

Extract every ounce of inventory to maximize revenue using **Viaje.ai**.

Solution by **Viaje.ai**

Route: Delhi-Ahmedabad 6 PM schedule

- Dynamic Pricing was applied to Delhi-Ahmedabad 6 PM schedule from November onwards
- There were many cases where the model successfully sold a single-seat twice, sometimes even thrice between via routes by optimally driving down prices on via routes
- This created a two-fold effect:
 - a. The overall seat price increased Eg: For seat no 1, the price on the main route A to D is Rs. 1,000, but if that seat is sold on 3 via routes, A to B, B to C, C to D for Rs. 400 each then the seat price becomes Rs. 1200 (20% lift)
 - b. The customers automatically preferred seat no 1 due to lower prices set by model for seat no 1. This prevented another seat from being broken on the main route. Thus, it utilized inventory in the most optimum manner possible

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

Delhi-Ahmedabad 6 PM schedule, 29th Nov 2020 (Friday)

- 29th November for this schedule had full occupancy and the highest revenue earned for the month of November
- There were FOUR instances where one seat was sold thrice in a single trip itself
- This led to revenue maximization for this schedule

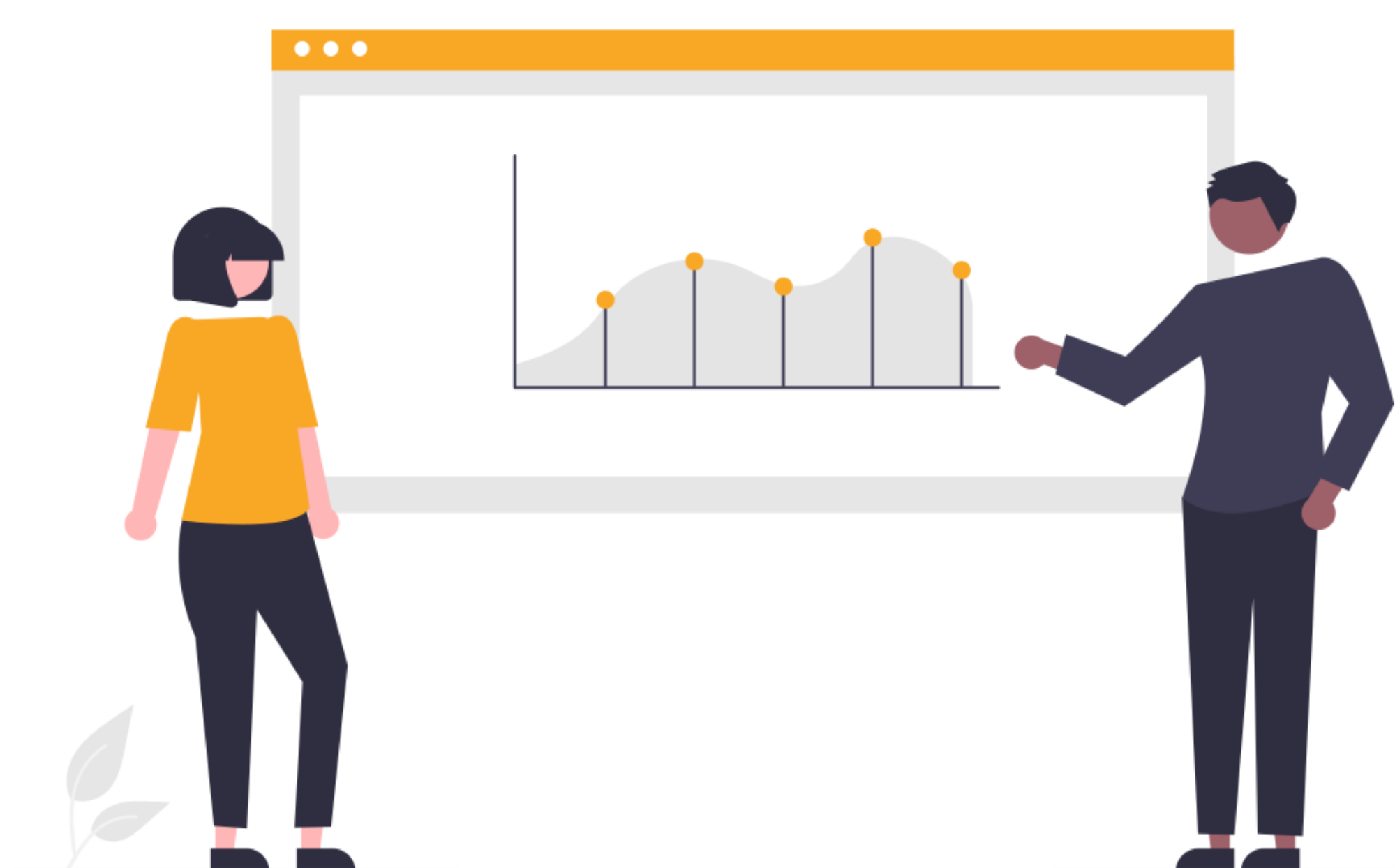
Certain figures were:

- The total number of bookings =53 (bus capacity 36)
- Occupancy: 147%
- Main route Bookings = 13
- Via-route Bookings= 40
- Revenues on main route = Rs 21,915
- Revenues on via-route = Rs 44,015
- Average Price on main route= Rs 1,686
- Average Price on via-route=Rs 1,100

Seat No	No Of Bookings	Seat Price
A	1	1720
B	1	1375
C	2	2030
D	1	1675
E	1	1895
F	1	1660
G	1	1940
H	1	1375
I	1	1600
J	3	3125
L	1	1800
L1	2	1925
L10	3	2450
L11	2	1835
L12	2	1835
L13	2	2210
L14	2	2210
L15	3	3175
L16	1	1180
L17	1	1635
L18	1	1635
L2	2	1925
L3	1	1680
L4	3	2805
L5	1	1600
L6	1	1600
L7	1	1600
L8	2	1345
L9	1	1685
M	1	1720
N	1	1720
O	3	2605
P	1	1600
Q	1	1880
R	1	1880
Grand	53	65930

Seat Level Price Optimization on via-routes

Data for seat J and seat L15



Seat No.	Booking Date & Time	Booking time	Seat Price	Booking From	Booking To
L15	28-11-2019	16:21	1170	Jaipur	Bhilwara
L15	29-11-2019	17:20	810	Delhi	Jaipur
L15	29-11-2019	20:52	1195	Bhilwara	Ahmedabad

Maximization of revenue per seat

Seat No.	Booking Date & Time	Booking time	Seat Price	Booking From	Booking To
J	28-11-2019	16:21	1170	Jaipur	Bhilwara
J	29-11-2019	14:59	815	Delhi	Jaipur
J	29-11-2019	20:52	1140	Bhilwara	Ahmedabad



Price for Via route Delhi-Jaipur for seat J decreased from 1000 to 810 so that customers prefer this seat over all other seats