ROUTE OPTIMIZE SOLUTIONS

Team:

- Shiv Lanka
- Yash Shetty
- Jainam Chhadwa
- Krupa Shah
- Hitaishi Joshi

TABLE OF CONTENTS

01 BUSINESS OPPORTUNITY

02 BUSINESS STRATEGY

03 OPTIMIZATION & PERFORMANCE

04 BIAS MITIGATION

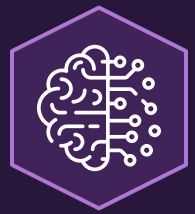
05 POTENTIAL CHALLENGES

01

BUSINESS OPPORTUNITY

CHALLENGE

The airline industry struggles with optimizing flight routes and delivering personalized travel experiences.



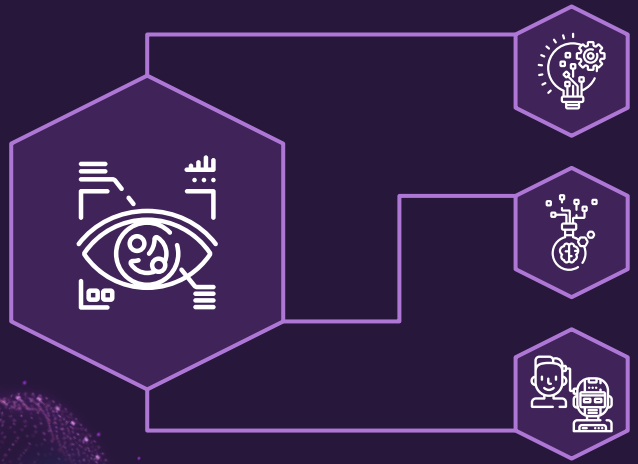
SOLUTION

GenAI offers advanced algorithms, real-time data analysis, and natural language processing capabilities.

OFFERING

Leverages GenAI to provide a chatbot interface for understanding natural language queries and offering customized flight recommendations

KEY BENEFITS



EFFICIENCY

PERSONALIZATION

COMPETITIVE ADVANTAGE

02

BUSINESS STRATEGY

Target Market

Product Offering

Value Proposition

Market Positioning

Go-to-Market Strategy

Revenue Model

03

OPTIMIZATION AND PERFORMANCE

MODEL OPTIMIZATION AND PERFORMANCE

Model Training

Performance Metrics

Continuous Improvement

04

BIAS MITIGATION

FAIRNESS MEASURES

Data Auditing

favoritism towards certain airlines or routes

Algorithmic Fairness

adversarial debiasing removes sensitive attributes like gender, ethnicity

Human Oversight

human experts review and validate recommendations

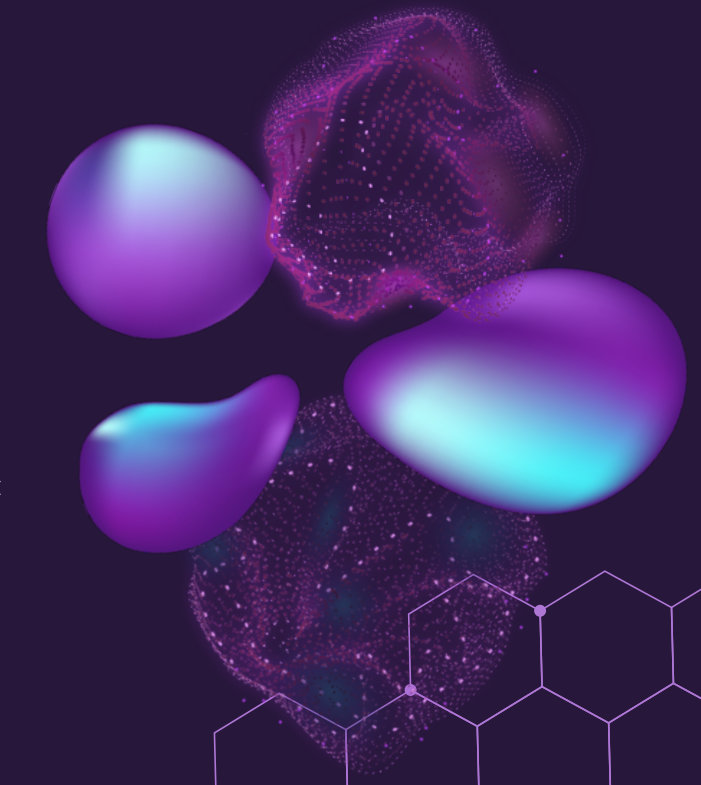
Explainable AI

decision-making process of the GenAI models transparent and interpretable

05

POTENTIAL CHALLENGES

- Data Quality and Availability
- Regulatory Compliance
- User Adoption and Trust
- Scalability and Performance
- Data Quality and Availability
- Regulatory Compliance
- User Adoption and Trust
- Scalability and Performance
- Integration with Existing Systems



THANKS!