

SCIATIVE SOLUTIONS PRIVATE LIMITED

# Route Report

BANGALORE - CHENNAI

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 taking into account 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 20<sup>th</sup> November 2019 to 20<sup>th</sup> February 2020.

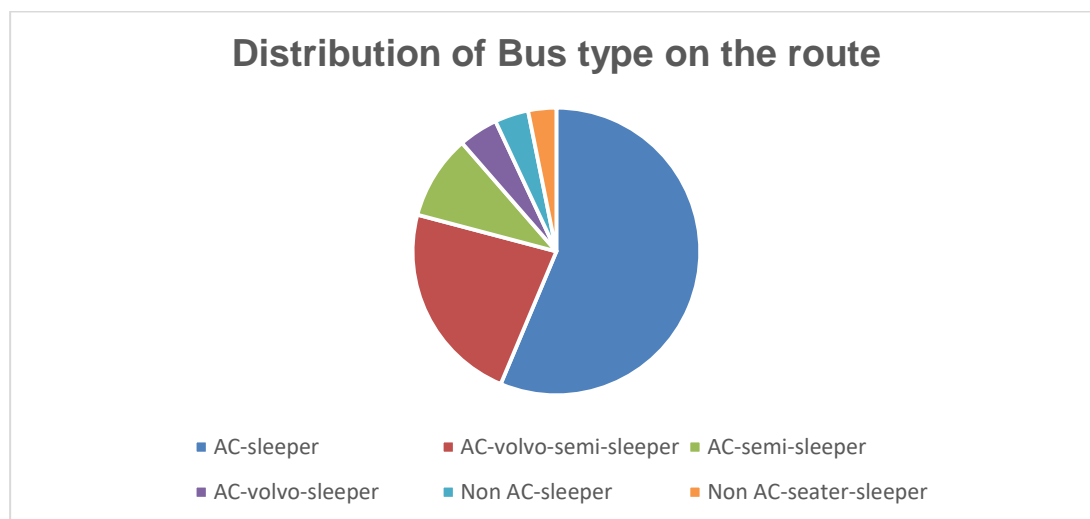
**Source:** Bangalore

**Destination:** Chennai

**Distance:** 347.2 km (*source: google maps*)

**Duration:** 6 hours

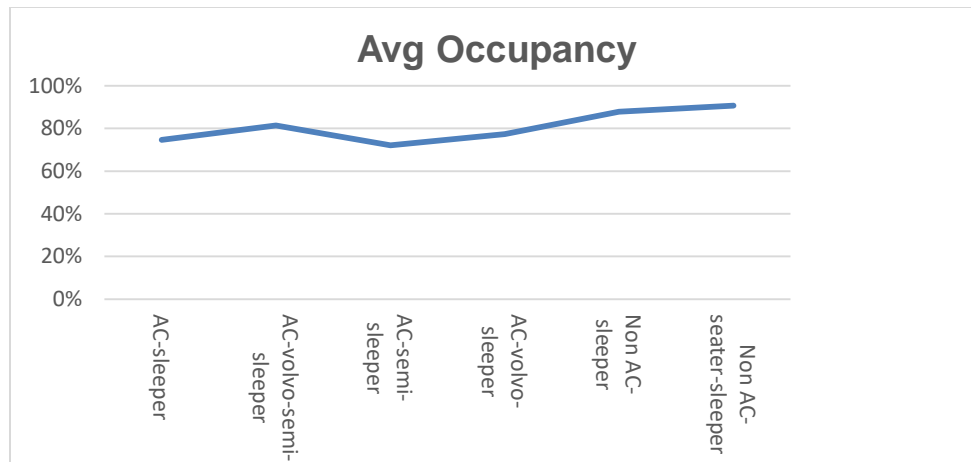
**Middle cities:** Some of the major cities contributing towards the revenue on this route are: Hosur, Krishnagiri, Vaniyambadi, Ambur, Vellore, Ranipet, Kanchi, Sriperumbudur.



- Mainly A/C sleeper buses and A/C Volvo semi-sleeper ply on the Bangalore-Chennai route.
- On a high demand day like weekend and festivals, the number of schedules on this route are increased by 25 % 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 travelers.
- More than 50 percent of the schedules have the departures between 9 pm to 12 pm.



- Customers prefer to travel in both sleeper buses or Seater-Sleeper buses and give preference to Non-AC buses. Customers are ready to pay higher premiums for AC Sleeper buses owing to the comfort



- On an average Volvo AC Sleepers and other AC sleepers' buses are sold at similar price
- Average price per seat of AC sleepers (Volvo and others) are between Rs. 850-900; whereas Non-AC sleepers and AC Semi Sleepers sell between Rs.550 – Rs.650



- The seat prices differ based on the time of departures (a detailed study of the schedule times are also conducted by Sciative to find the most suitable time slots to ply what kind of bus).

### **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:

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