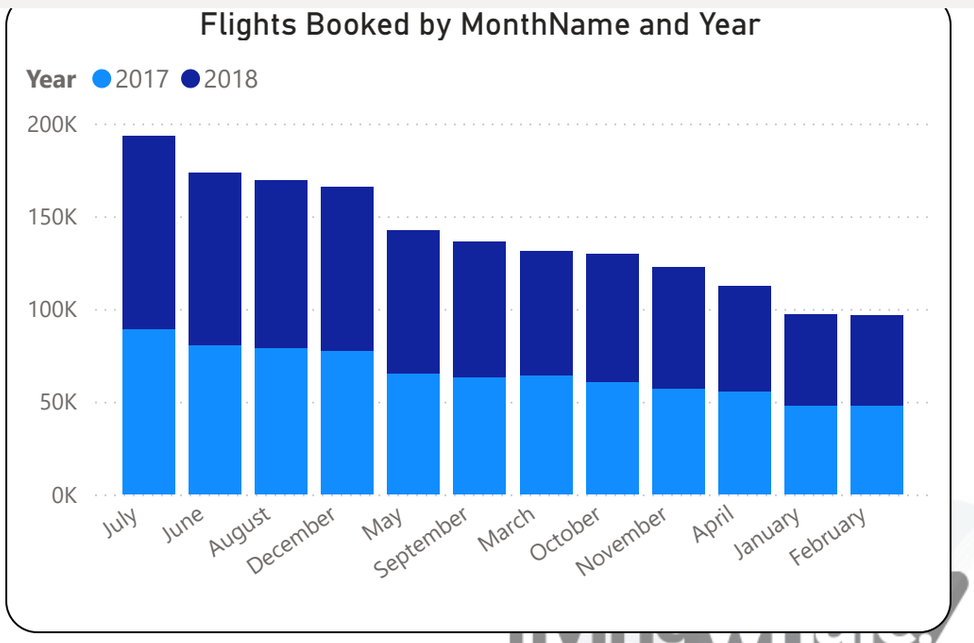
Auto recovery contains some recovered files that haven't been opened. View recovered files

