

Pricing Optimisation with Al Tayer Travel Group

The Client challenge

- Our client, a leading travel agency in the Middle East, needed to optimise their outdated online pricing strategy for airplane ticketing and tourism services

The GemSeek Approach

- Our team sat down with the client and brainstormed on key business logic which would drive price elasticity. Then our team of data scientists and analysts worked on a model which took historical booking data, client satisfaction, and competitor pricing, which evaluated price variation for a 3 year period across Saudi Arabia. Based on the outputs, we were able to create a viable pricing strategy for the next year

Impact

- Our pricing strategy was implemented in a one-month pilot program in Al Khobar, resulting in a 10% increase in revenue (as compared to the same month last year), adjusted for inflation

