

Significant Revenue Lift in lean demand days compared to a festive period (Pongal) using Dynamic Pricing(DP) tool by Sciative **Viaje.ai**

PEAK SEASON COMPARISON WITH DP PERIOD

Dynamic pricing was applied for the biggest intercity bus operator in Andhra Pradesh for the following time period,

- Manual Pricing Week = Feb 1st to 7th (Monday to Sunday)
- Dynamic Pricing Week 1 = Feb 8th to 14th(Monday to Sunday)
- Dynamic Pricing Week 2 = Feb 15th to 21th (Monday to Sunday)

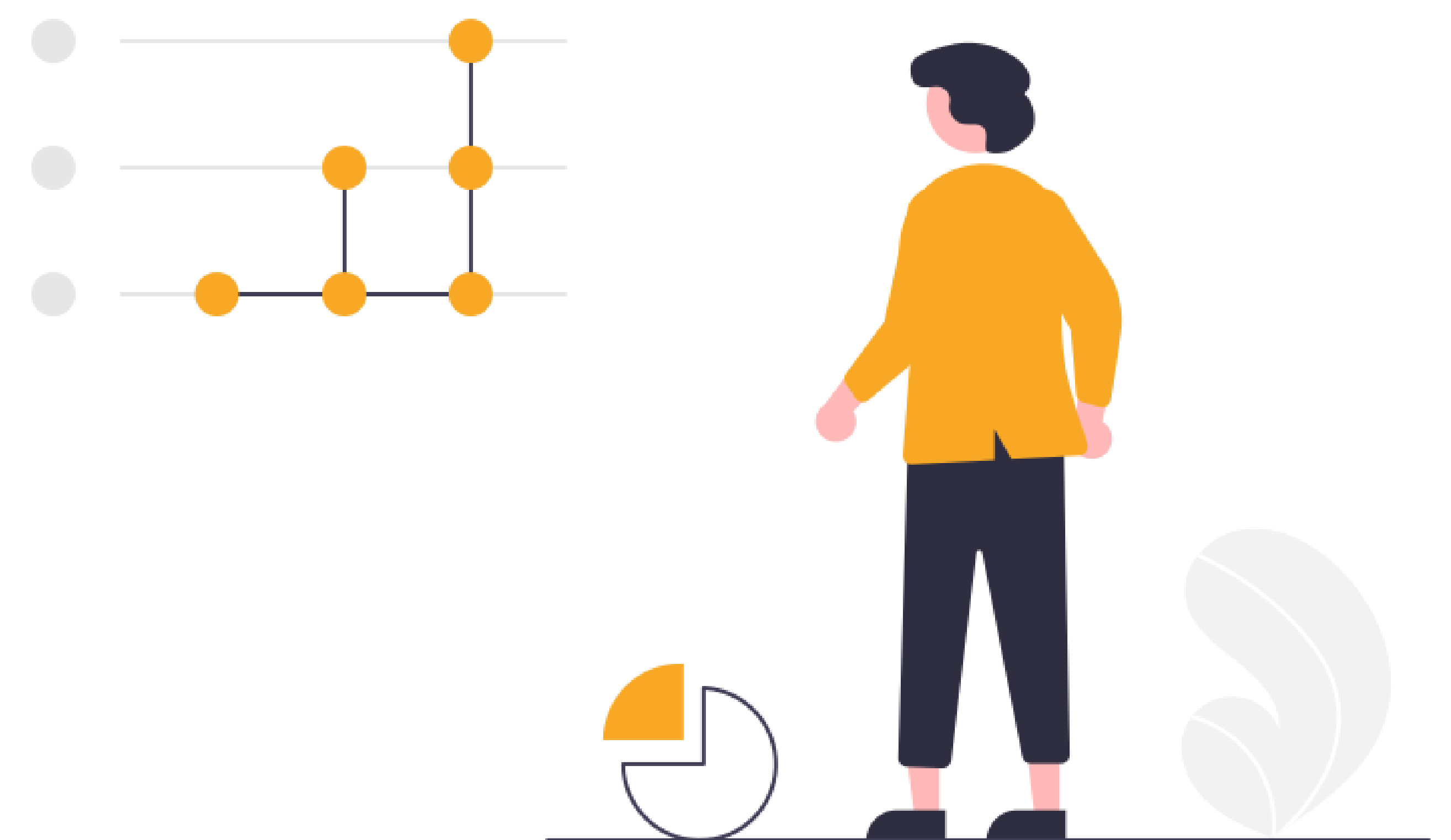
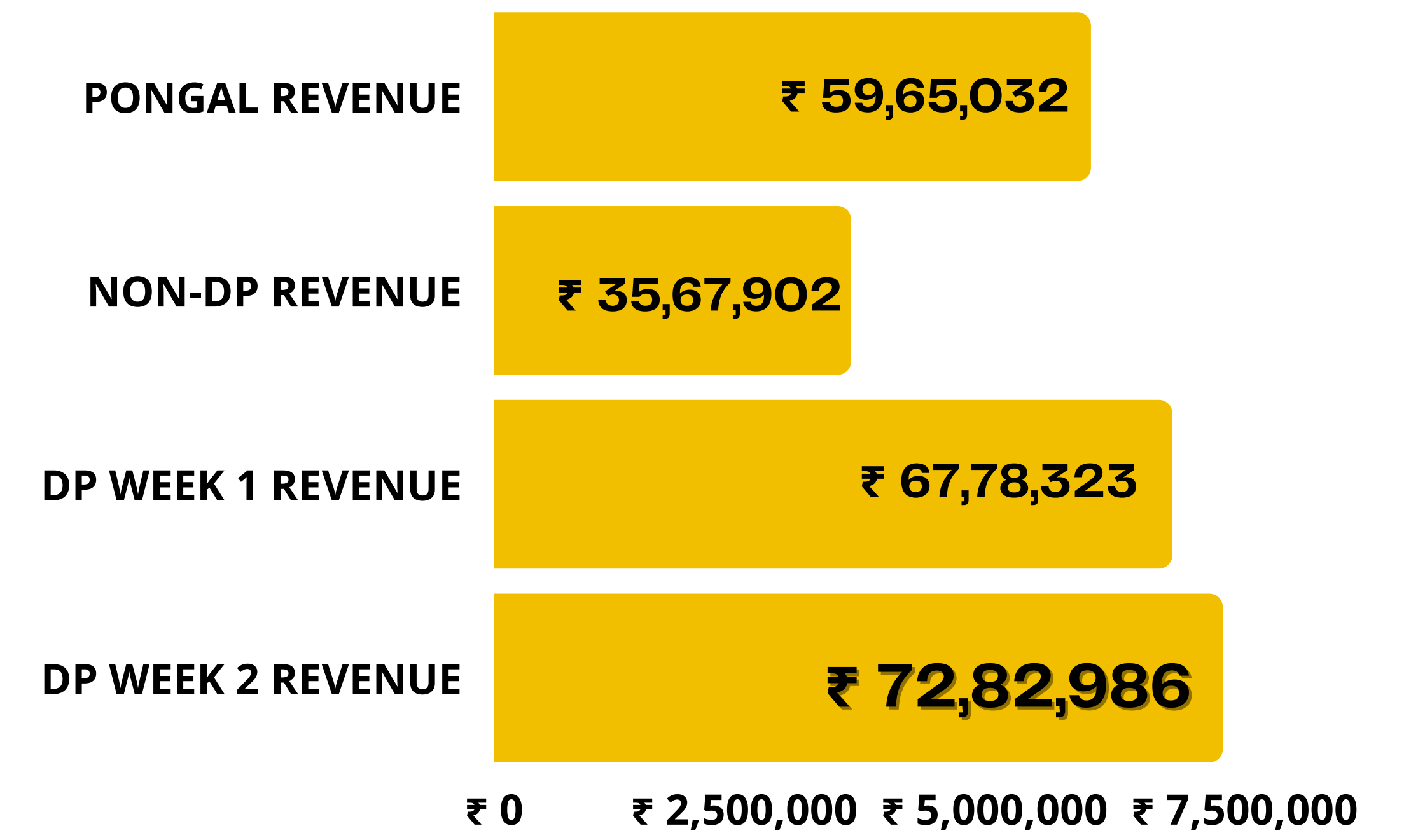
Festive season vs Dynamic Pricing.

- Pongal Week = 11th Jan to 17th Jan (Monday to Sunday)
- Compared to the festive season dynamic pricing gave an increase of 22% in revenue for the non-festive season.