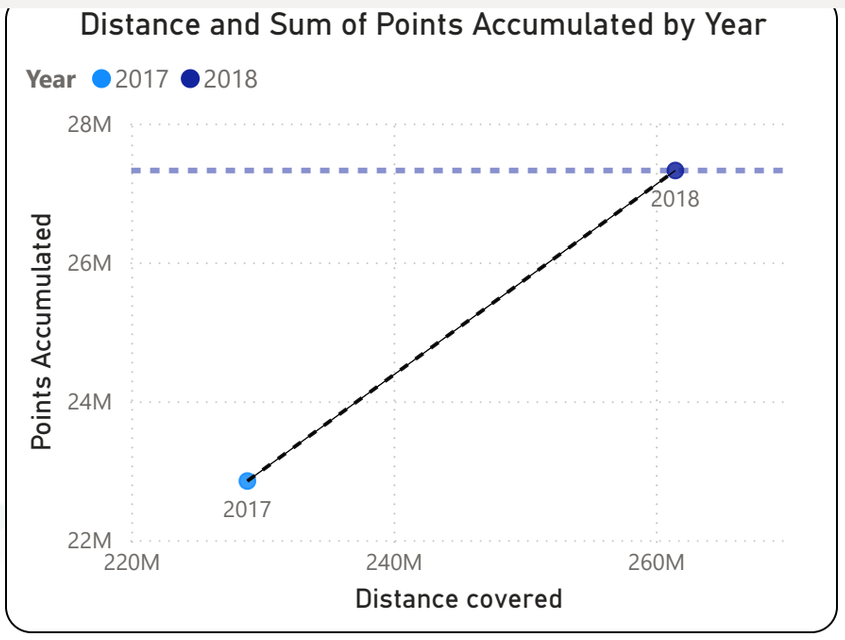
Year

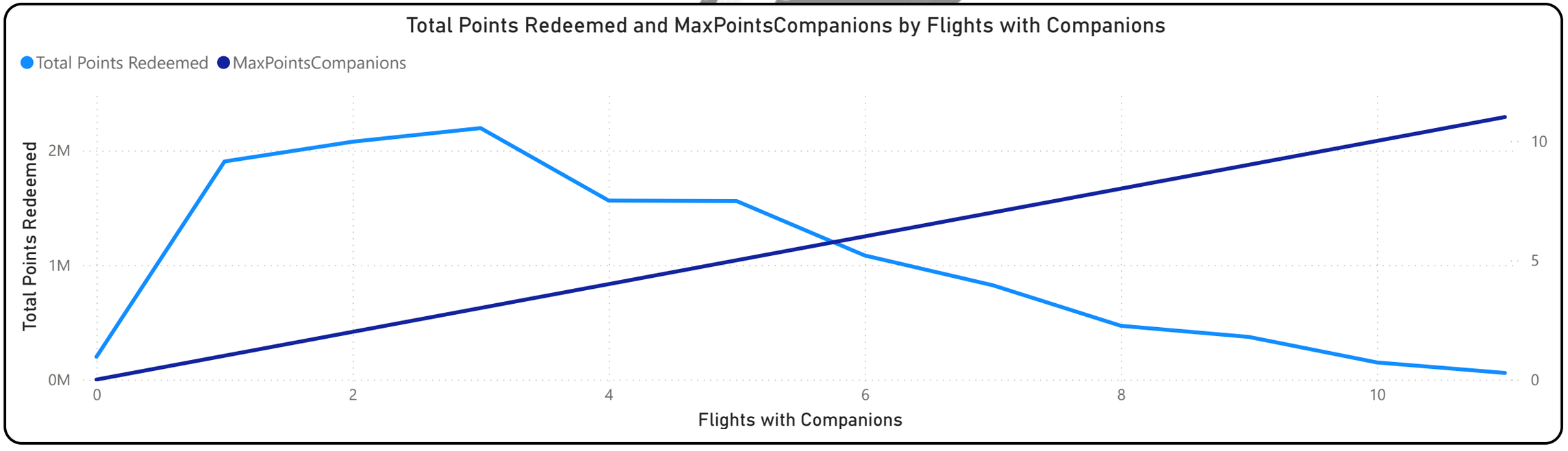
All

Months

All





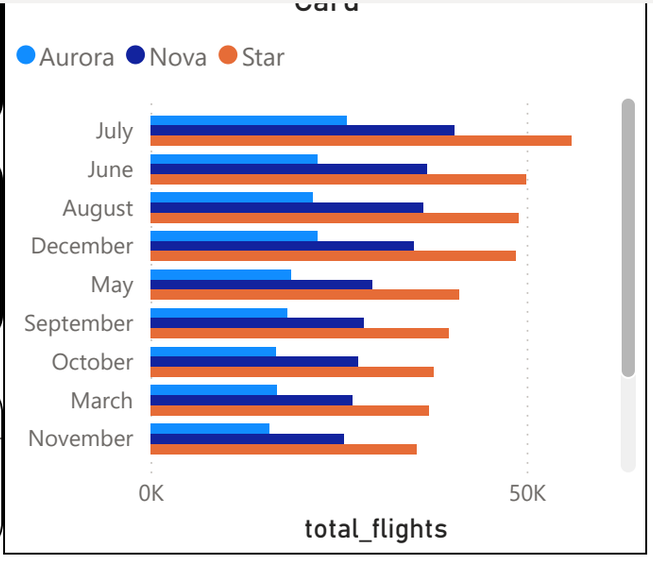


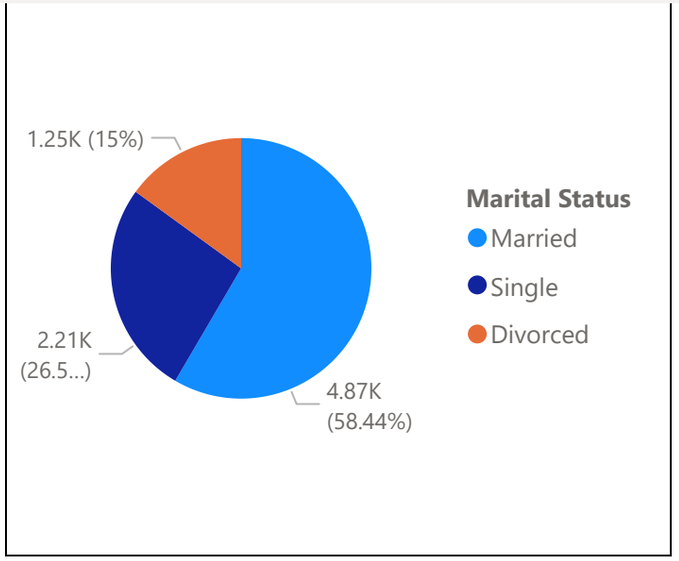
Auto recovery contains some recovered files that haven't been opened.
View recovered files

