

Amazing International Airlines Incorporated

Our team of consultants are working on customer segmentation strategies for AIAI using three years of loyalty and flight activity data.

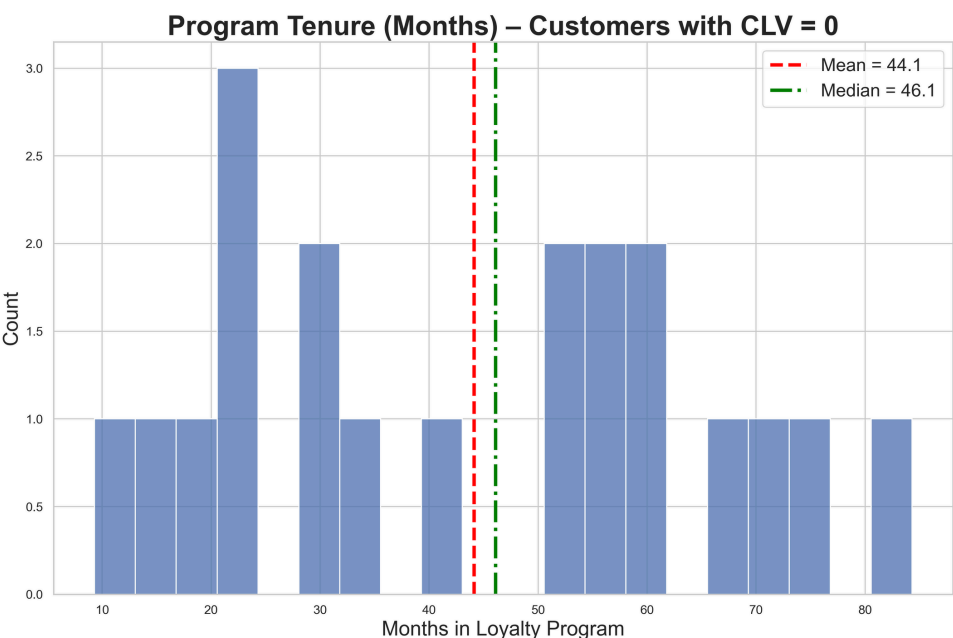
Through exploratory analysis, we aim to learn meaningful patterns to support and enhance personalization, ultimately strengthening customer satisfaction and revenue growth.

Work by: Miguel Correia, Pedro Santos, Pedro Fernandes and Tiago Duarte (Group 4)

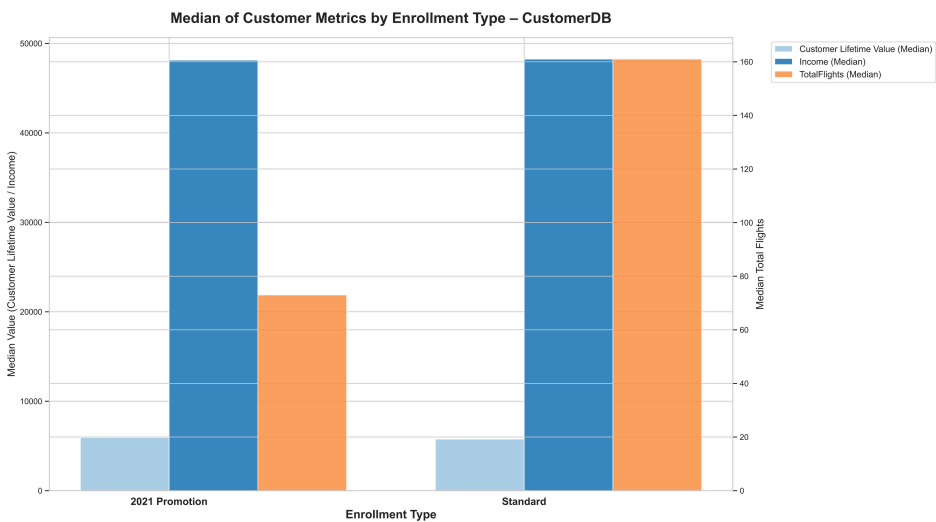
Customers without Value

Customers with zero Customer Lifetime Value (CLV) have been enrolled in the loyalty program for an average of 46.1 months, indicating that **a portion of long-standing members remain inactive or unprofitable** despite their tenure.

This finding highlights the need for targeted engagement and retention strategies such as personalized offers, reactivation campaigns, or benefit restructuring—to convert long-term but low-value customers into active contributors to AIAI’s profitability.

