



ROUTE OPTIMIZE SOLUTIONS

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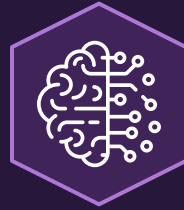
The background is a dark purple gradient. It features several abstract elements: a hexagonal grid pattern in the top and bottom corners, a large glowing blue and purple sphere in the upper right, a smaller similar sphere in the lower left, and a cloud of purple particles in the lower right. Small white symbols (x, x, +) are scattered across the background.

01

BUSINESS OPPORTUNITY



x



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 x

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

+



KEY BENEFITS



EFFICIENCY

PERSONALIZATION

COMPETITIVE ADVANTAGE

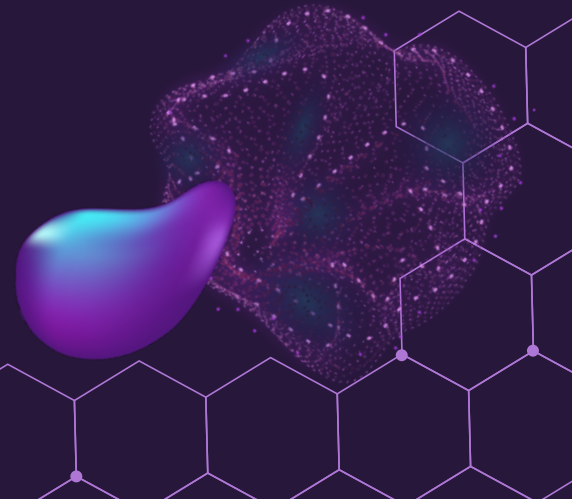
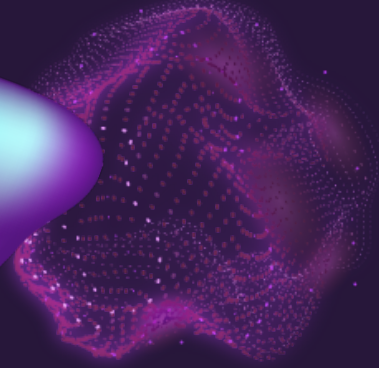
02

