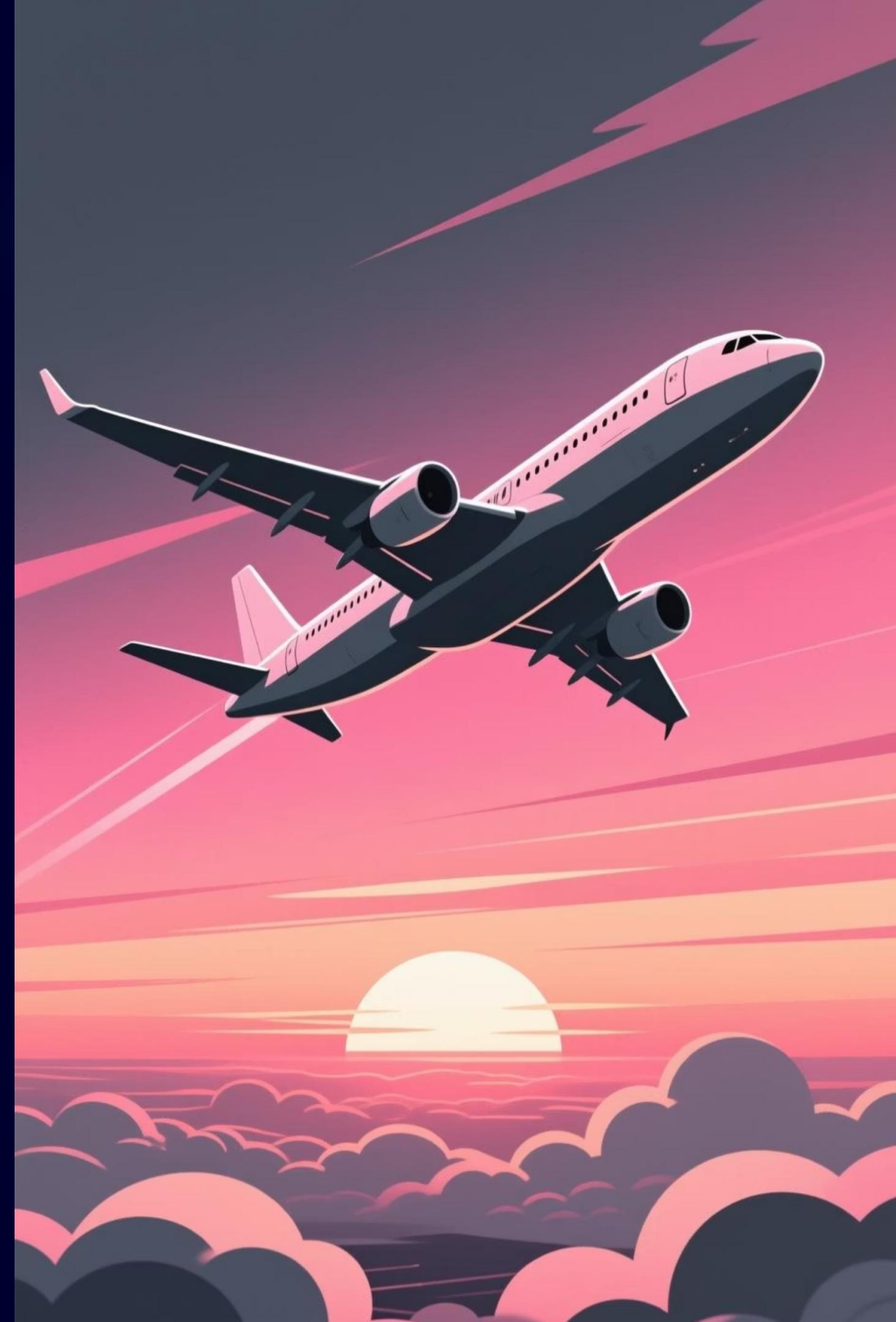


Airlines Occupancy and Revenue Optimization

Navigating profitability challenges through strategic data analysis and operational optimization.





The Challenge We Face

Our airline operates a diverse fleet from business jets to medium-sized aircraft. Despite years of quality service, profitability is under pressure from multiple external factors threatening our bottom line.

Environmental Regulations

Stricter carbon footprint requirements raising operating costs and limiting expansion.

Higher Flight Taxes

Governments worldwide increasing aviation taxes, raising costs and decreasing demand.

Labor Market Pressures

Shortage of skilled aviation workers driving up labor costs and turnover rates.