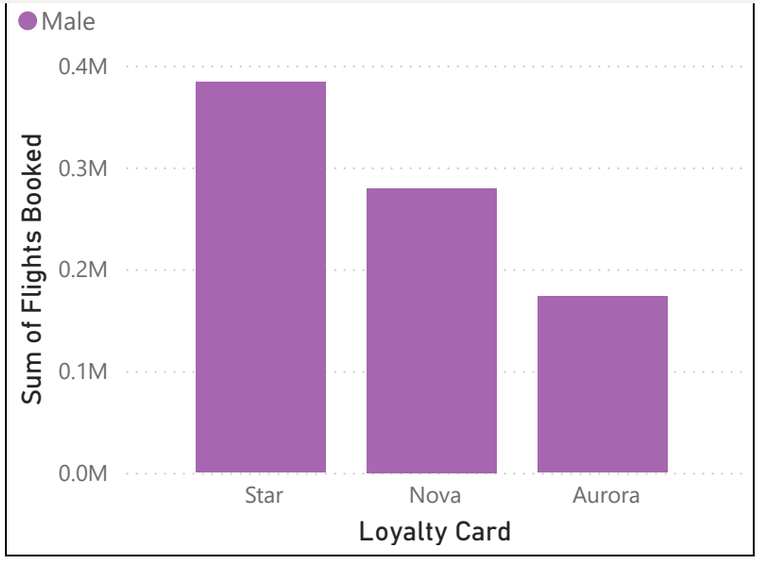
All

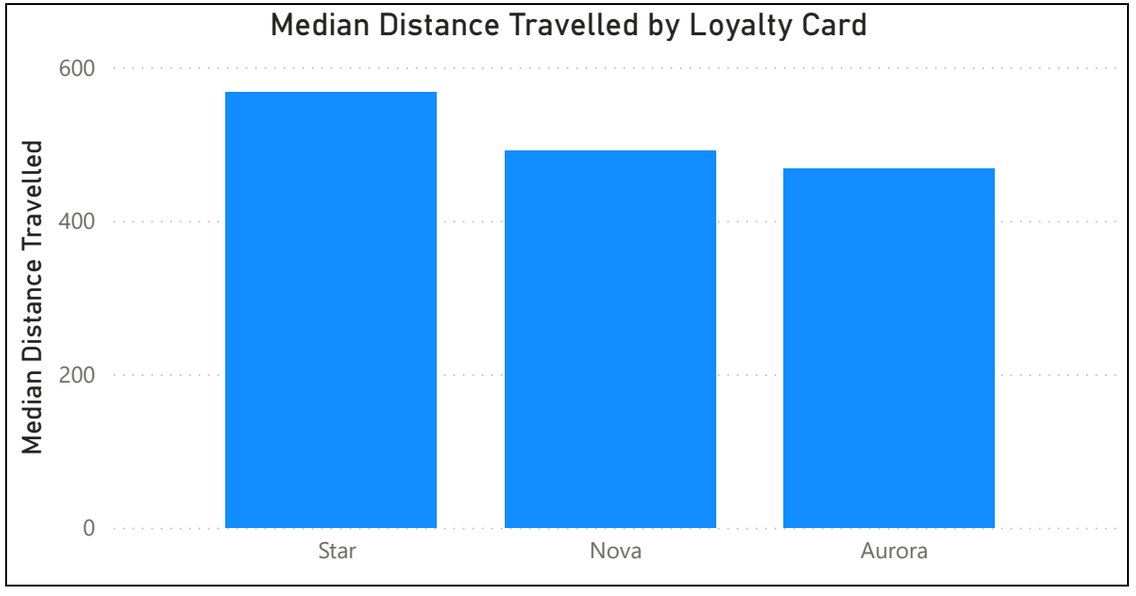
Gender
- Female
- Male

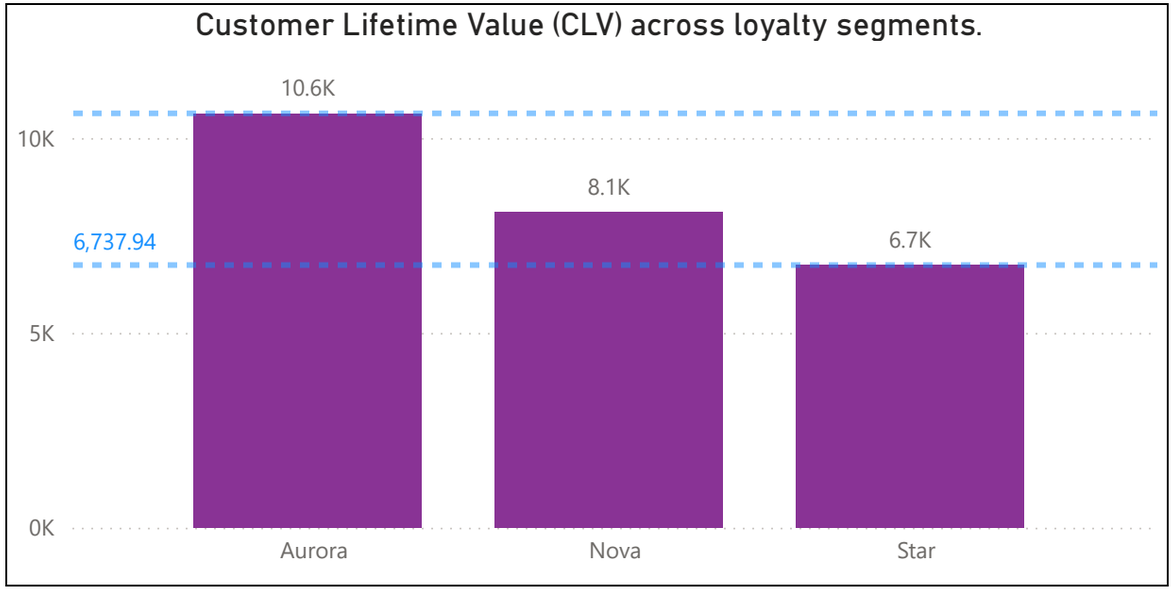
