**Tell me about yourself?**

I hold a master's degree in Advanced Computer Science from Cardiff University and have developed a strong foundation in data analysis, business intelligence, and information technology throughout my career. My experience spans across various industries, including aviation and healthcare, where I've consistently used my skills to drive significant improvements in business processes and decision-making.

Most recently, I worked as a Business Intelligence Analyst at Travelport in London, where I developed a Market Size Statistics Dashboard using SQL and AWS tools like S3, Athena, and QuickSight. This project not only provided actionable insights but also automated the process, reducing the average dashboard refresh time by 90%. Additionally, I created an impactful EMD Insights dashboard that enabled effective tracking of ancillary services, resulting in a 67% increase in revenue from these services.

Prior to that, as a Data/Business Analyst at Cignpost Diagnostics, I developed interactive dashboards to detail Covid-19 test results, which were crucial for decision-making by senior managers and NHS staff. My work there led to a 53% increase in productivity and report accuracy.

In a previous role at Gambia International Airlines, I spearheaded the development of an Airlines Analysis System, which streamlined the tracking of inbound and outbound flights. This project reduced manual tracking time by 90% and increased user adoption by 80%.

My technical skills include SQL, Python, Power BI, and AWS, among others, and I am passionate about leveraging data to drive strategic decisions. I am now looking to bring my analytical expertise and my passion for data-driven decision-making to the role of Alliances and Partnerships Development Analyst at Virgin Atlantic, where I believe, I can contribute to optimizing and growing the airline's global partnerships.

**1. Can you walk us through the analysis you performed for the SkyTeam PER assessment? What were your key findings?**

**Introduction:**

This dashboard aims to highlight the performance of individual SkyTeam carriers, assess the contribution of key Origin-Destination (OD) pairs, and provide strategic recommendations based on the findings.

The dashboard is divided into two main sections:

1. **High-Level Overview**
2. **Detailed Analysis**

The high-level sheet consists of Key Metrics such as Total Revenue and seats sold and some other visuals.

The detailed analysis consists of time-series analysis showing peaks at certain time of the year and thus, showing seasonality, and granular view of the data in tabular format.

Data Cleaning and Manipulation:

* Date from 202304 to April 2023: Increases readability
* Mimic Virgin Atlantic Color themes

**Answer**: In the assessment, I analyzed the SkyTeam Partner Enabled Revenue (PER) across Virgin Atlantic’s network, focusing on key metrics such as total revenue, total seats sold, and average revenue per seat. My analysis revealed that Delta Airlines is the dominant carrier, contributing 87.1% of the total revenue. High-performing routes like JFK-LHR were identified as crucial to maintaining revenue and seat occupancy levels. I also found that some carriers, such as Air France and KLM, were underperforming, which suggests opportunities for improvement.

**2. How would you strengthen the partnership with Delta Airlines?**

**Answer**: To strengthen the partnership with Delta Airlines, I would focus on joint marketing campaigns that leverage Delta’s extensive U.S. network to drive more transatlantic traffic. I’d also enhance the integration of loyalty programs to incentivize Delta’s frequent flyers to choose Virgin Atlantic for international travel. Additionally, exploring co-branded services, such as shared lounge access and streamlined customer service, would further solidify the partnership.

* Joint marketing campaigns
* Increasing loyalty programs and incentives to frequent flyers
* Increasing customer services such as lounge access.

**3. What strategies would you implement to improve the performance of underperforming routes?**

**Answer**: For underperforming routes, I would implement a sponsored flights strategy to increase visibility in search results and booking platforms. This could be coupled with targeted digital advertising campaigns and promotional offers to attract more customers. Additionally, I’d analyze the capacity and pricing on these routes to ensure they are competitive and aligned with market demand, potentially adjusting schedules or services to better meet customer needs.

* Sponsored flights routes to increase visibility (Search Engines, OTAs)
* Advertising and marketing strategies

**4. How do you prioritize routes and partnerships in terms of investment and focus?**

**Answer**: Prioritization would be based on a combination of factors including current revenue contribution, growth potential, and strategic importance to the network. High-performing routes like JFK-LHR, which generate substantial revenue, would receive ongoing investment in terms of capacity optimization and premium service enhancements. Partnerships that show potential but are currently underperforming, such as those with Air France and KLM, would be reassessed with targeted strategies to increase their market share and contribution.