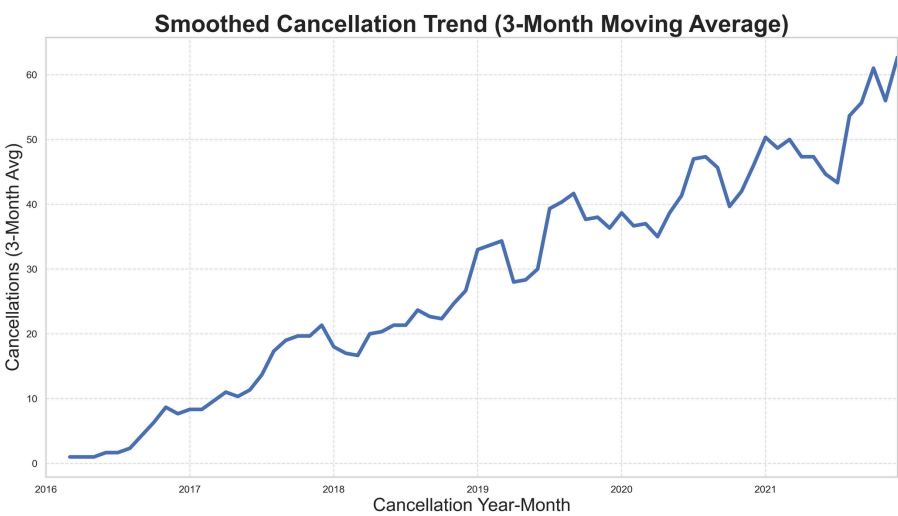


2021 Campaign

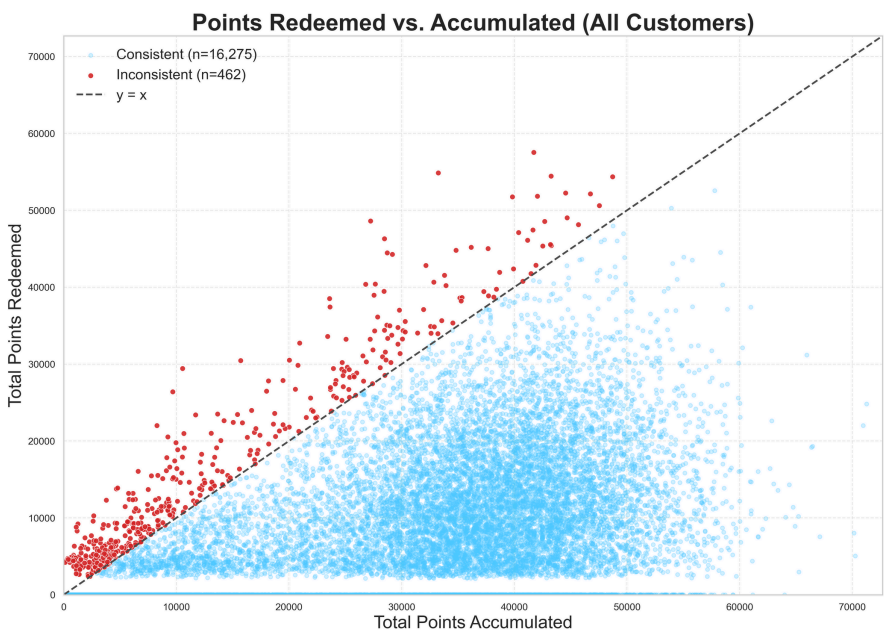


A total of 1,144 individuals enrolled through this campaign, that display similar income and CLV patterns compared to the overall customer base. **However, they take significantly fewer flights.** This insight indicates that the campaign was effective in attracting financially valuable customers, but less successful in converting them into frequent flyers.

Cancellation Rate



Cancellations have risen steadily since 2016. Regarding cancellations, most happen in the 6-9 month window after enrollment. This trend highlights the importance of investigating underlying drivers like service quality or loyalty engagement, and implementing proactive retention measures to improve customer loyalty.



Issues with Point System

Approximately 3% of all customers have redeemed more points than they have accumulated (in total).

This anomaly may indicate potential data inconsistencies or irregular account activity, such as **system errors, manual adjustments, or possible fraudulent behavior.**

Further investigation is recommended to distinguish between legitimate exceptions and suspicious activity, ensuring both program integrity and improved targeting accuracy in future loyalty strategies.