

## Vision

Empower Cathay to capitalize on competitor disruptions, providing real-time insights and proactive customer engagement for competitive advantage.

## Idea Summary

A central system that monitors competitor cargo flights for disruptions using data from FlightRadar24 and AviationStack APIs. When a disruption is detected, the system identifies overlapping Cathay and competitor routes to assess if Cathay has a time advantage. If so, the system dynamically adjusts pricing and enables sending targeted offers to relevant customers, helping Cathay leverage disruption events to capture market share and improve profitability.

## Features

### 1. Monitoring Disruptions:

- Uses **FlightRadar24** and **AviationStack** APIs to detect competitor cargo flights and extract route data.
- Tracks competitor flight status and sends real-time alerts to Cathay's central system when a disruption is detected.

### 2. Capitalizing on Disruption:

- Route Comparison:** Automatically checks for Cathay flights on the same route as the disrupted competitor flight.
- Time Advantage Assessment:** Analyzes if Cathay's flight schedule offers a timing advantage over the competitor.
- Dynamic Pricing:** If Cathay has a time advantage, the system implements a price hike on affected routes to optimize profitability.
- Targeted Customer Notifications:** Enables sending direct offers to relevant past customers or agents who may benefit from the updated route, encouraging quick booking.

Cargoschedule Staff Portal

CATHAY PACIFIC

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#### Current Flight Changes

| Affected Flight Number | Alternative Flight Number | Departure Airport | Arrival Airport | Departure Time | Arrival Time | Original Price per kg(\$/kg) | Proposed Price per kg(\$/kg) | Change price? |
|------------------------|---------------------------|-------------------|-----------------|----------------|--------------|------------------------------|------------------------------|---------------|
| AA323                  | CX108                     | LAX               | HKG             | 12:05          | 04:10        | 10.00                        | 25.00                        | YES NO        |
| DL456                  | CX075                     | LHR               | DXB             | 11:35          | 18:30        | 8.00                         | 11.00                        | YES NO        |
| UA789                  | CX056                     | HKG               | LAX             | 18:00          | 10:05        | 8.00                         | 8.00                         | NO NO         |
| BA101                  | CX125                     | DXB               | LAR             | 15:35          | 07:30        | 6.00                         | 9.00                         | NO NO         |
| UH234                  | CX582                     | SH                | HKG             | 19:45          | 21:40        | 5.00                         | 5.00                         | YES NO        |
| UH575                  | CX659                     | HKT               | CDG             | 17:30          | 10:00        | 7.00                         | 9.00                         | YES NO        |
| SA235                  | CX079                     | FRA               | SYD             | 14:25          | 22:20        | 7.00                         | 9.00                         | YES NO        |

#### Customer Details

| Name             | Email address               | Phone number   | Approved?                           |
|------------------|-----------------------------|----------------|-------------------------------------|
| Sarah Johnson    | Sarah.johnson@example.com   | (555) 123-4567 | <input checked="" type="checkbox"/> |
| Michael Thompson | Michael.thompson@domain.com | (555) 234-5678 | <input type="checkbox"/>            |
| Emily Davis      | Emily.davis@company.org     | (555) 345-6789 | <input checked="" type="checkbox"/> |
| James Wilson     | James.Wilson@outlook.com    | (555) 456-7890 | <input checked="" type="checkbox"/> |
| Olivia Martinez  | Olivia.martinez@email.net   | (555) 567-8901 | <input checked="" type="checkbox"/> |
| David Brown      | David.brown321@service.com  | (555) 678-9012 | <input checked="" type="checkbox"/> |
| Isabella Clark   | isabella.clark@domain.org   | (555) 789-0123 | <input checked="" type="checkbox"/> |

Confirm list