Martial status
All











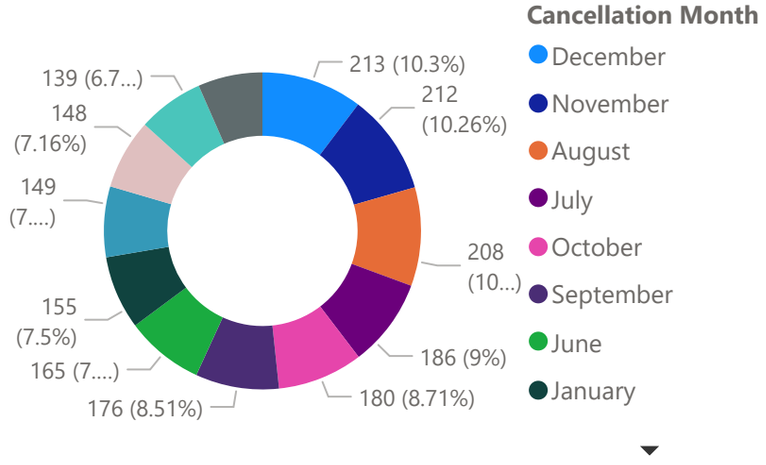
Auto recovery contains some recovered files that haven't been opened. View recovered files