BUSINESS STRATEGY

x

x

+



×



**Target
Market**



**Product
Offering**



**Value
Proposition**



**Market
Positioning** ×



**Go-to-Market
Strategy**

×



**Revenue
Model**

03

OPTIMIZATION AND PERFORMANCE





MODEL OPTIMIZATION AND PERFORMANCE

x



x Model Training



Performance Metrics



Continuous Improvement

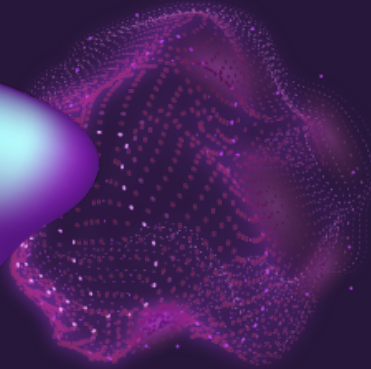


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BIAS MITIGATION



x



x



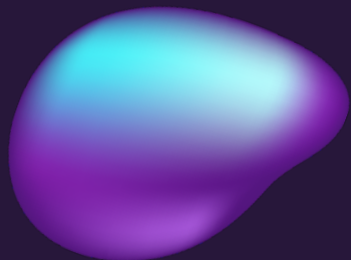
FAIRNESS MEASURES

x



Data Auditing

favoritism towards certain airlines or routes



Algorithmic Fairness

adversarial debiasing removes sensitive attributes like gender, ethnicity

x

Human Oversight

human experts review and validate recommendations

x

Explainable AI

decision-making process of the GenAI models transparent and interpretable

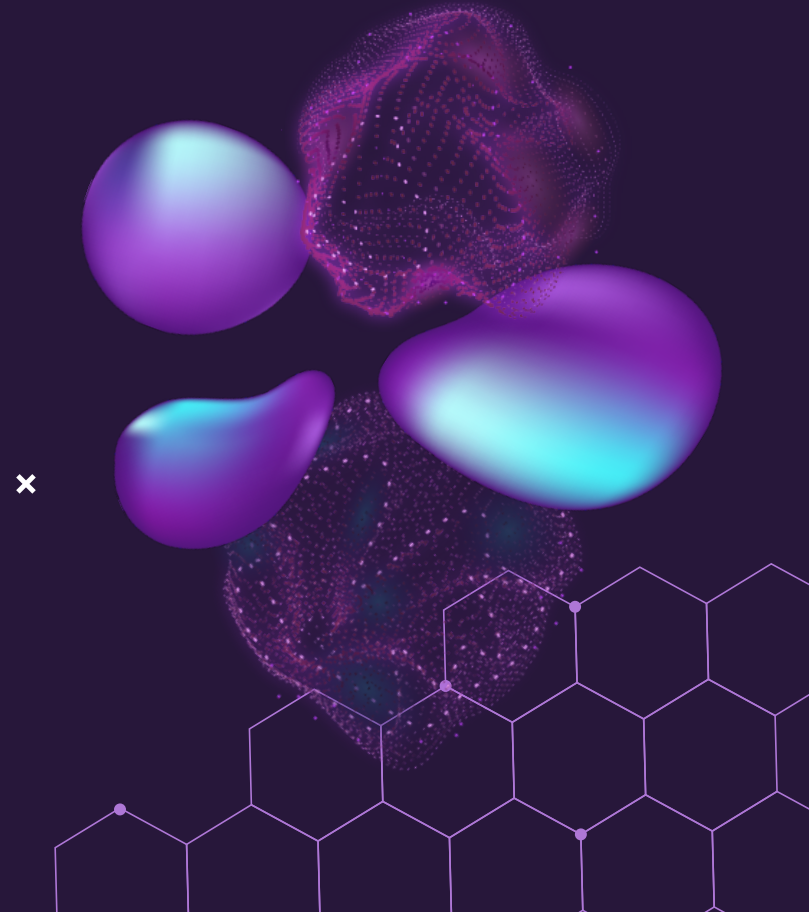




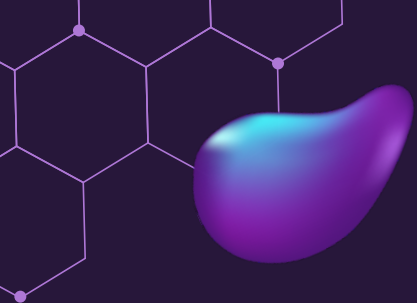
05

POTENTIAL CHALLENGES

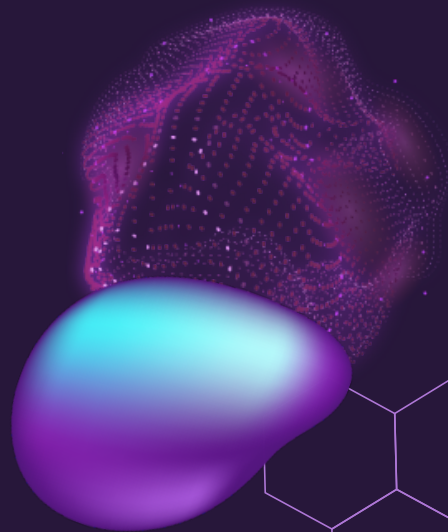
- ◆ **Data Quality and Availability**
- ◆ **Regulatory Compliance**
- ◆ **User Adoption and Trust**
- ◆ **Scalability and Performance**
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- ◆ **Scalability and Performance**
- ◆ **Integration with Existing Systems**



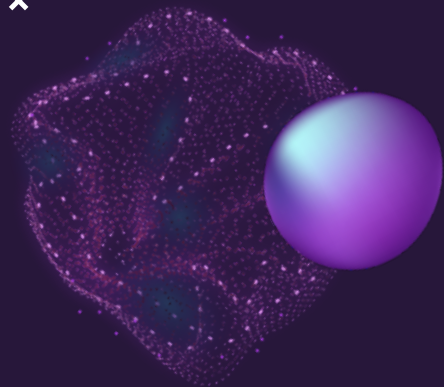
THANKS!



x



x



x