Manual vs Dynamic pricing

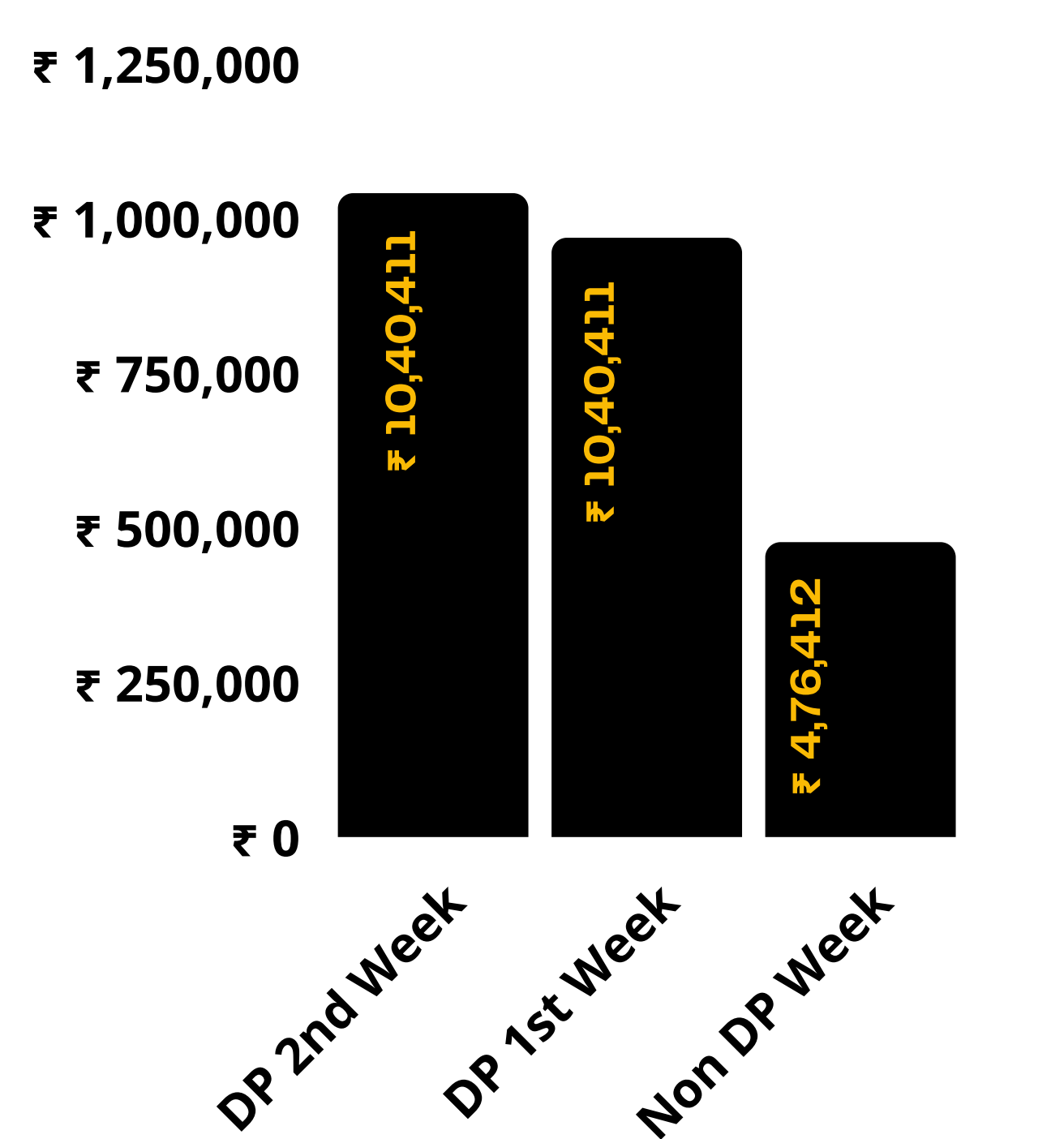
- Manual Pricing Week = Feb 1st to 7th (Monday to Sunday)
- Compared to manual pricing, dynamic pricing increased the per trip revenue from Rs.20,211 to Rs. 31,123

Significant revenue increase after using dynamic pricing in comparison to the peak period of the season(Pongal).

