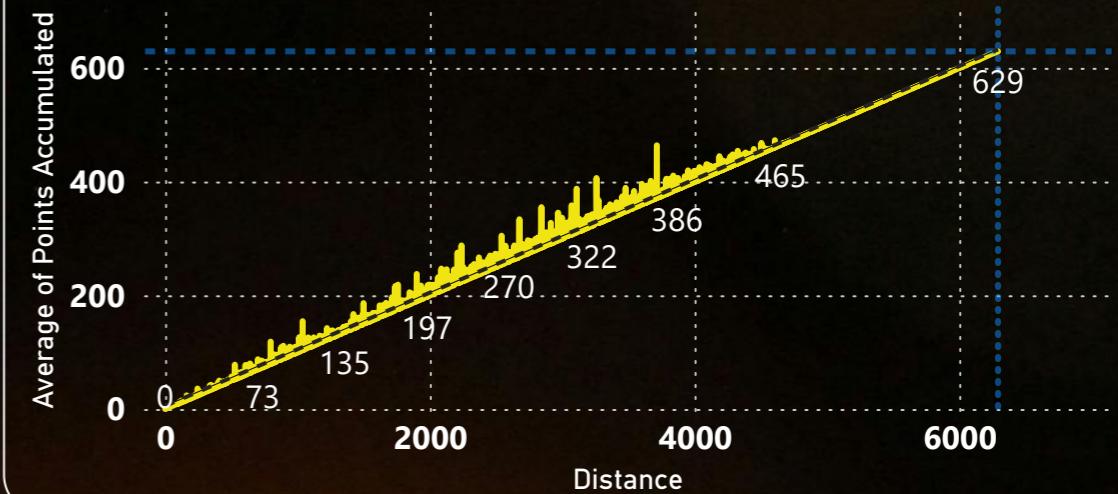
490M

Sum of Distance

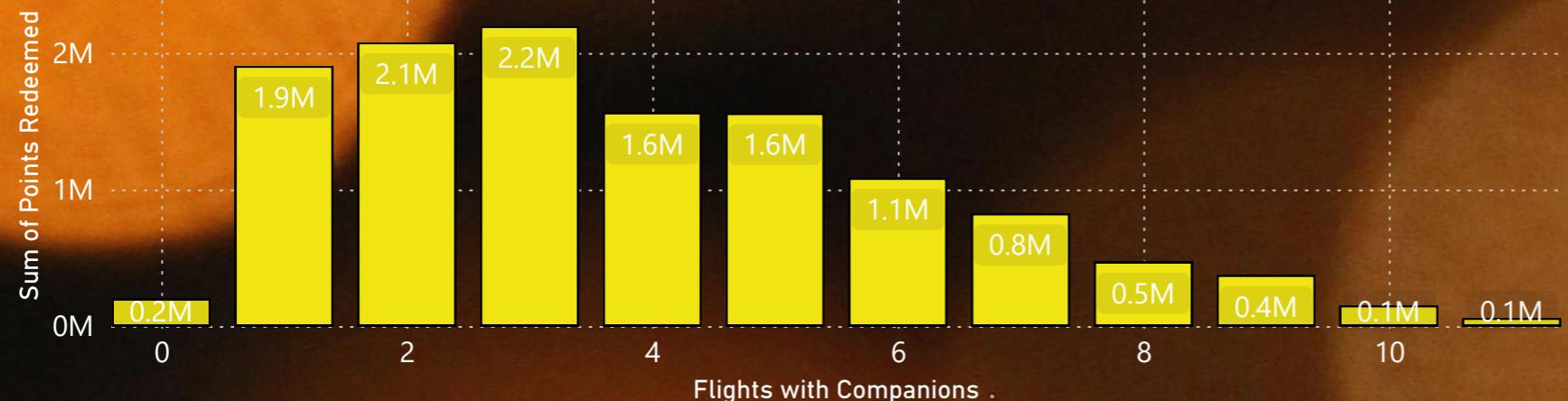
Sum of Flights Booked by Year and Month



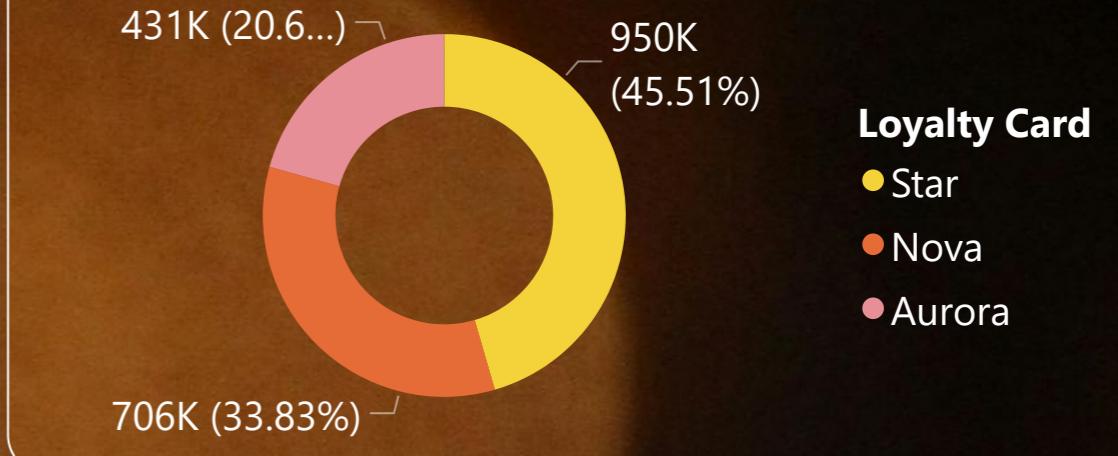
Average of Points Accumulated by Distance



Sum of Points Redeemed by Flights with Companions



Sum of Total Flights by Loyalty Card



- Star
- Nova
- Aurora

1.27