Our Strategic Objectives

01

Increase Occupancy Rate

Boost average profit per seat by filling more seats on every flight, directly mitigating external pressures.

02

Improve Pricing Strategy

Develop dynamic pricing that adapts to market conditions and customer preferences to attract and retain passengers.

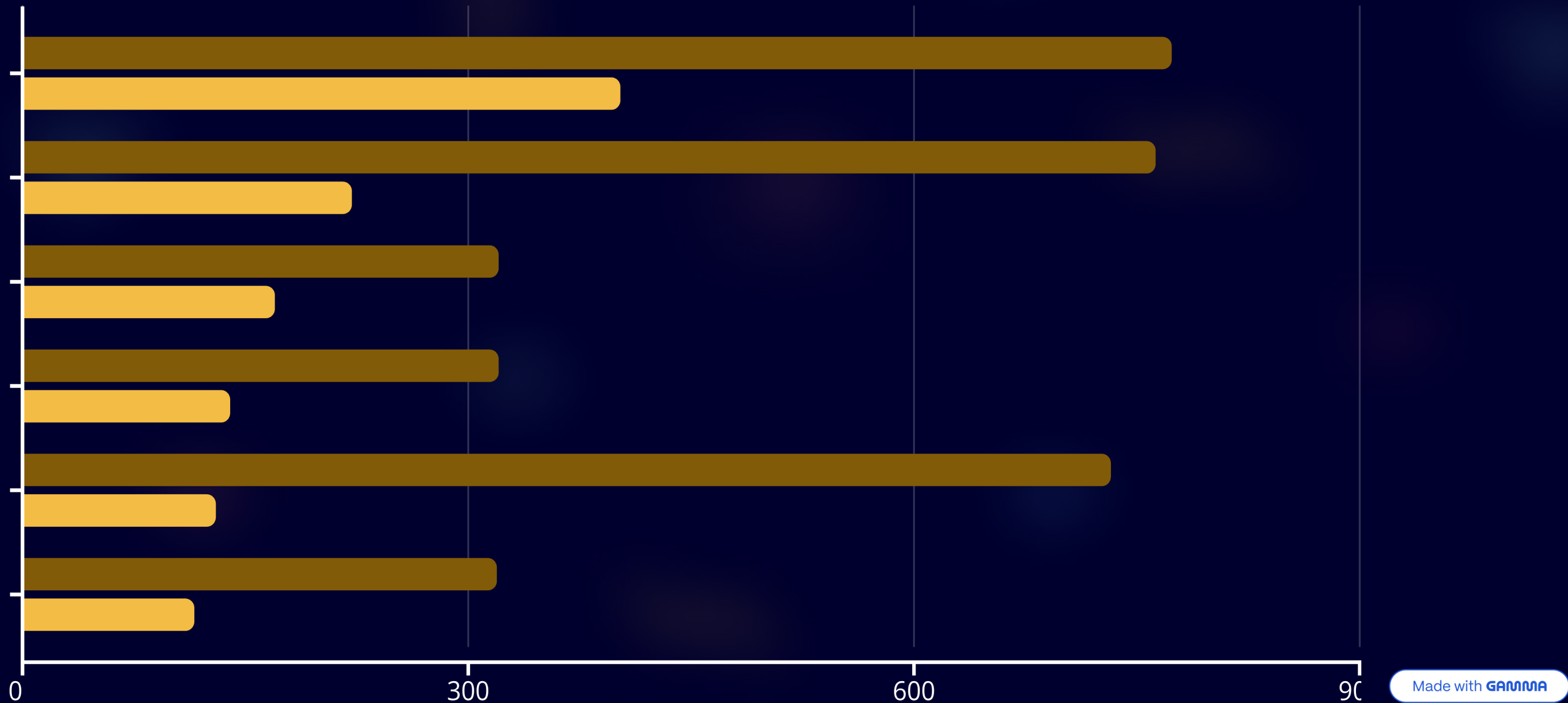
03

Enhance Customer Experience

Deliver seamless journeys from booking to arrival, differentiating ourselves and building loyalty in a competitive market.

