United Airlines Revenue Management Position Interview Questions to Consider

Why United?

Very interested in airline markets, spend a lot of time looking at travel blogs, tracking prices

Always interests me how airline markets work

What route would I start and why?

LAX to Bangkok

Newark or Dulles to Prague/ Budapest/

Imagine you are adding a route that United has never flown before. How would you go about pricing the airfare for that route and forecasting/measuring performance?

Competitors

Look at market dynamics: is this going to be a leisure market or business market

What are some untapped markets for United to enter and make additional money?

Southeast Asia

Eastern Europe, i.e Budapest and Prague?

Seasonality?

Economic trend of the place

Is this a hub that would allow for connections to other places?

Are there any current events or industry trends that United should be weary of?

Low cost carriers and ultra low cost carriers

For instance, Southwest is continuing to expand into new markets

What factors go into pricing a specific route?

Demand, make up of business versus leisure travel

Competition

Capacity, how many planes are available for a specific route

General customer profile, understand how much people would be willing to pay

Alaska/ Virgin merger

How are business travelers different from leisure travelers? How can the airline make more money off them?

Business travelers: demand is more inelastic, means they are less sensitive to price

Also, frequent travelers are more likely

Pros and cons of adding legroom to planes? What would you consider in doing so?

Pros add legroom Could I sell seats for higher price? The comfort outweigh

Con: possibly reducing amount of available seats when demand might be higher

Case with business contract

Given these numbers calculate how many people United flies on a daily basis and the assumptions you made

Assuming full capacity? Do I have a percent capacity?

Tell us about a time you worked with someone you didn't get along with.

What can company improve on regarding revenue?

What are some reasons why a flight that was normally always full is now taking off with many empty seats on a regular basis?

More competition

Price change among the competitors?

Seasonality of markets changed

Why should I not hire you?

Questions:

Work Culture?

Industry Trend to charge more for things that used to be included?

How does getting placed on specific routes/ projects?

How much does the department work with other teams/ What are types of projects that people do?

What are the opportunities for advancement? Do people ever get graduate degrees in this type of work as people advance?

How does concentrating on specific routes and markets work?

Also, is trend of devaluing loyalty problems/ rewards going to continue?

International opportunities/ other offices?