

Showing all information in one report

Air Fares Spanish Domestic

Showing Alliances, members and number of fare observations within the report

Count of gross fare		observation_date	
Alliance	sitename	carrier	14-02-2011 21-02-2011
Low Cost	Air Berlin	AB	614 615
	EasyJet	U2	62 49
	RyanAir	FR	5.357 5.174
	Vueling	VY	9.383 8.904
Star Alliance	Amadeus Metapricer	JK	1.347 1.366
	Spanair	JK	12.910 13.066
Oneworld	Iberia	IB	18.933 19.147
SkyTeam	AirEuropa	UX	8.014 8.809
Grand Total			56.620 57.130

Taking data from Infare Knowledge and creating an overview of alliances and competitors

Key performance indicator:

1. Average Fare
2. Average Fare per Kilometer
 - a) Comparing dates
 - b) Comparing alliances
3. Minimum Fare

Warning level (+/-)	3%	Fare changes
origin_country	ES	- in avg. Prive (amount)
currency	EUR	- in avg. Price per Km

1.

Comparing Obseva		Average of gross fare		Changes	
14-02-2011	21-02-2011	14-02-2011	21-02-2011	14-02-2011	21-02-2011
Star Alliance	76,0	80,7	↑	6,1%	
Low Cost	46,8	49,4	↑	5,4%	
One-world	157,6	160,3	→	1,7%	
Sky-Team	105,4	106,6	→	1,1%	
Grand Total	99,5	103,3	↑	3,8%	

2a.

Comparing Observ		Avg. Price_Km		Compare	
14-02-2011	21-02-2011	14-02-2011	21-02-2011	14-02-2011	21-02-2011
Star Alliance	0,150	0,159	↑	6,2%	
Low Cost	0,092	0,098	↑	6,4%	
One-world	0,339	0,344	→	1,7%	
SkyTeam	0,160	0,168	↑	4,8%	
Grand Total	0,199	0,207	↑	4,1%	

2b.

Warning level (+/-)	30%
origin_country	ES

Comparing Alliance		Avg. Price_Km		Compare	
14-02-2011	21-02-2011	14-02-2011	21-02-2011	14-02-2011	21-02-2011
Star Alliance	0,150	0,159			
Low Cost	0,092	0,098	⊗	-38% ⊗	-38%
One-world	0,339	0,344	✓	126% ✓	116%
SkyTeam	0,160	0,168	⚠	7% ⚠	6%
Grand Total	0,199	0,207			

Market information on a route level (€)

Air Fares Spanish Domestic

Route_Level	Alliance											
	Star Alliance			Low Cost			One-world			Sky-Team		
	14-feb	21-feb	21-feb	14-feb	21-feb	21-feb	14-feb	21-feb	21-feb	14-feb	21-feb	21-feb
ES												
ACE-BCN	168	173	2,6%	63	59	-6,5%				187	208	11,1%
ACE-BIO	159	142	-10,8%							189	175	-7,4%
ACE-MAD	111	120	8,4%	67	64	-4,8%	234	238	1,5%	157	141	-10,1%
ACE-SCQ										172	172	-0,2%
ACE-SVQ							534	536	0,5%			
AGP-BCN	59	64	9,3%	42	44	4,9%						
AGP-LPA				90	91	0,7%	130	126	-2,7%			
AGP-MAD	57	60	5,0%				159	161	1,0%			
AGP-TFN				88	96	8,0%	125	132	5,5%	114	130	13,9%
AGP-TFS	154	138	-10,4%									
ALC-BCN	60	63	4,9%	43	46	8,1%						
ALC-MAD	53	59	11,2%	28	28	0,5%	160	162	1,5%			
BCN-BIO	49	55	12,6%	53	56	6,8%						
BCN-FUE	152	300	97,6%									
BCN-GRX	66	67	2,6%	68	74	9,0%	94	98	4,7%			
BCN-IBZ	55	60	9,5%	31	35	11,9%	59	64	8,3%	65	68	4,8%
BCN-LCG	55	58	4,7%	46	51	11,1%	69	72	4,1%			
BCN-LPA	126	134	7,0%	67	70	4,9%				129	141	8,5%
BCN-MAD	66	70	5,9%	50	53	5,4%	158	159	0,3%	76	79	3,7%
BCN-MAH	42	48	12,8%	40	44	10,1%	59	63	6,8%	57	58	1,5%
BCN-OVD	54	61	13,5%	51	55	8,4%	72	76	5,4%			
BCN-PMI	46	51	12,2%	39	42	5,4%	64	67	4,7%	60	61	1,9%
BCN-SCQ	53	55	3,7%	36	38	6,6%						
BCN-SVQ	60	66	10,1%	49	52	5,7%						
BCN-TFN	127	131	3,7%	119	127	6,7%				189	200	6,0%
BCN-TFS	108	125	16,0%	66	64	-3,4%						
BCN-VGO	61	64	5,5%	53	56	6,8%	74	77	3,2%			
BCN-VLC	76	66	-13,6%				194	196	1,3%			
BIO-LPA	135	149	10,6%							167	164	-1,5%
SCQ-TFS	184	146	-20,4%							153	157	2,8%
TFS-VGO										214	219	2,2%
TFS-VLC										157	184	17,0%
XRY-MAD							173	178	2,7%			
Grand Total	76	81	6,1%	47	49	5,4%	158	160	1,7%	105	107	1,1%