Fleet Capacity Analysis

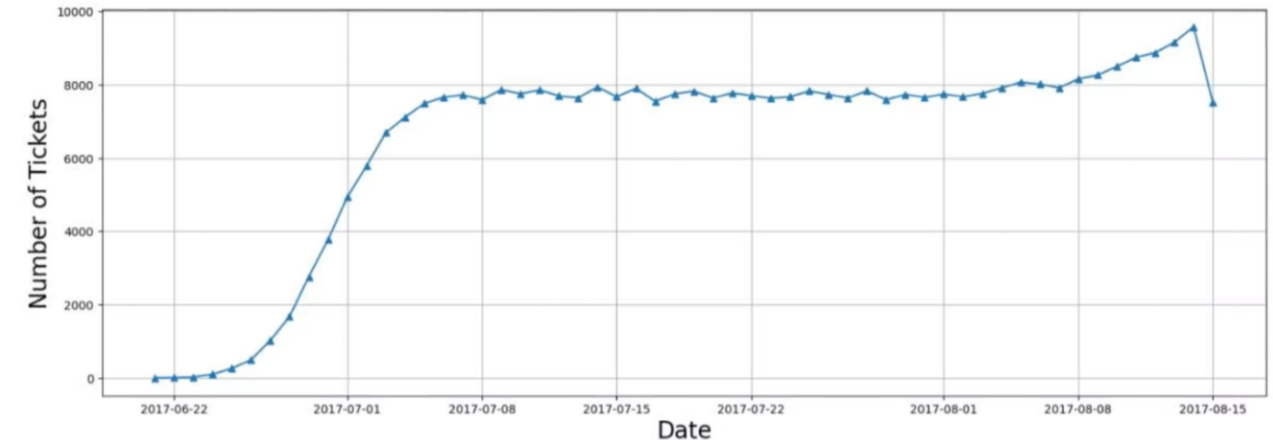
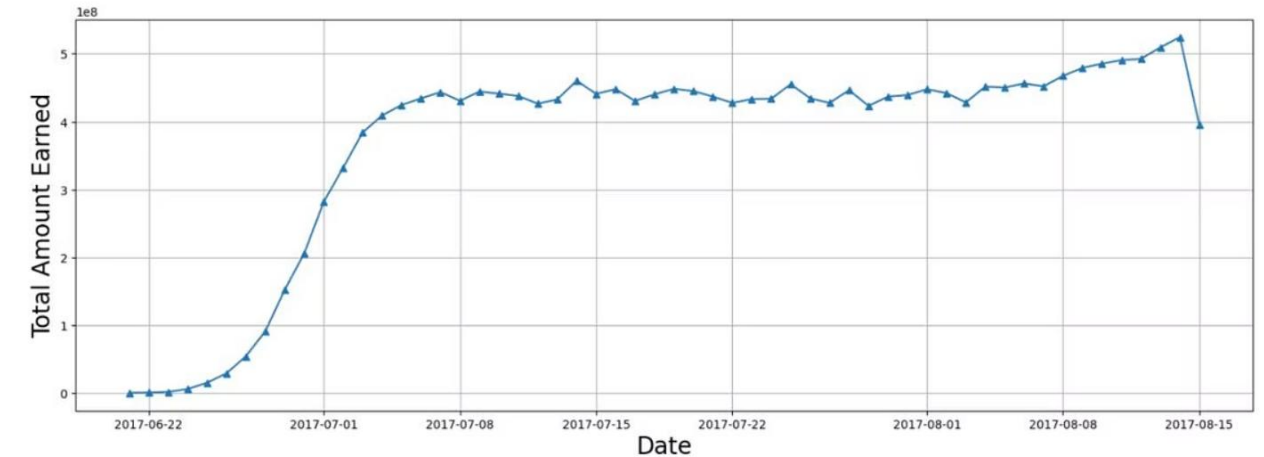
Six aircraft in our fleet exceed 100 seats, representing our highest-capacity revenue opportunities. Understanding seat distribution is crucial for optimization strategies.



Booking Trends Over Time

Ticket bookings showed gradual growth from June 22 to July 7, then stabilized through August with a notable peak day. Revenue closely mirrors booking patterns, revealing opportunities for strategic intervention during slower periods.

Understanding these trends enables targeted marketing and pricing adjustments to smooth demand fluctuations and maximize revenue throughout the season.



Fare Class Pricing Analysis

Average fares vary significantly across aircraft and fare classes. Business class consistently commands premium pricing, while the 773 uniquely offers comfort class. CN1 and CR2 provide economy-only service.