All | All | All | All

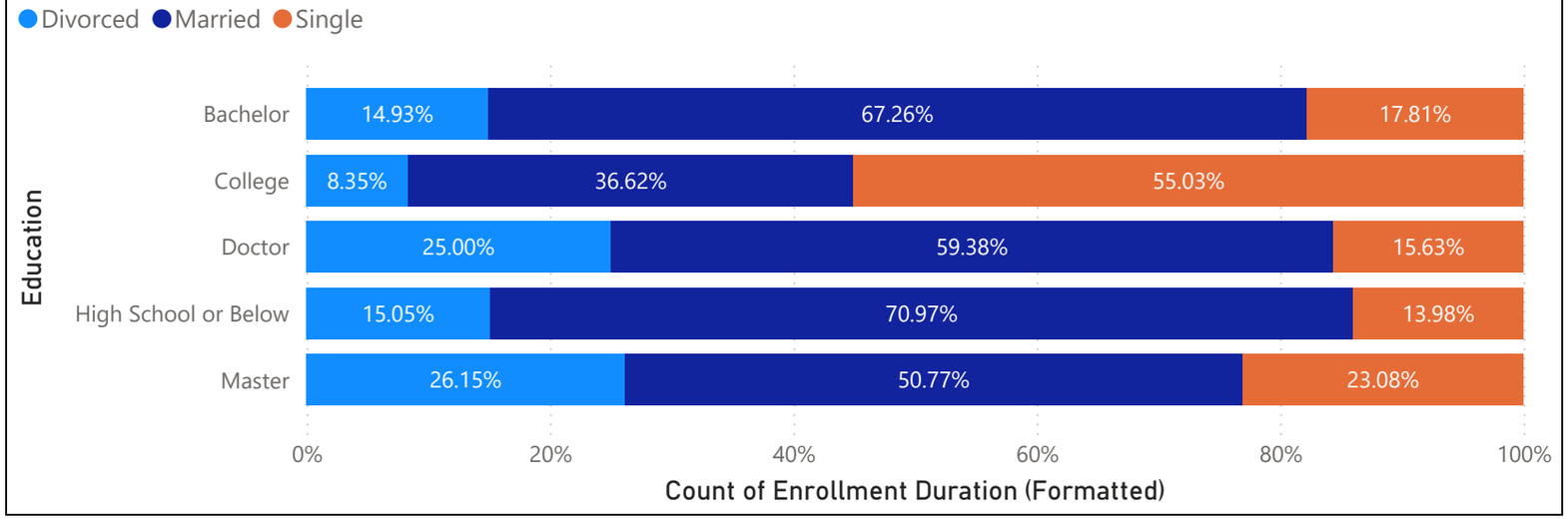
Province	Average Enrollment Duration (Months)
Alberta	15.25
British Columbia	15.50
Manitoba	17.78
New Brunswick	19.21
Newfoundland	16.00
Nova Scotia	16.79
Ontario	15.89
Prince Edward Island	12.36
Quebec	15.48
Saskatchewan	16.38
Yukon	14.17
Total	**15.88**

Average Enrollment Duration (Months) by Province

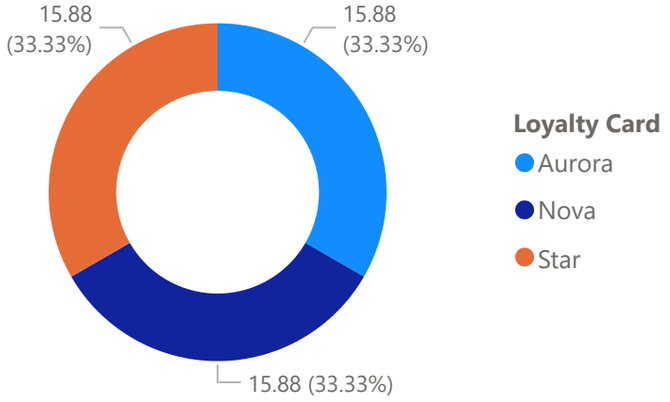
Count of Cancellation Month Number by Cancellation Month



Loyalty Number by Education and Marital Status



Average of Enrollment Duration (Months) by Loyalty Card



Auto recovery contains some recovered files that haven't been opened.
View recovered files

Business Intelligence Case Study: FlyingWhale Airline

Flight Activity Analysis

its been noticed the Flights booked in month of July is maximum as compared to month of december in year 2018 and 2017.

Total distance and most points are accumlated in year 2018 with maximum points reaching around 27M as compared 2017.

impact of companion bookings on loyalty points redeemed at 3 flights with companions

Loyalty Segmentation

customers segmented based on loyalty card which includes nova, aurora and star analysis done based on marital status and gender.

Total number of flights by Loyalty Card across months based on their gender , star card holders have taken more flights as compared to nova and star in both segmented genders males and females.

married people have most loyalty cards followed by single than divorced

Median Distance covered by each loyalty card as star is topping the list followed by Nova than aurora.

Aurora is toping the average of which customers segments with the highest Customer Lifetime Value with around 10k followed by Nova than star.

Enrollment and Canncelation Trends

Enrollment and cancellation trends are classified based on marital status , education, Province and cancelation year.

New Brunswick has highest average duration of enrollment of 19.21 among cancelled members by province with **Prince edward island** at bottom with 12.36.

December seems most popular month for cancelation with 10.3% followed by november.

Married people with bachelors , Masters , high school and doctor degree has more loyalty numbers except those with college degree who are single . divorced people are less enrollment duration.

.
Average Distribution for each card is 33% .