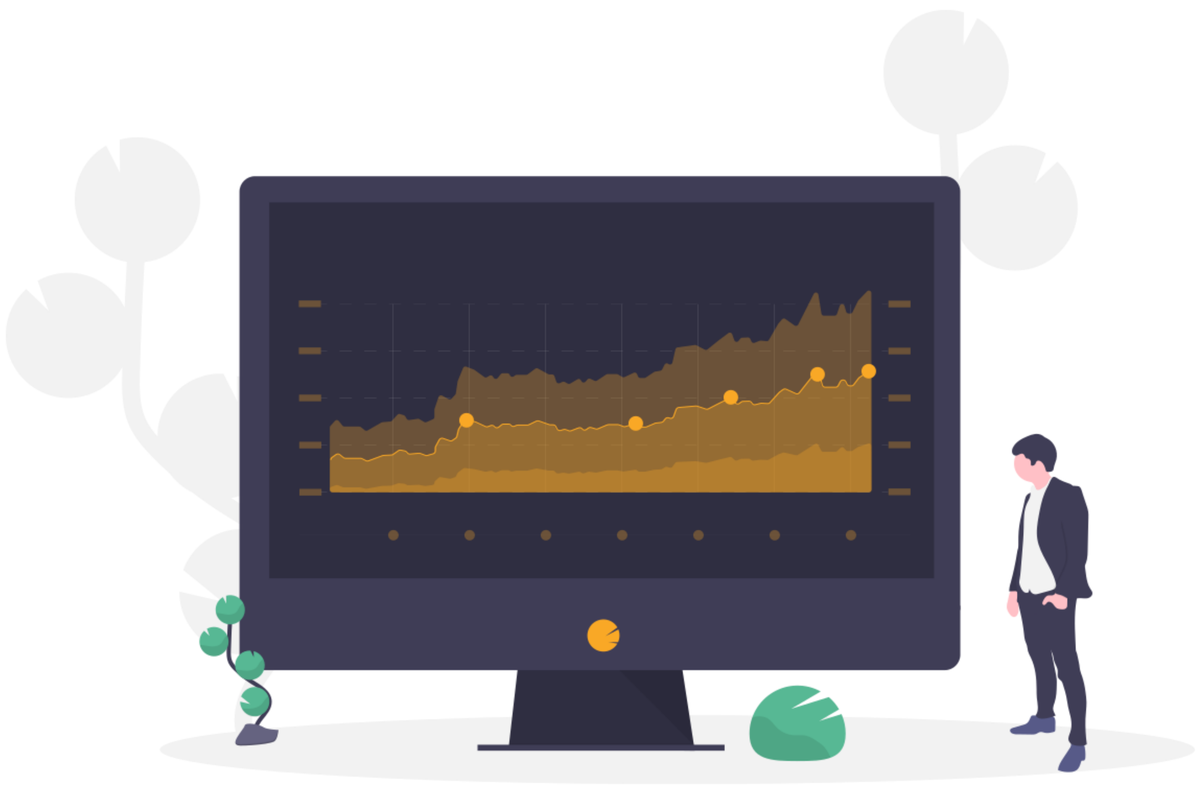
Attracting customers to our buses through calculated price drops initially, perfectly exploiting customer's herd behavior with *Viaje.ai*

Sciative
we price right

Solution by Viaje.ai

Route: Ahmedabad-Delhi 5:30 PM Sleeper

- 5th February was ideally supposed to be a lean day in the Ahmedabad-Delhi market
- The model started with lower prices than the market, but later used real-time demand prediction to accurately increase prices
- The result was that DP bus sold ~24% more seats and earned 2X the revenue as compared to the competition
- The lowest price in DP bus was 560/- (Jaipur-Delhi Via route) and the highest was 1800/- (Main route), showing a ~220% price spread.



Ahmedabad-Delhi 5:30 PM Sleeper V/S Competition Bus.

Date	Competition 4PM VOLVO (36)			DP Bus VOLVO (38)		
	NON DYNAMIC PRICING			DYNAMIC PRICING		
	Seats	Revenue	Avg Price	Seats	Revenue	Avg Price
31st Jan	1	₹ 1,400	₹ 1,400	Prices at 1600		
1st Feb	1	₹ 1,700	₹ 1,700	Prices at 1600		
2nd Feb						
3rd Feb	3	₹ 3,000	₹ 1,000	1	₹ 1,160	₹ 1,160
4th Feb	4	₹ 4,800	₹ 1,200	13	₹ 18,150	₹ 1,396
5th Feb	20	₹ 16,952	₹ 848	22	₹ 37,350	₹ 1,698
Total	**29**	**₹ 27,852**	**₹ 960**	**36**	**₹ 56,660**	**₹ 1,574**

- The model started with lower prices than comp to sell seats
- After selling 2 seats at 1,700/- till 3rd Feb, the sales of the competition halted. The model started selling seats at 1400-1500
- Till 10 AM on DOJ, the model had kept prices around 1450 and sold 18 seats while competition had sold 9 and was at 1500+
- Now that the model had achieved threshold occupancy, it started increasing prices and sold 16 more seats between 1600-1800
- The model ended up selling 24% more seats than the competition and earned a revenue MORE THAN 2X that of the competition
- This was possible due to AI-driven demand-based price changes