Business Class Premium

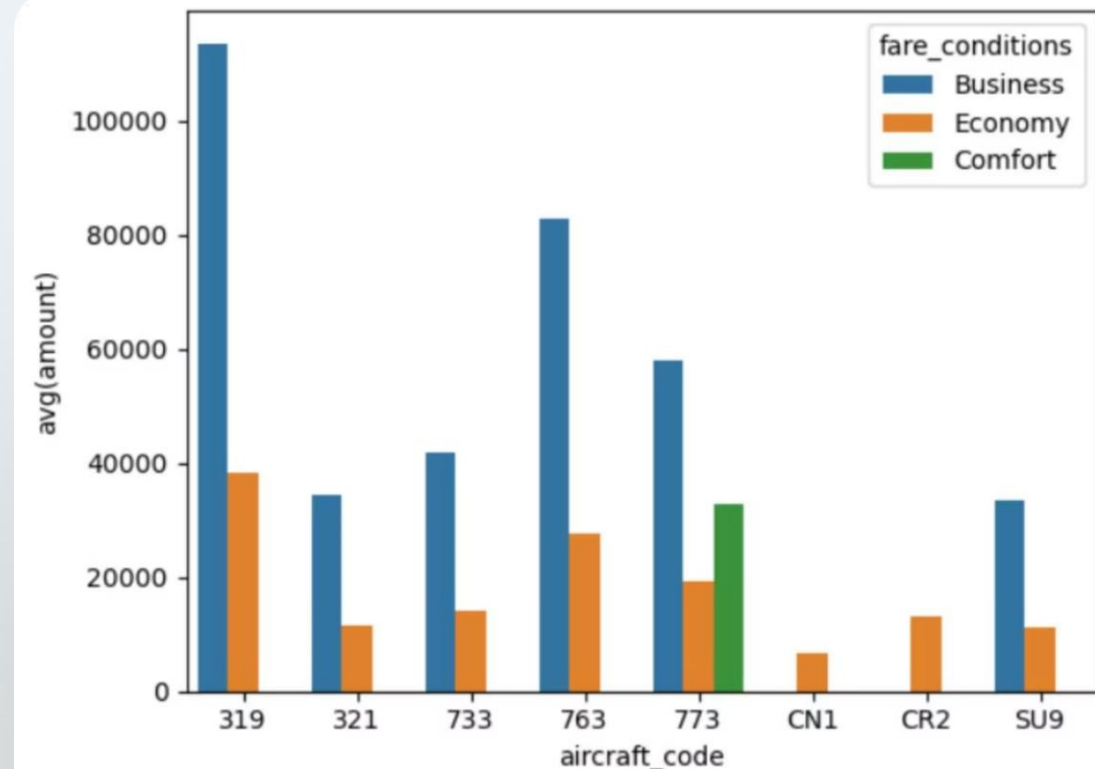
Consistently higher fares across all aircraft offering this service tier.

Comfort Class Exclusive

Available only on 773 aircraft, representing a unique market position.

Economy Focus

CN1 and CR2 serve price-sensitive segments with economy-only offerings.



Revenue Performance by Aircraft

SU9 generates the highest total revenue despite lowest pricing—volume drives success. CN1 shows the weakest performance with economy-only, low-price positioning suggesting facility or service limitations.

