

Accurate identification of high demand days beforehand by **Viaje.ai**.

Solution by Viaje.ai

Route: Nagpur-Pune 3 PM sleeper schedule

- Dynamic Pricing was applied to Nagpur-Pune 3:00 PM schedule from November 2019 onwards
- 24th November was an interesting day for this route
- Booking started happening 11 days before the departure date
- Sciative's Artificial Intelligence bot was able to predict the high demand much in advance
- It sold the first 2 tickets at Rs. 1,895. However, manual pricing for 4:00 pm (NON-DYNAMIC PRICING) was kept between Rs. 1,400-1450
- Highest Prices:
 - DP schedule – Rs. 1,955
 - Non-DP Schedules – Rs. 1,550

Day-by-Day booking details of DP and Comparison buses.

Nagpur-Pune 3PM schedule V/S Competition Bus

Date	4:00PM (Competition)		3:00PM (DP)	
	Average Price (Rs.)	Seats sold	Average Price (Rs.)	Seats sold
09-11-2019	-	-	1,895	2
10-11-2019	1,450	3	-	-
13-11-2019	-	-	1,955	1
16-11-2019	1,475	4	-	-
17-11-2019	1,438	8	1,600	3
18-11-2019	1,550	2	1,400	2
19-11-2019	1,550	1	1,550	1
20-11-2019	-	-	1,400	4
21-11-2019	1,400	3	1,800	2
22-11-2019	-	-	1,830	3
23-11-2019	1,475	4	1,643	6
24-11-2019	851	5	916	9

- Correctly predicting demand, the model kept the price high initially
- 11 days before departure the DP bus sold one seat at Rs.555 higher than the 3:30 schedule
- The DP bus sold the premium seats at high rates while the 4:00 PM and 3:30 PM schedules liquidated them at lower prices
- The model then sold low priority seats also at high prices due to high market demand
- On chart date, the model dropped prices, thus boosting bookings via routes
- It was later understood that this was the day of the CAT exam, and demand patterns were successfully captured by the AI model which manual pricing could not. This is evident from a price spread of Rs.1,039 (Rs.916-Rs.1,955)

