

# AIRDASHER

ANALYTICAL INTELLIGENCE FOR ROUTE DEVELOPMENT  
AND STRATEGIC HANDLING OF ECONOMIC RESOURCES



## THE PROBLEM

Rapidly developing economies & affordable flight pricings have provided airlines & airports with an opportunity to capitalize on increasing demand for air travel. To make well-informed decisions to introduce new flights, direct customer feedback is useful but difficult & expensive to collect. Can **city-wise macro-economic factors** help in this regard? And can airlines be assisted in analyzing such new routes for feasibility using a **parameterized model**?



## THE MARKET

India is the **fastest growing aviation sector** in the world while global aviation analytics market is estimated to be worth \$5 billion by 2028 with a CAGR of 12%. **AI-based** analytics solutions are the biggest opportunities while **Asia-Pacific** regions are showing highest growth. This is exactly how & where AIRDASHER can penetrate the market and compete with a handful of competitors like Cirium, ASM, Avia Solutions & Jeppesen.



## THE SOLUTION

- AIRDASHER uses several **different data sources** including a comprehensive dataset representing current Indian civil aviation market, several data sources to represent a city's social, economic, educational & tourism related factors and also datasets to represent Indian railway connectivity. Data is for Indian tier-I/II cities.
- AIRDASHER firstly suggests few airports having high demand & growth in air travel. Secondly, it suggests routes which can connect the city to the airline's existing flight network. Thirdly, AIRDASHER provides a highly parameterized **cost & resource analysis** tool to understand feasibility & profitability of selected route.
- AIRDASHER has several options to customize route development process and can also help in identifying **new potential airports** & providing insightful analysis of **Indian/APAC air connectivity**.



## THE KEY FACTORS

- **Quick entry** into market can help to capitalize on high growth of market & post-pandemic revival of air travel. Timeline indicates MVP by 3 months & product offering by 9 months.
- Best results achieved by using direct customer feedback & city-wise macro-economic factors for **short & long term forecasts** respectively.
- **Expert knowledge** on airline operations, costs, strategies & risks will help in establishing core business direction.

