

Flying Whale Airlines Dashboard

2M

Total Flights

\$7.99K

Average of CLV

490M

Total Distance

16.74K

Total Customers

Navigation Pane

To navigate to different sections, press Ctrl + Click on the sections below

Flight Activity Analysis

Loyalty Segmentation

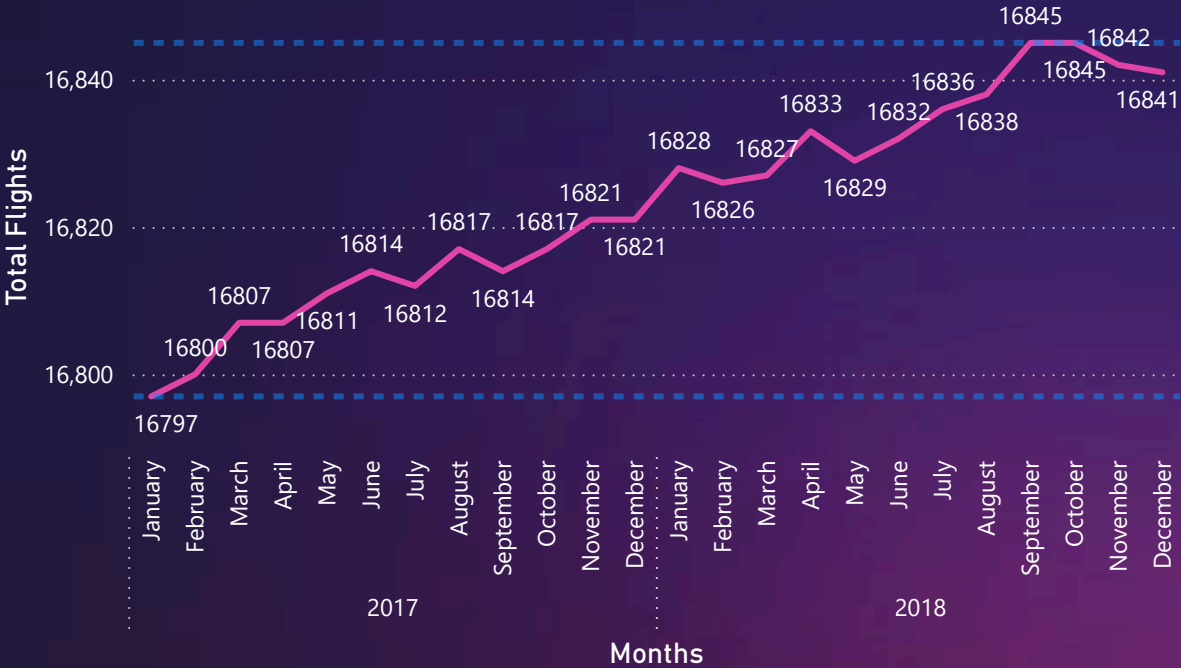
Enrollment and Cancellation Trends

←

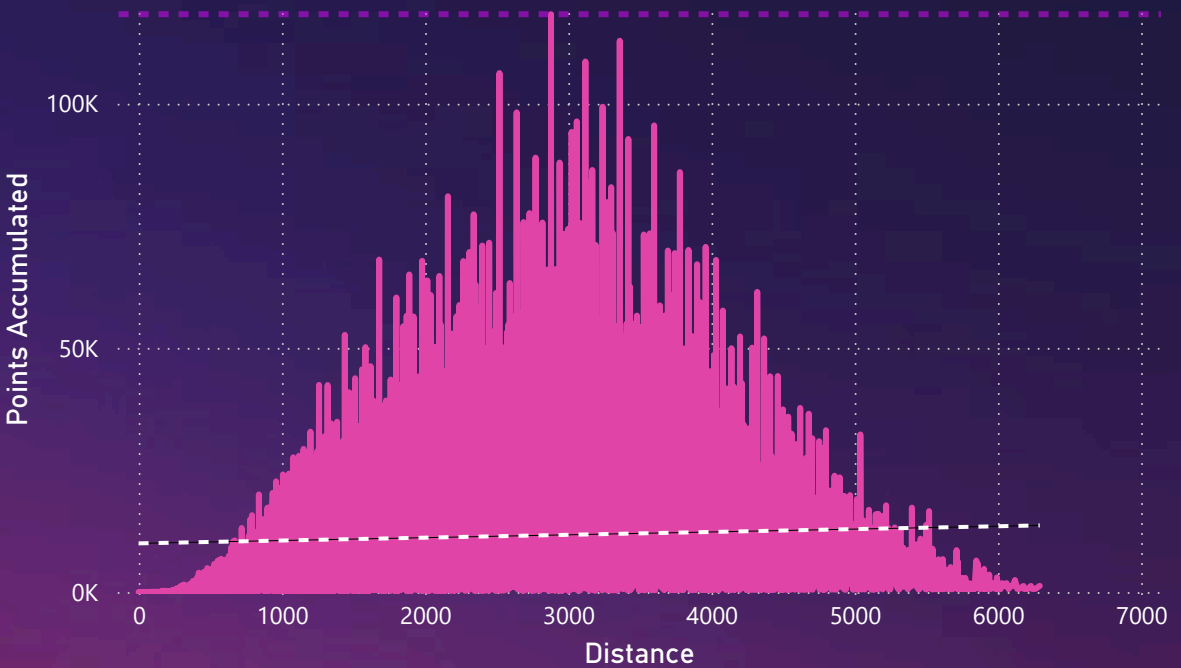
Flight Activity Analysis

→

