



# Algorithmic Revenue Management Solutions

A Leading Low-cost Carrier

In these challenging times, the airline industry is under pressure to grow revenues & reduce costs post-pandemic and revenue management is one of the key areas to focus.

▲ 1%  
Load

▲ 1%  
Revenue

Microsoft SQL Server | Microsoft SQL Server Integration Services | Power BI | R/Python

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. We provide business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. We offer technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.

## CHALLENGE

The airline wanted to increase its passenger load without compromising on yield management to efficiently manage inventory utilization and improve network profitability. They intended to develop a Booking Forecasting Engine to predict future bookings for all the flight markets for the next rolling 3 months based on historical booking patterns.

## SOLUTION

Implemented ML-driven solution with the following analytical models to enable data-driven revenue management strategies. Delivered insights as a service through CoE.

### Descriptive Alert System

- Low booking traction alert system 72 hours before departure
- Weak alerts for flights departing in rolling 89 days

### Predictive Models

- No-show propensity or last-minute cancellation propensity
- Booking forecasting engine
- Overbooking recommendations

### Fare Simulation Intelligence

- Real-time dynamic pricing
- Price elasticity engine

## RESULTS

- 7% improvement in yield compared to previous year
- 5% increase in monthly overbooking as compared to previous year
- 8% increase in last minute booking as compared to previous year