Average of Enrollment Duration (Years)

LOYALTY SEGMENTATION



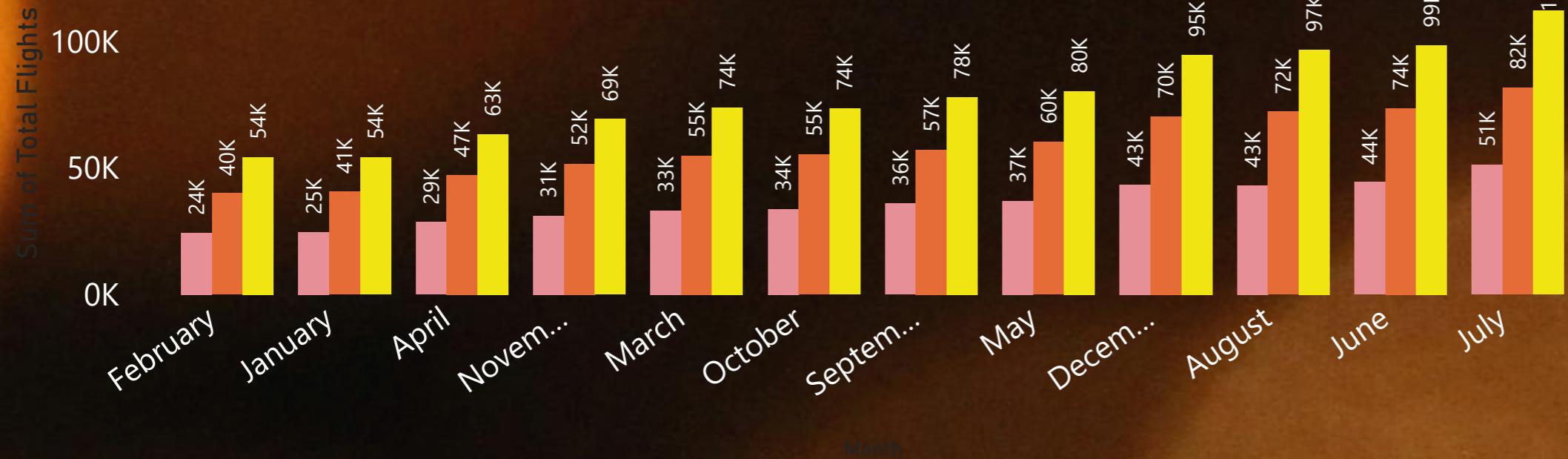
At 543, Aurora had the highest Median of Distance and was 10.59% higher than Nova, which had the lowest Median of Distance at 491.
 Aurora had the highest Median of Distance at 543, followed by Star at 536 and Nova at 491.
 Star had 536 Median of Distance, Nova had 491, and Aurora had 543.