High level Pre-warning

Warning level or market expectations set to 5% and the indicators will show where to focus.

In this case we see that Star Alliance has decreased fares with more than 10% on 3 routes.

Drill down and see changes at a flight-level

Lowest Gross fare available (€)

Air Fares Spanish Domestic

Route_Level	Star Alliance			Low Cost			One-world			Sky-Team		
	Min of gross fare	14-feb	21-feb	Min of gross fare	14-feb	21-feb	Min of gross fare	14-feb	21-feb	Min of gross fare	14-feb	21-feb
ES												
ACE-BCN		57	72 ↑ 26,2%	21	21 → 0,0%					88	88 → 0,0%	
ACE-BIO		87	87 → 0,0%							88	88 → 0,0%	
ACE-MAD		54	54 → 0,0%	21	10 ↓ -53,4%		204	204 → 0,0%		61	61 → 0,0%	
ACE-SCQ										99	99 → 0,0%	
ACE-SVQ							532	532 → 0,0%				
AGP-BCN		26	29 ↑ 11,4%	6	7 ↑ 16,2%							
AGP-LPA				39	39 → 0,0%		62	62 → 0,0%				
AGP-MAD		33	34 ↑ 5,0%				78	78 → 0,0%				
AGP-TFN				39	44 ↑ 12,8%		67	67 → -0,4%		64	64 → 0,0%	
AGP-TFS		50	50 → 0,0%									
ALC-BCN		36	39 ↑ 8,3%	29	29 → 0,0%							
ALC-MAD		31	34 ↑ 9,6%	6	7 ↑ 16,2%		78	78 → 0,0%				
BCN-BIO		29	32 ↑ 10,2%	25	29 ↑ 16,0%							
BCN-FUE		152	152 → 0,0%									
BCN-GRX		28	31 ↑ 10,7%	29	29 → 0,0%		46	46 → 0,0%				
BCN-IBZ		21	24 ↑ 14,4%	6	7 ↑ 16,1%		35	35 → 0,0%		32	32 → 0,0%	
BCN-LCG		28	31 ↑ 10,7%	24	29 ↑ 20,8%		46	46 → 0,0%				
BCN-LPA		55	55 → 0,0%	8	10 ↑ 25,0%					74	74 → 0,0%	
BCN-MAD		37	40 ↑ 8,1%	29	29 → 0,0%		45	45 → 0,0%		46	46 → 0,0%	
BCN-MAH		25	28 ↑ 12,1%	24	24 → 0,0%		40	40 → 0,0%		32	32 → 0,0%	
BCN-OVD		34	37 ↑ 8,8%	29	35 ↑ 20,7%		46	51 ↑ 10,9%				
BCN-PMI		25	28 ↑ 12,1%	6	7 ↑ 16,0%		35	35 ↑ 1,3%		30	30 → 0,0%	
BCN-SCQ		25	28 ↑ 11,8%	6	7 ↑ 16,2%							
BCN-SVQ		25	28 ↑ 11,8%	6	7 ↑ 16,2%							
BCN-TFN		55	55 → 0,0%	29	44 ↑ 51,7%					65	62 ↓ -5,4%	
BCN-TFS		55	55 → 0,0%	21	21 → 0,0%							
BCN-VGO		28	31 ↑ 10,7%	24	29 ↑ 20,8%		46	46 → 0,0%				
BCN-VLC		45	48 ↑ 6,6%				155	155 → 0,0%				
BIO-LPA		87	88 ↑ 1,7%							85	85 → 0,0%	
BIO-MAD		136	139 ↑ 2,2%				139	139 → 0,0%				

Marketing often need to know the lowest fare

This report do the check of minimum fares available on each route and carrer.