365K \$51K 14.6K

SU9 Tickets Sold

Highest volume at
\$5.1B total revenue

319 Avg Ticket

Premium pricing on
52,853 tickets

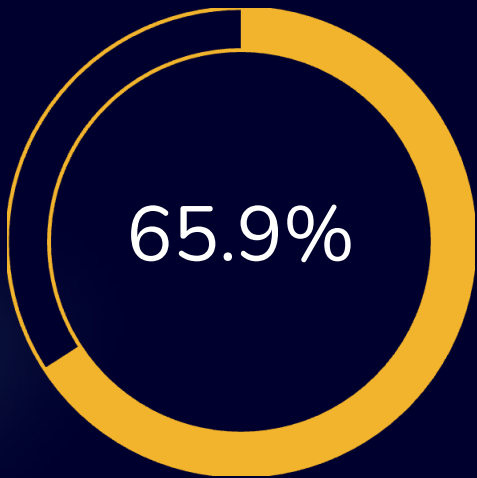
CN1 Tickets Sold

Lowest volume at
\$96M revenue

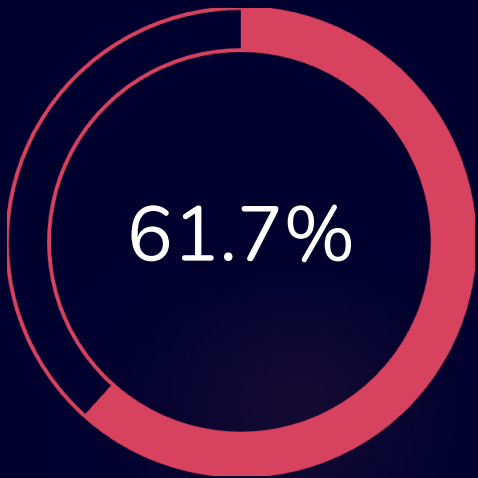


Current Occupancy Rates

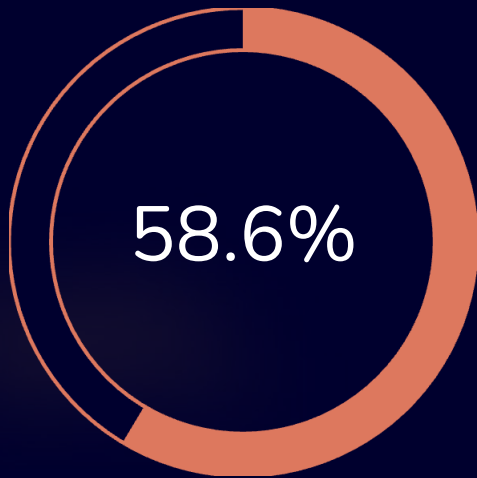
Occupancy rates reveal critical optimization opportunities. The 773 leads at 65.9%, while CR2 lags at 42.9%—representing significant untapped revenue potential across the fleet.



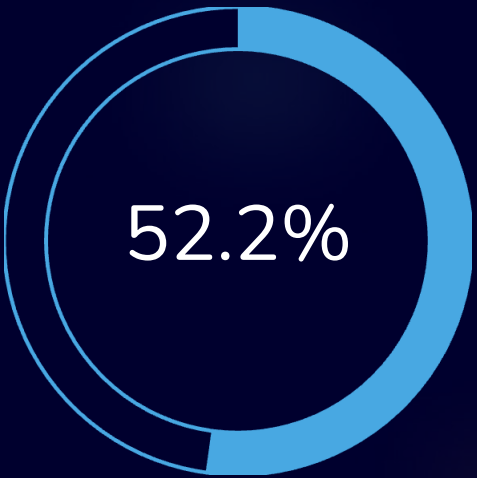
773 Aircraft
Highest occupancy rate



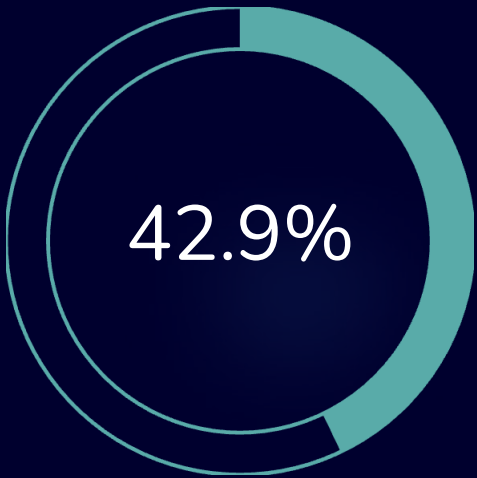
733 Aircraft
Strong performance



SU9 Aircraft
Above-average rate



321 Aircraft
Mid-range performance



CR2 Aircraft
Lowest occupancy—needs attention



The 10% Solution

Increasing occupancy rates by just 10% across all aircraft would generate substantial additional revenue. This analysis demonstrates the financial impact of strategic pricing and operational improvements.

1

Current State

Existing occupancy rates leave revenue on the table with empty seats.

2

10% Increase

Modest improvement in seat utilization across the fleet.

3

Revenue Growth

Significant annual turnover increase without adding capacity.

Focus on pricing strategies and customer experience to capture this opportunity while maintaining service quality and safety standards.

Path Forward: Data-Driven Success

Maximizing profitability requires balancing revenue optimization with customer satisfaction and safety. Our analysis reveals clear opportunities:

- Revise pricing to reflect aircraft condition and amenities—avoid extremes
- Target low-occupancy flights with strategic pricing adjustments
- Leverage booking trend insights for dynamic pricing
- Enhance customer experience to drive loyalty and repeat bookings

A data-driven approach positions us for long-term success in a competitive, challenging market environment.

