



## John

*"We don't have the time or the resources to set rules that will be overridden by other rules. This needs to be right the first time."*

# Revenue Analyst

Maintains singular focus of maximizing revenue for the airline. Spends most of the day utilizing demand models, forecasts, and knowledge of market behavior in order to provide daily/weekly/monthly revenue management reports highlighting key KPIs with action.

- **STRATEGIC THINKER:** Manages at a strategic level the quality of the inventory and demand forecast.
- **ECONOMIST:** Develops and implements business practices to minimize no-shows, cancellations and lost sales.
- **COMMUNICATOR:** Knows the importance of effectively communicating the strategy to leadership and implementation teams.
- **TECH-SAVVY:** Works daily with multiple business applications and has a high level of skill with programs such as Excel.
- **DETAIL-ORIENTED :** Proactively monitors reports with an eagle eye looking for trends and issues as they emerge which may require specific action to keep revenue flowing.

## KEY DATA / DESIGN DRIVERS

**REAL TIME REPORTING** – needs the most up-to-date tools to monitor demand and changes to the competitive pricing environment

**FLIGHT ALERTS** – must be able to quickly identify potential issues with booking or revenue performance

**INVENTORY ANALYSIS** – needs the ability to make adjustments and run simulations to test hypothesis

**BUSINESS RULE FILTERING** – must have advanced filtering and function options to quickly find, set, and adjust rules, such as group and fare values

**HISTORICAL DATA** – needs access to historical data in order to replicate successes or avoid errors in the future

**EXPORTS** – must be able to select and export specific data for further analysis or to include in business presentations or reports

**WORKS:**  
Standard work week

**TRAVEL:**  
None required

**DEVICE:**  
PC

### Experience

5 yrs.

### Technical Skills

Medium

### Salary

\$100,000

## RESPONSIBILITIES / TASKS

- Sets the strategy to maximize revenue across all markets
- Keeps an eye on the numbers to make sure strategies are implemented correctly
- Monitors reports and designs solutions for trends and issues
- Presents original analysis and strategies to senior management

## CONTEXT / ENVIRONMENT

- Office cubicle environment with other analysts
- Communication with co-workers via internal messaging, face-to-face meetings, and email
- Wide screen (one or two) monitor display to review and analyze data in multiple applications
- Works daily in a revenue management program and perhaps other inventory programs such as SSI, Fares Manager

## PAIN POINTS

- Lack of visibility into pricing decisions
- Lack of consolidated information regarding flights, markets, competitors in one application
- Need for better automation of tasks such as overriding demand or inventory controls
- Need for unified commercial planning within one application rather than two (RO and SSI)
- Must export data from RO into Excel or SAS for necessary analysis

## MOTIVATIONS / GOALS

- Increase revenue and load factors and drive maximum traffic for bookings
- Forecast high priced demands accurately based on historical data
- Mastery of market drivers, industry pricing trends, and core economics that drive the airline industry
- To be seen by senior management as an expert and a trusted predictor of future trends



## Ann

*"We are expected to understand the airline's revenue strategy and propose ways to increase revenue. I like that challenge."*

# Inventory Analyst

Proactively maximizes the revenue for assigned markets based on the airline's high-level strategic plan. Analyzes data from various reports, monitoring bookings, load factors, availability, and authorizations for the flights in assigned markets. Creates and changes rules to restrict or increase availability based on load factor and bookings in markets.

- **ANALYTICAL THINKER:** Queries and analyzes passenger ticketing data to gain market knowledge, and leverage that knowledge to inform future pricing decisions.
- **PROBLEM SOLVER:** Uses inventory controls to test and determine the optimal fare to sell at any given moment in time to maximize each flight's revenue.
- **GOAL ORIENTED:** Primary focus on maximizing ticket revenue on every flight, every day.

## KEY DATA / DESIGN DRIVERS

**WORKS:**  
Standard work week

**TRAVEL:**  
None required

**DEVICE:**  
PC

### Experience

3 yrs.

### Technical Skills

Medium

### Salary

\$66,500

**REAL TIME REPORTING** – needs the most up-to-date tools to access inventory history, ancillary revenue, and cost data

**FLIGHT ALERTS** – must quickly identify potential issues with scheduled flights such as limits, waitlists, or cancellations.

**TEST & ANALYZE** – needs the ability to isolate problems, make adjustments, and run simulations to test hypothesis.

**BUSINESS RULE FILTERING** – must have advanced filtering and function options to quickly find, set, and adjust rules, such as group and fare values.

**HISTORICAL DATA** – needs access to historical data in order to replicate successes or avoid errors in the future.

**EXPORTS** – must be able to select and export specific data for further analysis or to include in business presentations or reports.

## RESPONSIBILITIES / TASKS

- Learn and test implementations of revenue management theory and effect improvements on current business processes to enhance system-wide revenue performance
- Design and execute controlled fare tests to study customer price elasticity of demand
- Effectively communicate revenue performance and competitive market dynamics to fellow Crewmembers, Managers, and above

## CONTEXT / ENVIRONMENT

- Office cubicle environment with four other inventory analysts and a manager
- Communication with co-workers via internal messaging, face-to-face meetings, and email
- Dual monitor display to review and analyze data in multiple applications that she keeps open at the same time
- Spends 10-15% of her week in SSI

## PAIN POINTS

- Weather and geopolitical disruptions to the markets
- Must constantly switch between SSI, Excel Reports, Revenue Management system, and Native Sabre for necessary analysis
- Generating rules are restricted to manager
- Doesn't use SSI to its full potential due to lack of training and help documentation

## MOTIVATIONS / GOALS

- Execute strategy to increase revenue and load factors and drive maximum traffic for bookings
- Ensures the smooth flow of passengers
- Gain knowledge of market drivers, industry pricing trends, and core economics that drive the airline industry
- To be viewed by her peers as a highly analytical problem solver capable of career advancement