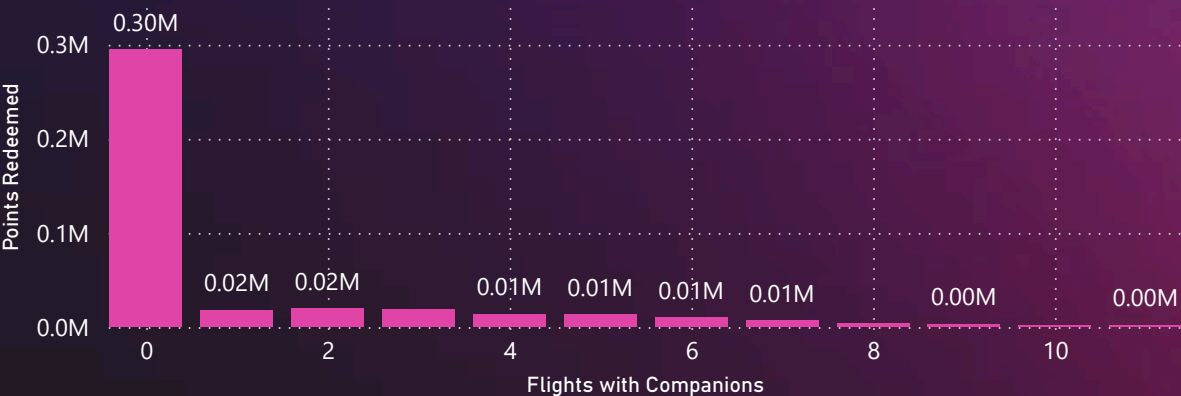
Monthly and Yearly Flight Booking Patterns



Correlation between Flight Distance and Points Accumulated



Impact of Companion Bookings on Loyalty Points Redeemed



Year

- ☒ 2017
- ☐ 2018

Months

All

Gender

- ☒ Female
- ☐ Male

Loyalty Card

- ☒ Aurora
- ☐ Nova

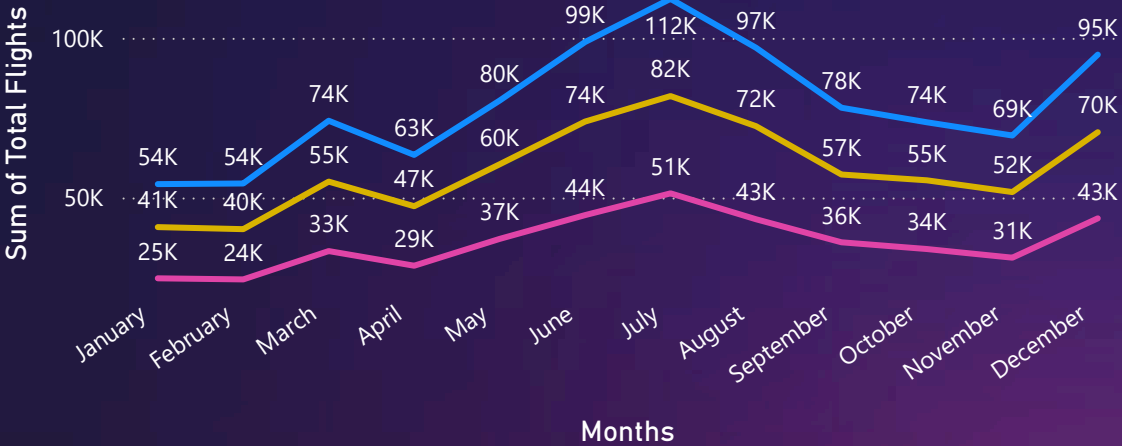
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Loyalty Segmentation

