

SCIATIVE SOLUTIONS PRIVATE LIMITED

ROUTE REPORT

DELHI - LUCKNOW

5/25/2020

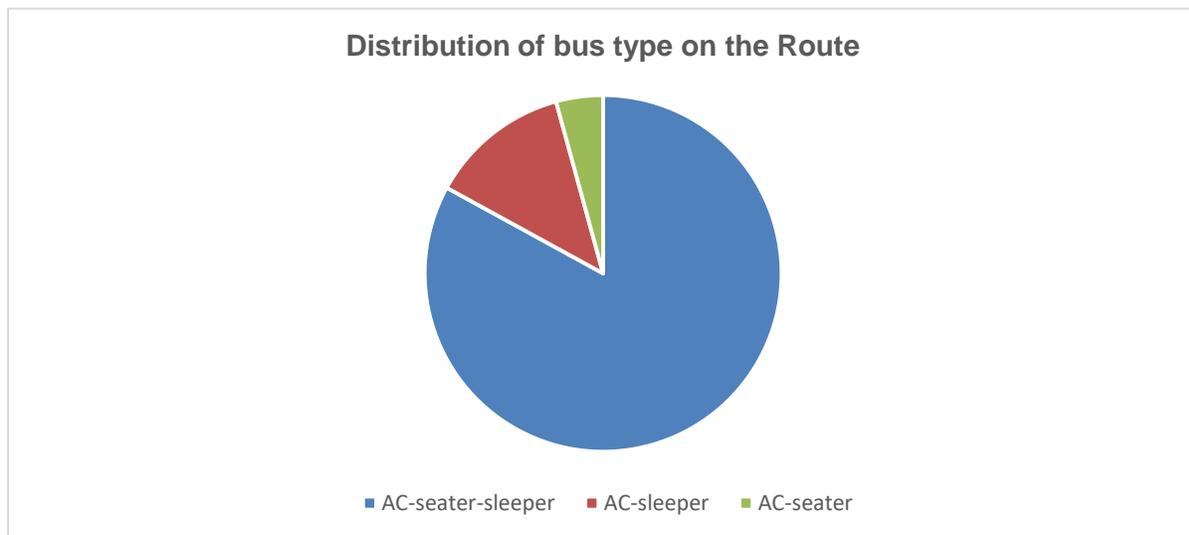
Brief Route Report published by Sciative Solutions. For a detailed Route Planning report to understand market & customer patterns, most profitable schedule timings, most preferred bus-types, and many more; please contact Sciative Solutions Route Planning team.

Introduction: This report gives a performance overview of a route considering various supply and demand factors in the market. With this approach, a Bus Operator will be able to take data driven decisions and formulate strategies to generate improved revenues. The analysis takes into consideration the market data between 20th November 2019 to 20th February 2020.

Distance: 555 km (google maps)

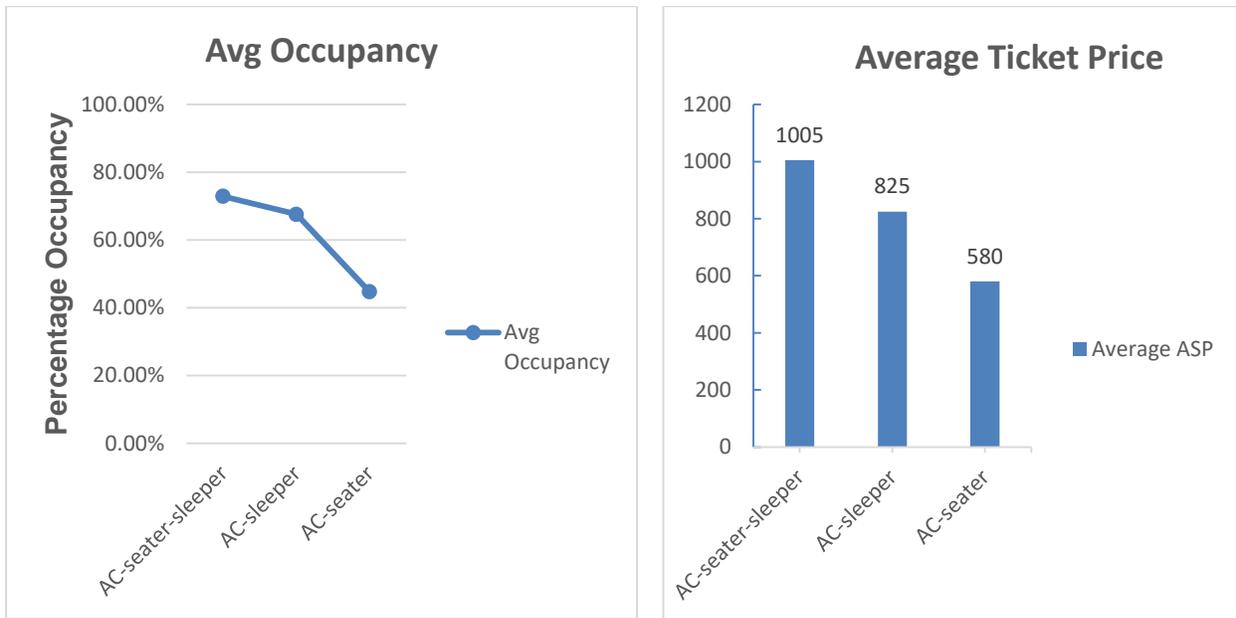
Duration: 8 hours

Important cities in between: >90% of the seats are sold on Noida, Faridabad, Vrindavan, Agra, Etawah.



- Mainly **AC seater- sleeper buses ply on the Delhi-Lucknow route** and majority of them are single brand bus operator
- Among AC seater-sleeper, in any month, we see that there are more 2+2 format buses than the 2+1 format
- Across all months (Nov,Dec,Jan,Feb) we see that 2+2 buses make more revenue than 2+1 buses
- On a **high demand day** like weekend and festivals, the number of schedules on this route are **increased by 27 %** with mostly **AC Sleeper Buses** getting added.
- Also, the number of high rating schedules is more on a high demand when compared to an average day ensuring quality customer service to the travellers.
- **More than 53 %** of the schedules have the **departure** times in the late nights

between 9 PM and 12 AM



- **Customers prefer** to travel in the **AC-seater-sleeper bus** because of the length of the journey and therefore AC-sleeper-seater and AC sleeper buses have consistently high occupancy % compared to any other classes.
- **The lowest price** at which the market sells its seaters are Rs. 399 – Rs. 450 and the **highest price** upto which the sleepers get sold is Rs. 2,300.
- **Customers are ready to pay higher premiums for AC-Seater-Sleeper buses** owing to the comfort

About Sciative:

The world was never as competitive as now. With so many bus operators operating on the same route and offering similar services, the customer is spoilt for choice. Viaje.ai: Our AI driven dynamic pricing solution adapts to the constantly changing market dynamics with zero manual intervention. Sciative's Market Intelligence System provides an easy comparison and benchmarking between peers and will help you to make an informed decision on existing routes and strategic planning for new routes and differentiate yourself from the crowd. For detailed insights on Route Planning services please contact us on : archana190501@sciative.com

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