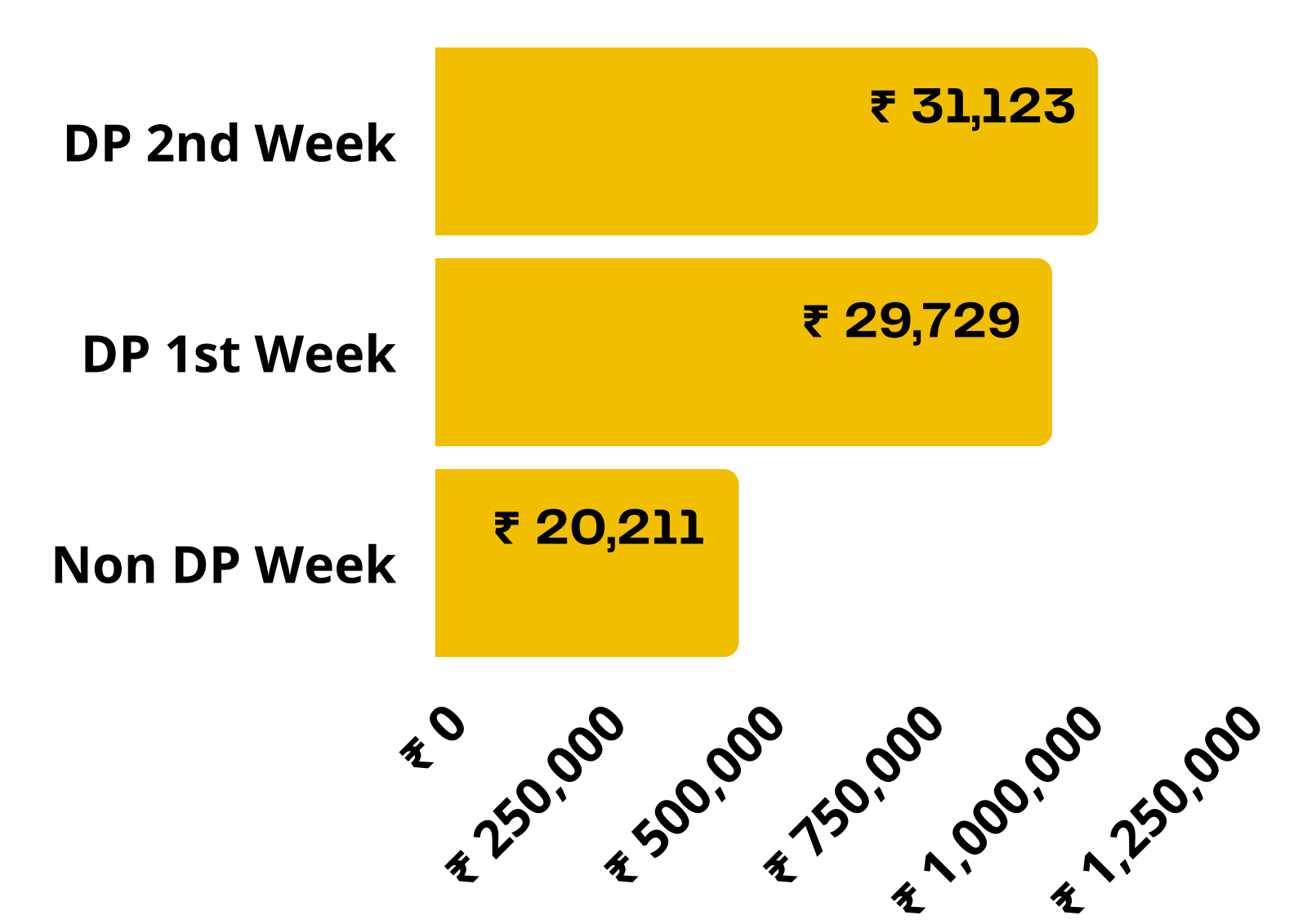


Overall Summary		
DYNAMIC PRICING Week (15th Feb to 21st Feb)(Monday to Sunday)	Total Trips	234
	Overall Revenue	₹ 72,82,880
	Overall ASP	₹ 1,088
	Overall Occupancy	93%
	Revenue/day	₹ 10,40,411
	Revenue/ trip	₹ 31,123
DYNAMIC PRICING Last Week(8th Feb to 14th Feb) (Monday to Sunday)	Total Trips	228
	Overall Revenue	₹ 67,78,290
	Overall ASP	₹ 1,064
	Overall Occupancy	91%
	Revenue/day	₹ 9,68,327
	Revenue/ trip	₹ 29,729
Non Dynamic Pricing Week(1st Feb to 7th Feb) (Monday to Sunday)	Total Trips	165
	Overall Revenue	₹ 33,34,885
	Overall ASP	₹ 1,120
	Overall Occupancy	63%
	Revenue/day	₹ 4,76,412
	Revenue/ trip	₹ 20,211

Revenue/Day



Revenue/trip



Occupancy increased to 91% from a mere 63% (Manual). Further dynamic pricing grew occupancies to 93% in the second week.

Occupancy %