This report warn you with arrows and collors if an airline change the lowest fare.

Key performance Indicator:

3. Minimum Fare

Minimum fare increased by 3 €
- but not on all routes

Average fare per Kilometer (€/Km)

Air Fares Spanish Domestic

Route	Alliances		One-world		SkyTeam		Total Average
	Star Alliance	Low Cost	Average of P	Average of Price_Km	Average of F	Average of Price_Km	
	Average of Price_Km	Average of Price_Km	Average of P	Average of Price_Km	Average of F	Average of Price_Km	Average of Price_dist
ES							
⊕ FUE-VLC		0,021					0,021
⊕ BCN-TFS	0,056	0,028 ⚡ -49%					0,034
⊕ BCN-SCQ	0,063	0,043 ⚡ -31%					0,048
⊕ BCN-LPA	0,062	0,032 ⚡ -48%				0,065 ⬆️ 5%	0,054
⊕ AGP-BCN	0,084	0,057 ⚡ -32%					0,065
⊕ BCN-LCG	0,065	0,058 ⬆️ -11%		0,081 ⬆️ 24%			0,067
⊕ BCN-SVQ	0,081	0,064 ⬆️ -21%					0,068
⊕ BCN-TFN	0,060	0,058 ⬆️ -3%				0,091 ⬆️ 52%	0,070
⊕ BCN-VGO	0,072	0,063 ⬆️ -13%		0,086 ⬆️ 19%			0,073
⊕ AGP-LPA		0,064		0,089			0,077
⊕ BIO-LPA	0,073					0,080 ⬆️ 10%	0,078
⊕ BIO-TFS	0,075					0,086 ⬆️ 15%	0,079
⊕ ACE-BCN	0,087	0,030 ⚡ -66%				0,105 ⬆️ 20%	0,080
⊕ ACE-MAD	0,076	0,040 ⚡ -47%		0,151 ⬆️ 98%		0,089 ⬆️ 17%	0,084
⊕ SCQ-TFS	0,081					0,087 ⬆️ 7%	0,085
⊕ AGP-TFN		0,067		0,092			0,086
⊕ LPA-MAD	0,056	0,032 ⚡ -43%		0,131 ⬆️ 132%		0,067 ⬆️ 19%	0,087
⊕ ACE-BIO	0,076					0,094 ⬆️ 24%	0,089
⊕ BCN-OVD	0,086	0,077 ⬆️ -10%		0,107 ⬆️ 24%			0,090
⊕ MAD-TFS	0,081	0,037 ⚡ -55%		0,141 ⬆️ 75%			0,090

⊕ BCN-PMI	0,252	0,205 ⬆️ -19%		0,332 ⬆️ 32%		0,302 ⬆️ 20%	0,260
⊕ IBZ-MAD	0,182	0,090 ⚡ -51%		0,524 ⬆️ 188%		0,270 ⬆️ 48%	0,286
⊕ LPA-VLC				0,308			0,308
⊕ ALC-MAD	0,167	0,079 ⚡ -53%		0,459 ⬆️ 176%			0,326
⊕ LCG-MAD	0,285			0,358 ⬆️ 26%			0,330
⊕ MAD-VGO				0,347		0,313	0,332
⊕ AGP-MAD	0,138			0,373 ⬆️ 170%			0,339
⊕ XRY-MAD				0,380			0,380
⊕ MAD-VLC	0,187	0,121 ⚡ -35%		0,524 ⬆️ 180%			0,451
⊕ ACE-SVQ				0,453			0,453
⊕ BCN-VLC	0,222			0,663 ⬆️ 199%			0,516
⊕ BIO-MAD	0,459			0,562 ⬆️ 23%			0,523
Grand Total	0,159	0,098 ⚡ -38%		0,344 ⬆️ 116%		0,168 ⬆️ 6%	0,207

Compare across routes and markets

By taking the distance into the report we are able to compare average gross fare per kilometer across routes

You might want compare this to your own internal KPIs to get an idea of the impact of a changing market.

