ANNEXURE VIII
Correspondence analysis – FFP status vs. Passengers’ purpose of frequent travel

Source: Data analysis using SPSS - Correspondence analysis - output
It is important to note that the dimensions are empirically derived axes or eigen vectors and not simply the variables entered into the analysis. So, we could say that higher status (Platinum / Gold) passengers appear to have business travels most often and lower status passengers (Blue / Silver) appear to have travel purposes for leisure or visiting friends and relatives.