**5. How would you leverage data analysis to drive decision-making in this role?**

**Answer**: Data analysis is critical for identifying trends, assessing performance, and making informed decisions. I would use data visualization tools like Power BI to create dashboards that track key metrics such as revenue, seats sold, and market share by carrier and route. These insights would guide decisions on where to allocate resources, how to optimize schedules, and which partnerships to prioritize. Regularly updating and reviewing these dashboards would ensure that the team is responsive to changes in market dynamics.

* Analysing trends and seasonality
* Track key metrics such as total revenue and seats sold
* These insights can guide you on how to allocate resources and prioritize partnerships

**6. Describe a time when you had to develop a business case for a strategic initiative. What was the outcome?**

**Answer**: In a previous role, I developed a business case for expanding a joint venture in a new market. I conducted a thorough analysis of market demand, competitive landscape, and potential revenue. My recommendation included a phased approach to minimize risk while capitalizing on early opportunities. The business case was approved, and the initiative resulted in a 20% increase in market share within the first year. This experience highlighted the importance of detailed analysis and strategic planning in driving successful outcomes.

**7. How do you stay updated on industry trends and apply them to your work?**

**Answer**: I stay updated on industry trends by regularly reading industry publications, attending conferences, and networking with professionals in the field. I also follow key players and thought leaders on platforms like LinkedIn. Applying these insights involves continuously assessing how global trends, such as changes in airline alliances or shifts in travel demand, could impact Virgin Atlantic’s network. This allows me to proactively adjust strategies and recommendations to align with evolving market conditions.

* Conferences at Excel (World Travel Agency, Gartner Data Analysis Summit, AWS)
* LinkedIn

**8. How would you approach optimizing Minimum Connection Times (MCTs) and improving connectivity with airline partners?**

**Answer**: Optimizing MCTs involves a detailed analysis of current schedules and identifying bottlenecks or inefficiencies that could delay passenger transfers. I would work closely with our scheduling and operations teams to streamline processes, such as baggage handling and security checks, to reduce connection times without compromising customer experience. Additionally, I’d explore opportunities to align schedules with key airline partners to ensure smooth and timely connections, ultimately improving the overall travel experience.

**9. What role do emerging technologies, like AI and NDC, play in the future of airline partnerships?**

**Answer**: Emerging technologies such as AI and NDC are revolutionizing the way airlines interact with customers and partners. AI can be used for predictive analytics, optimizing pricing, and enhancing customer personalization, which can drive increased bookings and customer satisfaction. NDC allows for more flexible and dynamic distribution of fares and services, enabling airlines to offer tailored products directly to customers. Implementing these technologies within Virgin Atlantic’s partnerships can lead to more efficient operations and improved revenue management.

New Distribution Capacity – It is XML-based data transmission standard.

* AI can be used for predictive analysis (Optimizing pricing and customer experience)
* NDC allows airlines to offer a wider range of products and services directly to travel agencies, online travel agencies (OTAs), and other distribution partners through standardized travel APIs.
* NDC allows real-time connectivity
* Enhanced Customer Satisfaction
* It gives direct airline control over their products.

**10. Why do you believe you are the right fit for the Alliances and Partnerships Development Analyst role at Virgin Atlantic?**

**Answer**: I believe I am the right fit for this role because of my strong analytical skills, experience with data-driven decision-making, and strategic thinking. My ability to identify key trends and develop actionable recommendations aligns with Virgin Atlantic’s goals of optimizing partnerships and improving network performance. Additionally, my understanding of the airline industry, combined with my experience in managing and analyzing complex data sets, positions me to contribute effectively to the team and help drive the success of Virgin Atlantic’s alliances and partnerships.

**Questions For The Interviewer**

What are the biggest challenges Virgin Atlantic currently faces in its alliances and partnerships, and how can this role help address those challenges?

How does Virgin Atlantic plan to leverage emerging technologies, such as AI, NDC and data analytics, to enhance its alliances and partnerships in the future?

Virgin Atlantic has recently expanded into new markets and established new partnerships. How do you see these developments shaping the future strategy of the Alliances and Partnerships team?