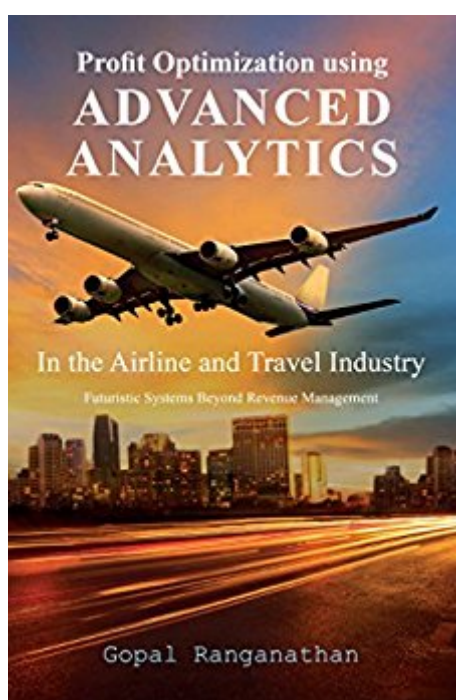The book was found

Profit Optimization Using Advanced Analytics In The Airline And Travel Industry: Futuristic Systems Beyond Revenue Management

Synopsis

The airline industry has come a long way since deregulation in 1978. Yet its ROI to investors is lowest among all industries. This book provides the secrets of how advanced analytics helps profit optimization. It is written with candor to show the limitations of todayÃ¢â ¬â„¢s most widely used systems and how new futuristic systems are needed for optimized decision making. It describes the systems, process and governance that align the entire management from the CEO down to the managers in making profitable decisions every time.Using numerous cases from the commercial functions of sales, revenue management, marketing and network planning, the book provides an insider look into the sub-optimal decision processes today. It shows how embedding advanced analytics from enterprise perspective optimizes the decisions. It provides a playbook for the CIO and C-Suite to build and ensure governance of the models, data and process for enterprise analytics. Commercial airlines that adopt the advanced analytics paradigm shift will see direct competitive advantage and lasting change in profits. This is the type of change recommended by Gopal Ranganathan, industry consultant and founder of Quad Optima Analytics, a company dedicated to helping airlines have this advantage.

Book Information

File Size: 4750 KB

Print Length: 203 pages

Publication Date: November 30, 2016

Sold by:Ã Â Digital Services LLC

Language: English

ASIN: B01N0LPHVK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #503,087 Paid in Kindle Store (See Top 100 Paid in Kindle Store)   #75 inÃ Â Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Operations Research   #114 inÃ Â Books > Travel > Food, Lodging & Transportation > Air Travel #313 inÃ Â Kindle Store > Kindle eBooks > Business & Money > Industries > Information Management

Customer Reviews

This book sets out the basic processes at the heart of airline revenue management, which in the case of legacy carriers have changed surprisingly little over recent decades, and describes how they can be rethought from the ground up to deliver very significant profitabiilty improvements. Airlines nowadays have access to many more data sources, and more importantly sell their seats very differently to in the past, so "business as usual" has the effect of leaving money on the table. Recommended as a blueprint for the next generation of airline commercial systems.

Profit Optimization Using Advanced Analytics in the Airline and Travel Industry: Futuristic Systems Beyond Revenue Management Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Profit Maximization: 5 Unique Ways to Increase Your Revenue, Decrease Your Costs, and Maximize Your Profit in 30 Days or Less! Data Analytics and Python Programming: 2 Bundle Manuscript: Beginners Guide to Learn Data Analytics, Predictive Analytics and Data Science with Python Programming Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Segmentation, Revenue Management and Pricing Analytics Delta: An Airline and Its Aircraft : The Illustrated History of a Major U.S. Airline and the People Who Made It R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics) Growing Mushrooms for Profit: The Definitive Step-By-Step Guide to Growing Mushrooms at Home for Profit (Growing Mushrooms for Profit, Growing Mushrooms ... Mushrooms, Growing Oyster Mushrooms) R for Everyone: Advanced Analytics and Graphics (2nd Edition) (Addison-Wesley Data & Analytics Series) Engineering Design Optimization using Calculus Level Methods: A Casebook Approach: Math Modeling, Simulation, & Optimization A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Freemium Economics: Leveraging Analytics and User Segmentation to Drive Revenue (The Savvy Manager's Guides) Pricing and Revenue Optimization Travel: Amazingly Shocking Insider Travel Industry Tactics To FREE And Low Cost Travel Uncovered (Travel Books, Travel Reference) (travel writing, cruise, ... safari guide, how to travel the world) Government Regulation of the Alcohol Industry: The Search for Revenue

and the Common Good Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analysis. Get Your Business Intelligence Right Ã¢â ¬â œ Accelerate Growth and Close More Sales (Data Analytics Book Series) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Analytics: Data Science, Data Analysis and Predictive Analytics for Business