***Kushal***

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Seeking senior level assignments in Revenue Optimization with an organization of high repute, in India/ Abroad.

**Profile Snapshot**

A performance-driven professional with over 12 years of experience in Flight Analysis, Market Research, Business Development & Team Management. Adroit at designing procedures to ensure timely availability of business information necessary to facilitate critical decision-making process. Expertise in evaluating, establishing & maintaining the development policies, methodologies and procedures. Well versed with International rules & regulations of airfares at all levels of air travel across the globe. Deft in maintaining healthy working relationship with Sales, Airport, Marketing, E-Commerce, Network Planning, Groups and other departments.

Expertise in formulating, analysing implementing revenue management strategies to identify, leverage & optimise seat utilization and overall revenues. Competent in determining market potential and develop pricing strategies for various services. Conversant with Revenue/ Yield Management, Route Control, Pricing Analysis, Baggage controls ATPCo Fare Filing, GMS, Rules Coding, YQ – YR Tax, CAT 31-33 and Quality Assurance.Skillful in organizing, interpreting and communicating market information. Effective communication, presentation, negotiation, relationship management and leadership skills. Adept in imparting training, to new/junior staff.

**Knowledge Purview**

* Sound knowledge of:
	+ Route Inventory Management through AIRMAX, RADIXX & AirRM (RMS) and International & Domestic Pricing
	+ Various Fare filing systems like ATPCo, Amadeus Nego, and SabreMyFares, SITA pricing etc.
	+ Manual Proration
* Hands-on experience in:
	+ Identifying pricing/YM processes and streamlining them to achieve budgeted goals.
	+ Planning revenue strategies and identifying different leverages and inventory upsell opportunities.
	+ YQ/YR Tax Rules, Cat 25 – Fare by Rule, Cat 35 – Negotiated Rules, Cat 31/33 – Voluntary Changes and Refunds, Footnotes & other fare related products.
* Adept in spearheading:
	+ Economic Analysis of flight such as Current & Historical Market Demand, On-Routes Competition.
	+ Seasonality-Peak/ Shoulder/ Off-Peak, Day of the Week (Dow), Historical Load Factors and ATVs

on the flights

* + Quality Audits with various CRSs such as Galileo, Amadeus, Worldspan, and Sabre etc.

**Skill Set**

* Conducting detailed market study to analyze the latest trends & competitor activities, providing valuable inputs for product development and the pricing strategies to achieve revenue budget.
* Interpreting data for determining the performance & projecting profitability of flight routes & ensuring that the information is presented clearly, timely &consistently to aid quick decision making.
* Maximizing the revenues for flights by allocating the seats to sell at different price points, while understanding the complete economics surrounding the flight.
* Managing flights/capacity over the booking cycle of the flight with acute understanding of passenger demand by the traffic flows, passenger travel patterns-holiday period, sporting/special events, festival period, off peak etc.
* Formatting and analyzing the data and decision making on learning the information from the available data.
* Leading, mentoring &monitoring the performance of team members to ensure higher productivity & efficiency in process operations and meeting of individual & group targets.

**Employment Details**

**Mar’17 –Jun’17 FlightNetwork.com (ALP consultants), Mumbai Pricing Analyst**

* Manage and maximize revenue by timely implementation of new and changed competitive fares into market.
* Analyze competitor activity and pricing and recommend competitive responses aimed at maximizing FlightNetwork.com revenue while balancing the market share position.
* Contribute to the development, implementation and execution of the market pricing strategy for assigned markets.
* Continually review working practices to drive best practices and remain at the forefront of the industry innovation.
* Collaborate with a wide range of internal stakeholders for FlightNetwork.com including sales and marketing.

**May’15 – December’16: Flydubai Aviation Corporation, Dubai Revenue Management Officer**

* Handling India/Iraq/Saudi Arabia/Iran/Nepal markets – Route management.
* Analyzing passenger demand by the traffic flows and passenger travel patterns and its effect on the whole network.
* Accepting/Rejecting groups/series on the assigned routes based on forecast demand/Historical data/Distress.
* Analyze and validate/correct the forecast on respective routes in co-ordination with the MIS Team.
* Achieving the target revenues at the desired Seat Factor & Yield for the assigned markets as per Budget using Target Plus.
* Monitor competitor activities and ensure pricing is competitive in the market to maximize revenues on the assigned markets.
* Overbooking flights to maximize revenues in cases of full flights with no-show rate. Post-departure analysis of previous day departures- DNB check/Baggage offloads etc.
* **STAR “Critical Seat Factor” for the month of August 2015.**