Median of Distance by Loyalty Card



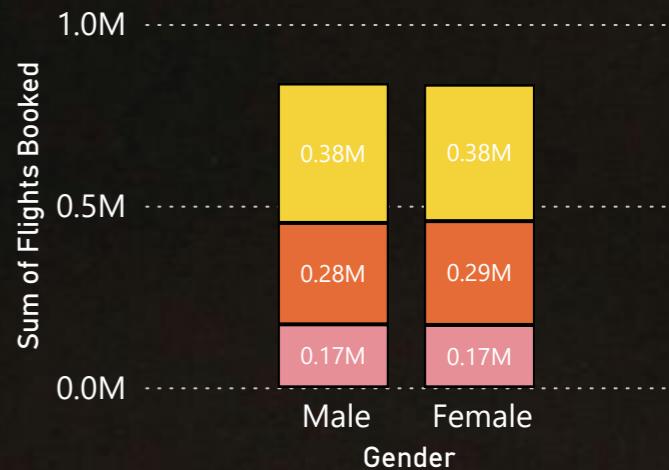
Sum of Total Flights by Month and Loyalty Card

Loyalty Card ● Aurora ● Nova ● Star

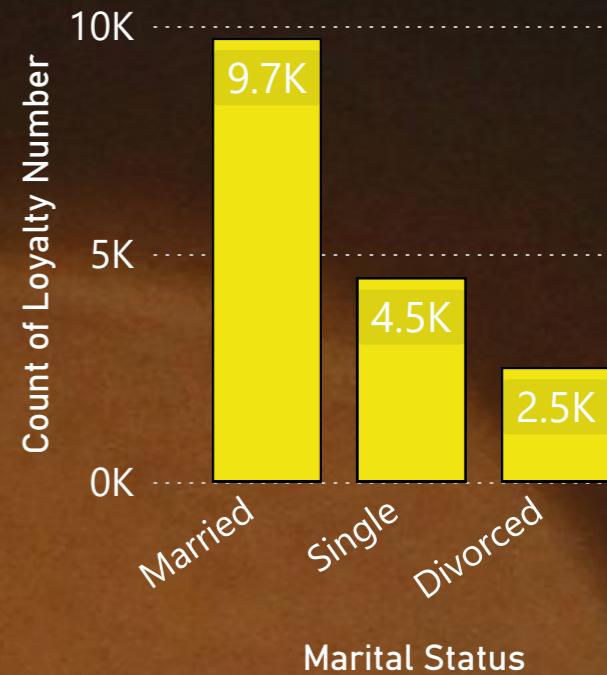


Sum of Flights Booked by Gender and Loyalty Card

Loyalty Ca... ● Aurora ● Nova ● Star



Count of Loyalty Number by Marital Status



483.42

Average of Enrollment Duration (Days)

