



# Airline Ancillary Revenue

## Driving Insights

Deriving growth drivers from ancillary revenue

### Solution Overview

We built a system that can facilitate in-depth evaluation, of how various business segments are performing, and help in identifying untapped opportunities, utilizing in-sights from existing sales and transaction data



## Time-scale Insights

NIIT-Tech built a system to track growth and trends over a period say week, month, or quarter or year.



### Growth Drivers periodic review

- Insight into segments responsible for revenue growth.
- Track growth and trends over a period
- Information based decision making regarding expansion, cross-selling, etc.
- Tracks revenue as a whole as well as for various product lines like hotels, car, lounge etc.



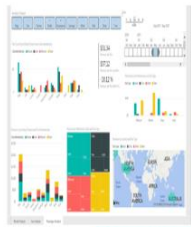
## Geo Analytics

The system provided Insight into geography wise revenue growth and thus help him in identifying un-tapped geographies



## Passenger Analytics

We can do a deep dive analysis into per passenger revenue for various segments



### Passenger Analytics

- Insight into passenger growth in various segments.
- Insight on Club membership wise revenue.
- Identify segments for cross selling and promotional campaigns.
- Further deep-dive for selected product-line, duration and geography.