**Jul’12 – Apr’15: Go Airlines (India) Ltd., Mumbai Senior Flight Analyst**

**Growth Path**

Oct’13 – Apr’15: Senior Flight Analyst

Jul’12 – Sep’13: Flight Analyst

* Consolidating the availability of seat inventory on assigned flights, while focusing on improving revenue targets, yields, RASKs, Revenues & LFs
* Assessing economics of the flight as per current & historical market demand, price elasticity, on-route competition, historical performance (Yield/LF), etc.
* Working on Radixx/ AirRM to drive automation of flight handling through business rules, flight alerts, etc.
* Evaluating the booking trends on the flights, monitor and report advanced bookings on assigned routes implementing strategies to improve forward booking profiles
* Facilitating timely feedback & recommendation to NP pertaining to demand for additional /cancellation of flight based on demand, performance and projections.
* Effectuating inventory control techniques to enhance company’s profitability by analysing the uptake of various pricing products and optimizing the allocations for better yield.
* **Got the performance linked incentive for the achieving the revenue target for the year 2012-13. Part of FAM trip to Port Blair in association with travel partner.**
* Study competitive schedules and distribution channel mix in the assigned market and identify strategies to improve revenue.

**May’10 – Jun’12: Kingfisher Airlines Ltd., Mumbai Flight Analyst**

**Growth Path**

May’10 – Mar’11: Executive – Pricing

Apr’11 – Jun’12: Flight Analyst

**Highlights**

* Steered efforts towards maximizing the revenues for flights by allocating seats at different price points.
* Optimum usage of Airmax Revenue Management System.
* Decision making based on historical load factors and achieving the budgeted SF, ATV and Revenue targets.
* Overbook the flights basis no show history on assigned routes; monitor and manage overbooking and inform Stations in advance about overbooking status/expected DBs per company SOPs.
* Review and evaluate pricing proposals based on financial analysis, competitive assessment, trend analysis, market dynamics and regulatory issues.
* **Got the performance linked incentive for the achieving the revenue target in the International pricing team for the year 2010-11**.
* Track competitive changes, perform analysis to determine and develop reaction and implement decisions.
* Decide on Benchmark carriers in consultation with Sales. Analyze the usage/productivity of fares floated in the market. Interact with the Field to optimally respond to various pricing request or recommendation.

**Apr’08 – Apr’10: Jet Airways (I) Ltd., Mumbai Executive – Fare Distribution**

**Highlights**

* Efficaciously worked towards handling Fare Filing, Footnotes and Rules Coding through ATPCo.
* Attended Automated Voluntary Changes and Refunds Programme conducted by ATPCo in Singapore. (Aug,2009)
* YQ/YR Tax for Jet Airways and JetLite, while conducting NDCs to ensure exact implementation and automated pricing of Surcharge as per intent in all the GDSs
* Public, Private, WEB, Companion & Global Marine fares as required by E-Commerce, Revenue Management, Sales Departments and other teams.

**Feb’06 – Mar’08: Tata Consultancy Services Ltd., Mumbai Sr. Process Associate**

**Highlights**

* Distinguished efforts towards allocating work & conducting quality audits and act as trouble-shooter to solve team’s problem pertaining to operations.
* Served as Shift In-Charge of Sabre MyFares Team for filing Negotiated/ Private Fares through Amadeus Negotiated System and Sabre MyFares System respectively
* Awarded the “Continuous Commitment” award for completing 3 years in TCS.
* **Felicitated with ‘Star of the Month’ Award in Jan’07 amongst a team of 120 members, for excellence in working with Sabre MyFares System**

**Jul’04 – Jan’06: Airline Financial Services Ltd., Mumbai Junior Associate**

* Handling fare construction, footnotes, etc. through ATPCo.
* Accountable for filing fares through different fare filling and rules coding systems and quality checks in CRSs.
* Audit the business cases/Filings implemented by team members in various CRSs/GDSs like Galileo, Amadeus, Worldspan, Sabre etc.

**IT Skills**

Operating System: MS Windows (9X/ ME/ XP)

Package: MS Office and Internet Applications

Market Intelligence system: PAXIS (By IATA), MIDT, QL2, and INFARE travel solutions.

Fare System: ATPCo, AmadeusNegotiated System and Sabre MyFares.

GDS: Galileo, Amadeus, Worldspan and Sabre.

Revenue Management System: AirRM and Airmax.

Reservation/Host System: Sabre View 32, RADIXX

Other Applications: Revtrack, Radar, etc.

**Certifications**

* Automated Voluntary Changes and Refunds Programme Certification from ATPCO, Singapore in 2009
* IATA / UFTAA Consultant Course from Canada in 2007.
* Certification in SABRE CRS / GDS covering Airline Reservation in 2007
* IATA / UFTAA Foundation and EBT Course, Canada in 2005.

**Academic Qualification**

* Diploma in International Airlines and Travel Management from IATA in 2005(Foundation).
* Diploma in International Airlines and Travel Management from IATA in 2007(Consultant).
* B.Com. from Narsee Monjee College, Mumbai, Mumbai University in 2003.

**Personal Details**

Date of Birth: 1st April 1982.

Languages Known: English, Hindi, Marathi and Gujarati.