Market information – Expand / drill down

BCN-LCG	55	58	↑	4,7%	46	51	↑	11,1%
BCN-LPA	126	134	↑	7,0%	67	70	→	4,9%
BCN-MAD	66	70	↑	5,9%	50	53	↑	5,4%
BCN-MAH	42	48	↑	12,8%	40	44	↑	10,1%
BCN-OVD	54	61	↑	13,5%	51	55	↑	8,4%
BCN-PMI	46	51	↑	12,2%	39	42	↑	5,4%
BCN-SCQ	53	55	→	3,7%	36	38	↑	6,6%
BCN-SVQ	60	66	↑	10,1%	49	52	↑	5,7%
BCN-TFN	127	131	→	3,7%	119	127	↑	6,7%
BCN-TFS	108	125	↑	16,0%	66	64	→	-3,4%
BCN-VGO	61	64	↑	5,6%	52	55	↑	6,8%

Drill
down to
a lower
level

1. Expand to leg level

BCN-LCG	55	58	→	4,7%	46	51	↑	11,1%
BCN-LPA	126	134	↑	7,0%	67	70	→	4,9%
BCN-MAD								
BCN-MAD	64	67	→	3,8%	50	52	↑	5,5%
MAD-BCN	67	73	↑	8,1%	51	53	↑	5,4%
BCN-MAH	42	48	↑	12,8%	40	44	↑	10,1%
BCN-OVD	54	61	↑	13,5%	51	55	↑	8,4%
BCN-PMI	46	51	↑	12,2%	39	42	↑	5,4%
BCN-SCQ	53	55	→	3,7%	36	38	↑	6,6%
BCN-SVQ	60	66	↑	10,1%	49	52	↑	5,7%
BCN-TFN	127	131	→	3,7%	119	127	↑	6,7%
BCN-TFS	108	125	↑	16,0%	66	64	→	-3,4%
BCN-VGO	61	64	↑	5,6%	53	56	↑	6,8%
BCN-VLC	76	66	↓	-13,6%				

2. Expand further to weekdays

BCN-MAD								
BCN-MAD								
Mon	65	66	→	1,2%				
Tue	57	59	→	3,5%				
Wed	54	55	→	1,5%				
Thu	63	60	→	-4,0%				
Fri	67	68	→	1,5%				
Sat	82	90	↑	8,8%				
Sun	68	76	↑	12,5%				

3. Expand to departure hour - If needed!

This functionality can be used in all reports

Market information – the total picture

pos	(All)	▼
origin_country	ES	⌵
destination_country	ES	⌵
origin_city	(All)	▼
destination_city	(All)	▼
route	ALC-MAD	⌵
weeks_from_departure	(All)	▼

Average of gross_price		Alliances																				
		Star Alliance							Low Cost							Oneworld						
Destination_Country		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
EUR																						
MAD-ALC																						
7:00		56	51	35	37	37	35															
8:00									34	18	18	19	25			178	178	169	169	90	90	92
10:00				34										29		185	180	165	172	165		165
11:00																178	178	169	169	165	168	172
12:00									51	21	18	25	33	28	51							
13:00									24	24	22		27	31		181	167	165	165			165
16:00																178	195	173	179	183	167	202
17:00		70	59	60	64	59		67														
18:00																96	174	170	174	111		165
19:00																185	179	170	185	179	171	169
20:00	289																					165
21:00									38	29	30	30	40	33	45							
22:00																178	86	89	95	165	165	171
ALC-MAD																						
6:00									30	26	23	22	29									
7:00																172	177	167	167	163	163	164
8:00		78	82	53	57	56	57							29								
9:00																199	178	167	180	163	168	177
11:00																181	171	163	163	163		163
12:00				33																		
13:00																177	177	167	165	163	165	176
14:00									29	24	22	28	36	29	37							
15:00																	192	167	163	167		163
17:00																179	181	167	165	171	163	182
19:00		72	53	49	50	48		57														
20:00																181	172	168	168	163		163
21:00																105	105	105	113	109	102	129
22:00	287								20	19	18	21	29	25	33							
Grand Total		74	59	49	51	51	46	62	31	23	22	24	31	29	38	170	167	158	162	154	153	163

Average fare in a schedule and time table – One route

Shows average fares on weekdays and time of day for each airline on a given route

- Note:
- Possible to analyze
 - Weekdays
 - Time of day
 - Weeks from departure
 - Change of timetable S11