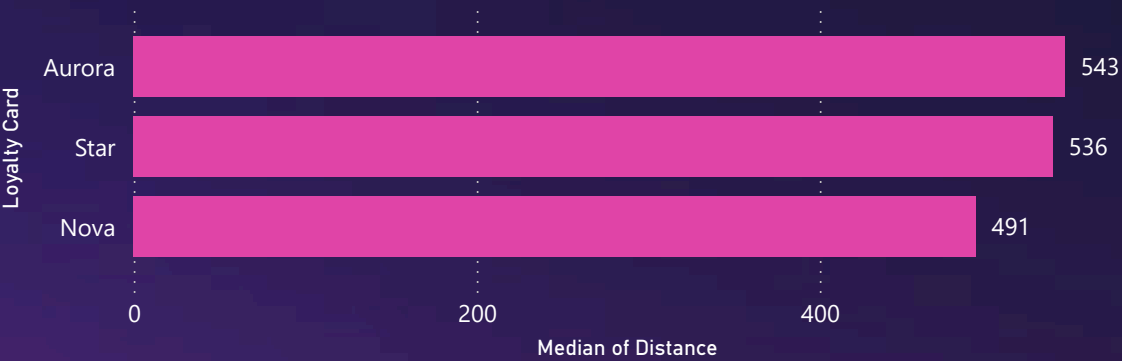
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Flights by Loyalty Card across Months

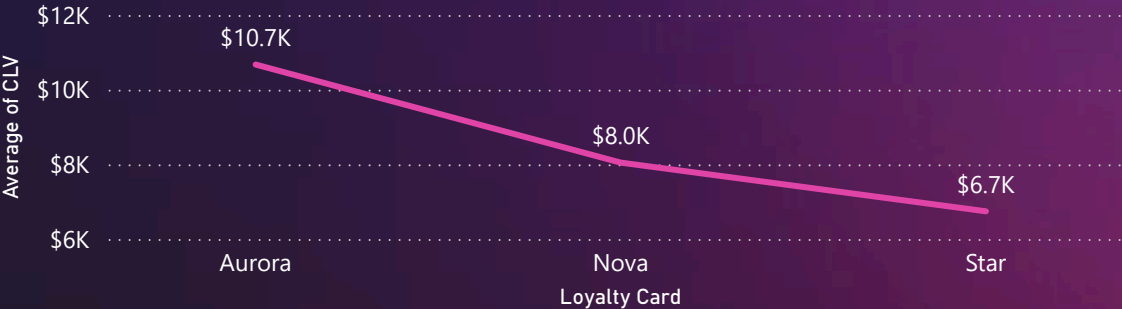
Loyalty Card ● Aurora ● Nova ● Star



Median Distance Traveled by Loyalty Card Tiers

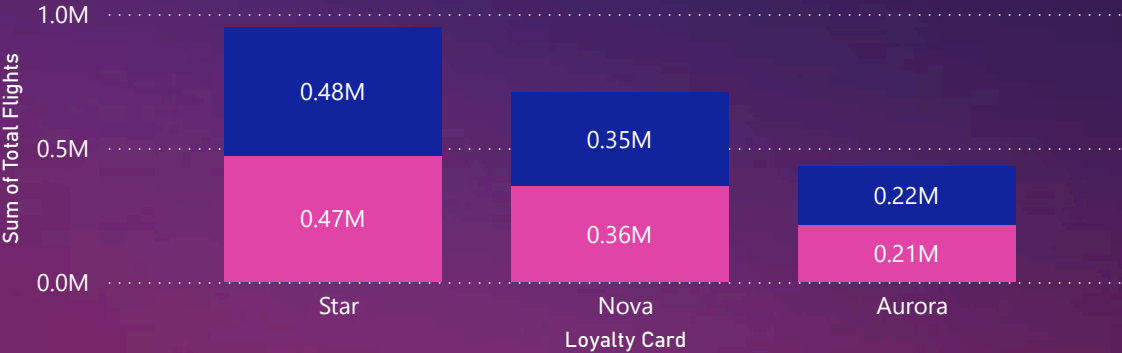


Average Customer Lifetime Value by Loyalty Card Tier

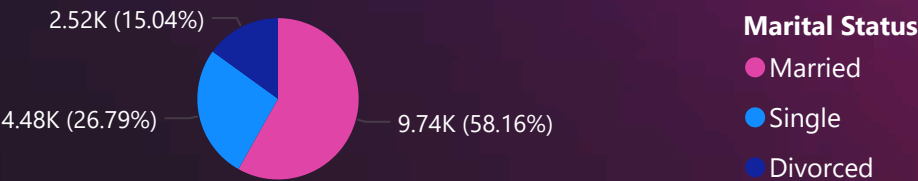


Flights Booked by Loyalty Card and Gender

Gender ● Female ● Male



Customer Demographics and Loyalty Behavior by Martial Status



Year

2017

Months

All

Gender

Female

Marital Stat...

