

Flying Whale Air Line Project

Objective:

Clean, evaluate, and visualize the data into a professional dashboards.

Steps:

DATA:

☐ Excel

- ✓ I combined both 3 csv files into one excel workbook
- ✓ Freeze the first row
- ✓ Bold the columns titles
- ✓ Increase the width of all columns to read information in columns clearly.
- ✓ Named each tab same as sheet name
- ✓ Removed duplicates: 1864 duplicate values removed. Customer Flight Activity.
- ✓ Coverts and handled negative values and change it into positive. 21 negative values handled. Customer loyalty History.

• Power BI

- ✓ Load dataset from excel workbook ✓ Selects all sheets.
- ✓ First of all go through and understand the data.
- ✓ Data Modeling module:
 - Creates some relationships between Customers Flight Activity & Customer Loyalty History sheet columns mentioned below:

✓ DAX Module:

- Add some new Columns:
- Enrollment Duration
- Enrollment Duration(Month)

Report:

• Page Layout:

- ✓ Name file as Air flight project.
- ✓ Select Page ratio default 16:9.
- ✓ Setup background color as black and set transparency 7% in each page. The idea behind using background color black is that I planned to create and design complete report using logo colors in overall report.
- ✓ Set the logo of company on the top right corner, crop it, fit it and on the visual borders and round the logo borders 11% to look perfect, on the visual shadow.

Dashboard 1:

Analysis Overview:

- ✦ Flying Whale Airline has almost 16.74K customers.
- ✦ Flights data is available for the year 2017 and 2018.
- ✦ Almost 2 Million flights have been booked by customers in the given time period.
- ✦ A similar trend can be seen in flight bookings for both years.
- ✦ 787410 flights have been booked in 2017 (47.17% of total flights).
- ✦ 881754 flights have been booked in 2018 (52.83% of total flights).
- ✦ There is a positive correlation between distance covered and points accumulated. With the increase in the flight distance, points accumulated also increase. Maximum points accumulated by a customer are 676.5 at a distance of 4518 km.

Dashboard 2:

Analysis Overview:

- ✦ Married customers form the largest loyalty segment.
- ✦ 58.21% of the loyalty members are married, 26.8% are single and 14.99% are divorced.
- ✦ Highest number of flights have been booked by Star card holders and lowest number of flights have been booked by Aurora card holders.
- ✦ More flights have been booked by male customers holding Star and Aurora cards and by female customers holding Nova card.
- ✦ Overall, more flights have been booked by male customers but there is no significant difference between the number of flights booked by males and females as the numbers are close to each other.

Dashboard 3:

Analysis Overview:

- ✦ Overall average enrollment duration is 15.88 months.
- ✦ The highest average duration of enrollment has been found in New Brunswick and the lowest average duration of enrollment has been found in Prince Edward Island.
- ✦ Prince Edward Island members cancel their enrollment fastest as compared to other provinces. Their average enrollment duration is almost 12 months.
- ✦ Most of the cancellations have been done by customers in Ontario, British Columbia, and Quebec. Least number of cancellations have been done by customers in Prince Edward Island and Yukon.
- ✦ Highest number of cancellations have been done by married customers.