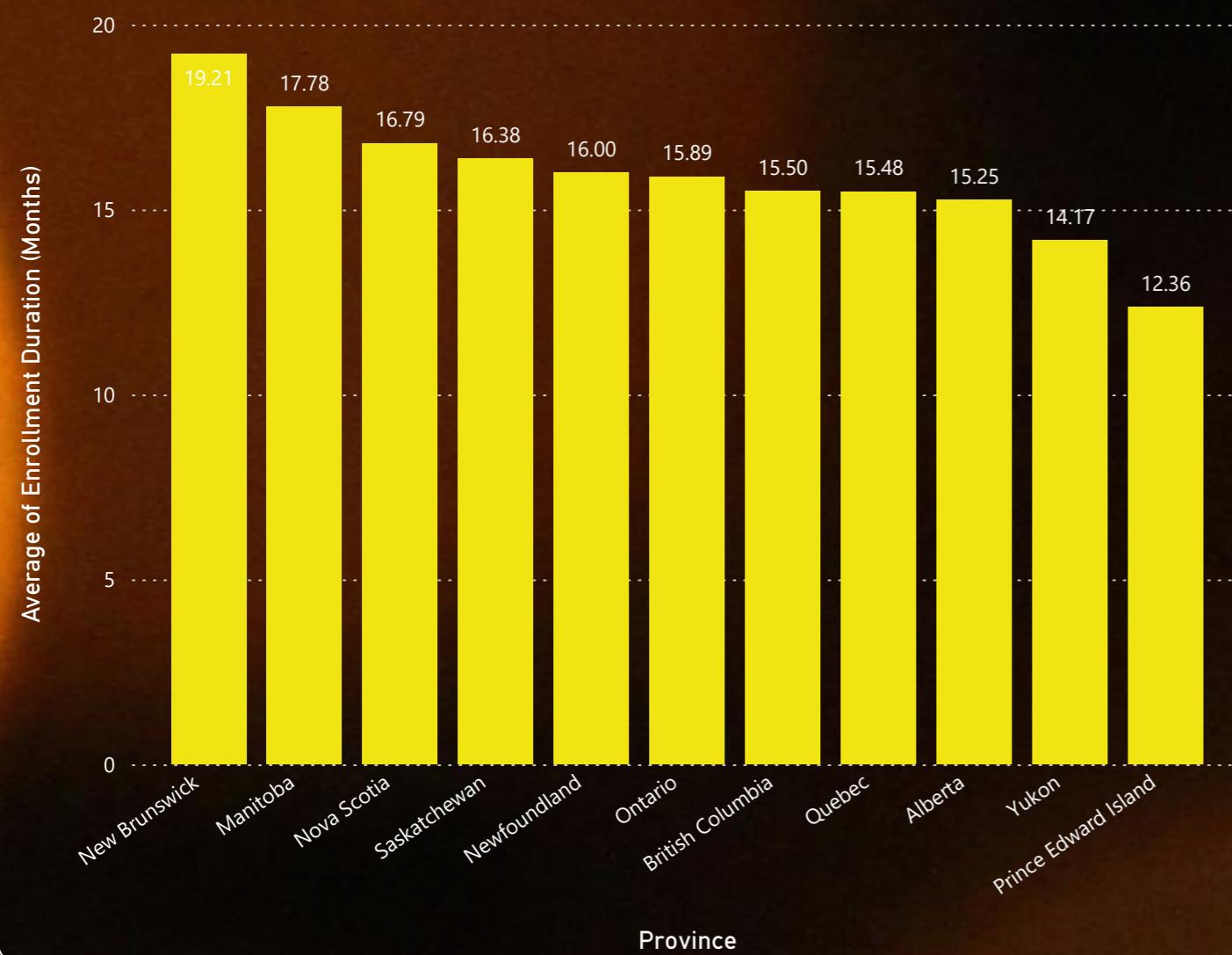
ENROLLMENT TRENDS

flyingwhale.

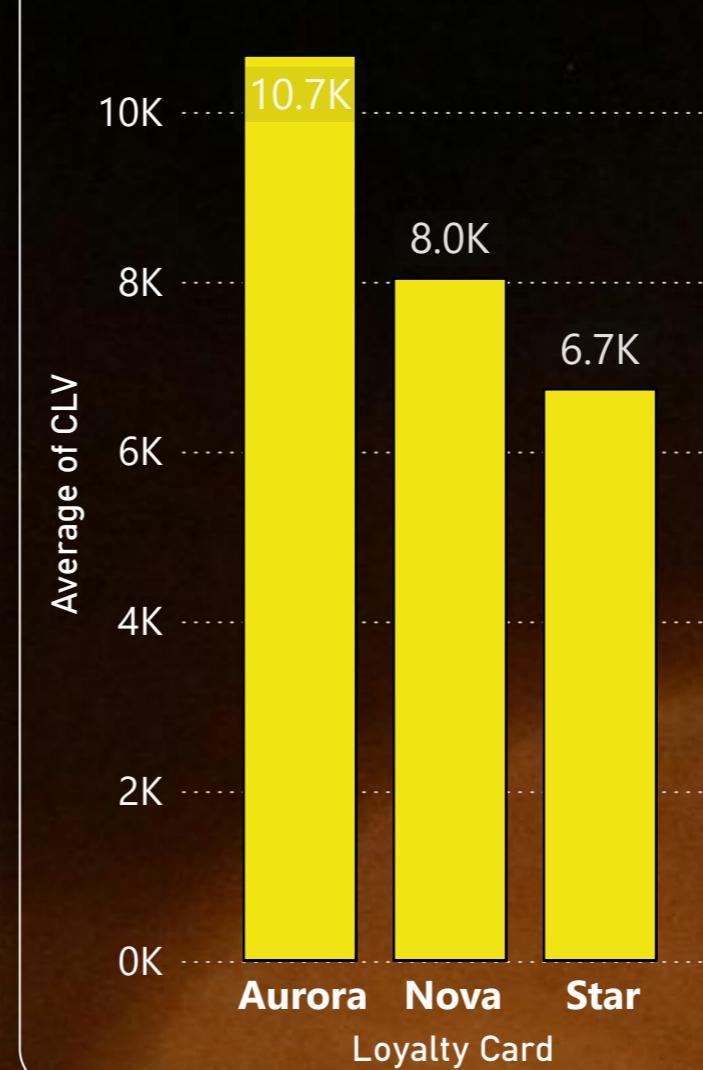
15.88

Average of Enrollment Duration (Months)

Average of Enrollment Duration (Months) by Province



Average of CLV by Loyalty Card



Enrollment Duration(Till Date) Months Years

- 9 Years 9 Months
- 9 Years 8 Months
- 9 Years 7 Months
- 9 Years 6 Months
- 9 Years 5 Months
- 9 Years 4 Months
- 9 Years 3 Months
- 9 Years 2 Months

Average of Enrollment Duration (Months) by Province and Province

Province ● New Brun... ● Manitoba ● Nova Sco... ▶



1.27

Average of Enrollment Duration (Years)

CANCELLATION TRENDS

flyingwhale.