All

Loyalty Card

All

Province

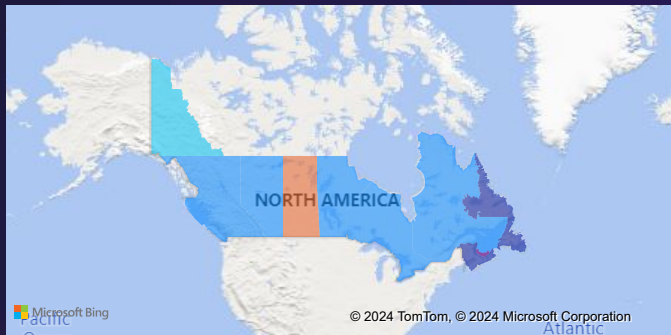
All



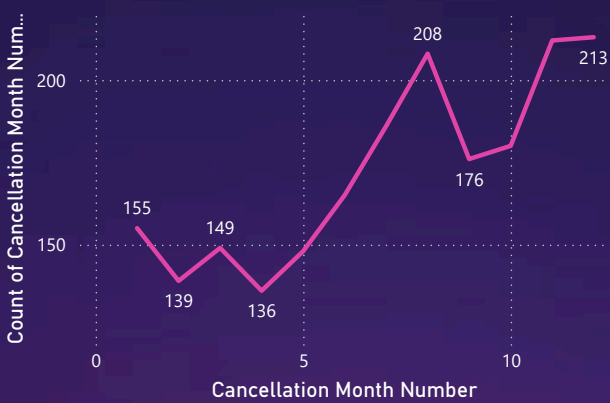
Enrollment and Cancellation Trends

Average Enrollment Duration of Canceled Members by Province

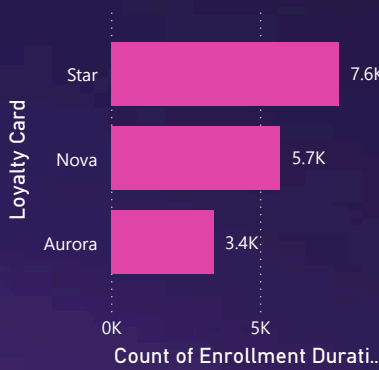
Enrollment Dura... 0 years 0 ... 0 years ... 0 years ... 0 years ... ▶



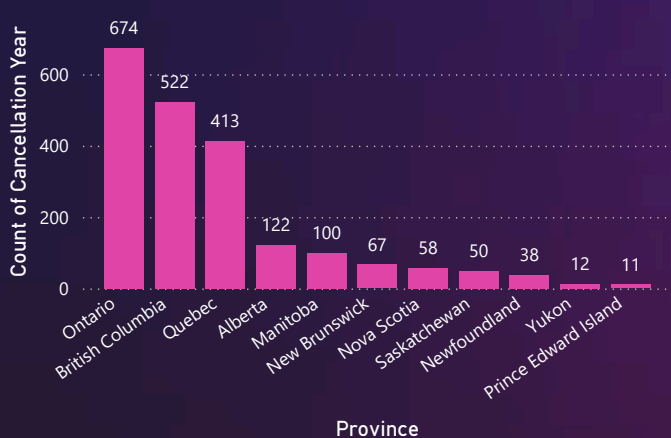
Popular Months for Membership Cancellations



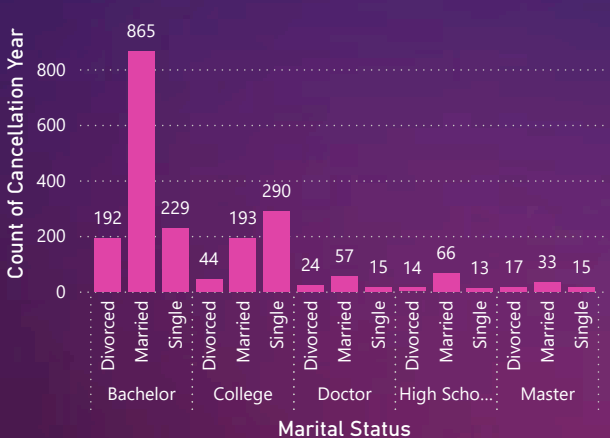
Count of Enrollment Duration (Till Date) Months by Loyalty Card



Fastest Canceling Province



Cancellations by Education and Marital Status



Year

All

Loyalty Card

All

Education

All

Marital Status

All