East-West Airlines is trying to learn more about its customers. Key issues are their flying patterns, earning and use of frequent flyer rewards, and use of the airline credit card. The task is to identify customer segments via clustering.

Field Name	Data Type
ID#	NUMBER
Balance	NUMBER
Qual_miles	NUMBER
cc1_miles	CHAR
cc2_miles	CHAR
cc3_miles	CHAR

  note: miles bins:

Bonus_miles	NUMBER
Bonus_trans	NUMBER
Flight_miles_12mo	NUMBER
Flight_trans_12	NUMBER
Days_since_enroll	NUMBER
Award?	NUMBER

Max Data Length	Raw Data or Telcom Created Field?
	Telcom
8	Raw
8	Raw
1	Raw
1	Raw
1	Raw
	Raw
	Raw
	Raw
	Raw
	Telcom
	Telcom

Description
Unique ID
Number of miles eligible for award travel
Number of miles counted as qualifying for Topflight status
Number of miles earned with freq. flyer credit card in the past 12 months:
Number of miles earned with Rewards credit card in the past 12 months:
Number of miles earned with Small Business credit card in the past 12 months:
1 = under 5,000
2 = 5,000 - 10,000
3 = 10,001 - 25,000
4 = 25,001 - 50,000
5 = over 50,000
Number of miles earned from non-flight bonus transactions in the past 12 months
Number of non-flight bonus transactions in the past 12 months
Number of flight miles in the past 12 months
Number of flight transactions in the past 12 months
Number of days since Enroll_date
Dummy variable for Last_award (1=not null, 0=null)