15.88

Average of Enrollment Duration (Months)

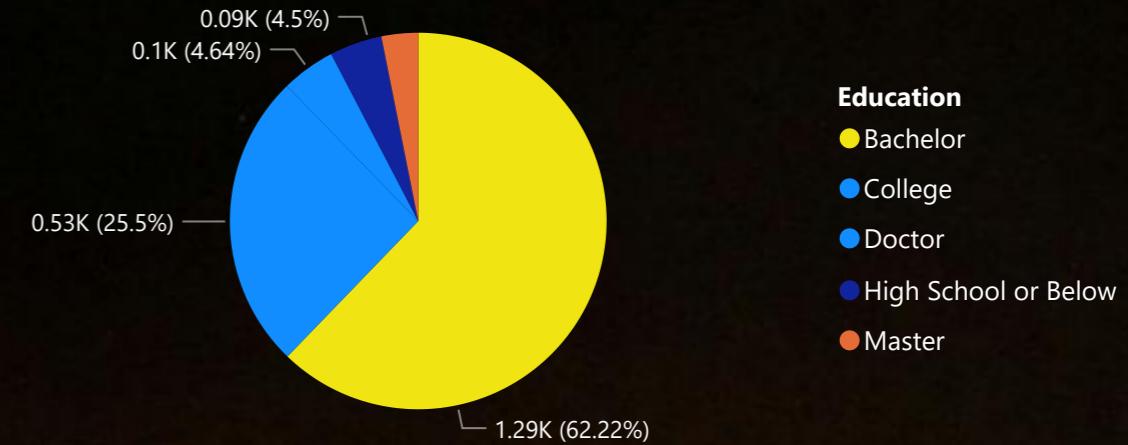
Enrollment Year



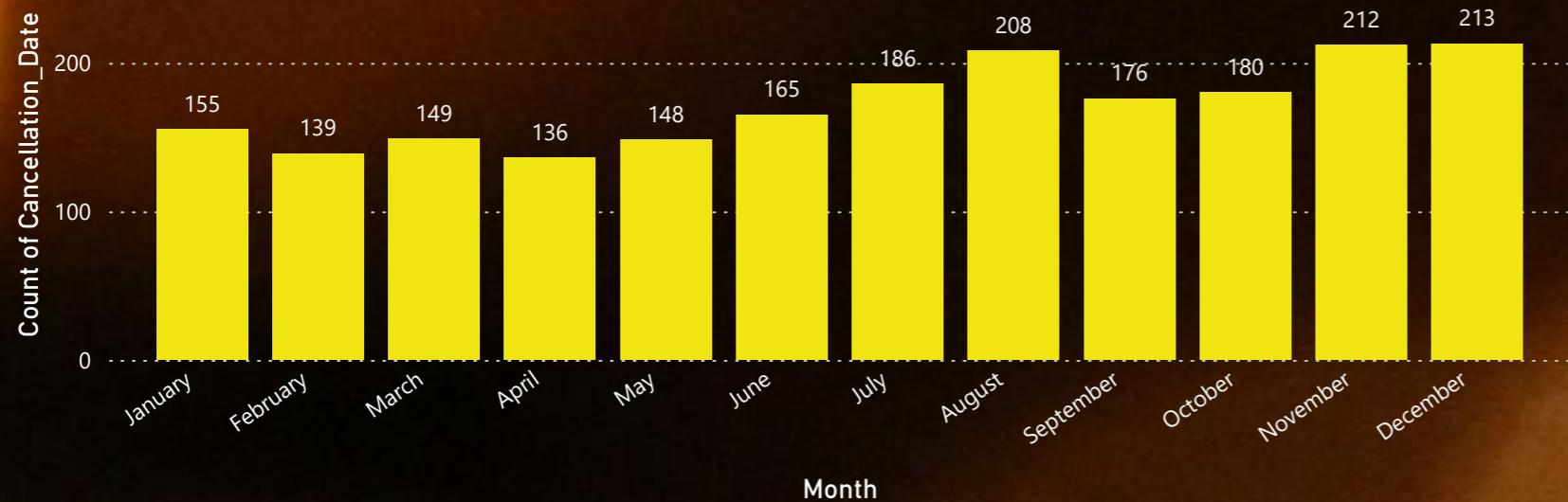
Sum of Enrollment Duration (Months) by Loyalty Card



Count of Cancellation_Date by Education



Count of Cancellation_Date by Month



Count of Cancellation_Date by Marital Status

