Reports - Selecting Variables

Selecting Variables

- Reports are crucial in network planning because they translate raw data into structured insights for the organization
- Selecting variables is important because they serve as the foundational metrics and filters that give data meaning.
- These variables can be used by different time periods
  - Time of Day, Day of Week, Month, Quarter, Year

Selecting Variables

- For Analyzing Profitability Drivers

- Related to Cost / Operational data
  - Equipment Type
  - Facilities Rent
  - Fixed Expense as % of Total Cost
  - Frequency
  - Fuel Consumed
  - Operating Expense
  - % Mainline Dept
  - % of Payload Possible
  - % Widebody Dptrs
  - Seats / Aircraft
  - Stage Length

Selecting Variables

- For Analyzing Profitability Drivers

- Related to Revenue
  - Load Factor
  - Low Fare as % of High Fare
  - % Codeshare Flow
  - % International Fow
  - % Local Pax
  - % Local Revenue
  - % Premium Pax
  - Up / Downline Revenue % of Onboard Revenue
  - Yield

Selecting Variables

- For Analyzing Profitability Drivers
- Related to Competitiveness
  - LCC Share of Airports
  - LCC Share of O&D
  - Pax Share vs. Seat Share - Airports
  - Pax Share vs. Seat Share - O&D
  - Performance vs. Expected Share - Airports
  - Performance vs. Expected Share - O&D
  - QSI Airport Presence
  - Relative Capacity
  - Relative Market Share - Airports
  - Relative Market Share - O&D
  - Share of O&D Premium Pax
  - Yield Premium

Selecting Variables

- For Analyzing Profitability Drivers

- Related to Marketplace
  - Change in Industry Capacity
  - GDP
  - Leisure versus Business as a %
  - O&D Fare as % of Typical Industry Fare

Selecting Variables

- To assist in answering key questions:
- Are we flying in the right markets ?

Objective	**Metric/Chart**
Are we at right spokes?	VAUDNC distribution by spoke - Absolute margin - YoY margin change - Absolute VAUD
Are we flying right markets?	Absolute VAUD margin distribution by flight
System benefit / halo effect	Distribution of avg. number of other segments flown by pax on market vs. system average - by entity

Selecting Variables

- To assist in answering key questions:
- Do we have the right capacity ?

Objective	**Metric/Chart**
Are we gauging appropriately?	load factor distribution by flight by entity
	distribution of traffic that covers cost
Do we have right number of frequency?	# of flights VAUD positive in a market by frequency level - more than 10 frequency - more than 5 frequency
	VAUD variance by mean of first and last flight for greater than 10 frequency

Selecting Variables

- To assist in answering key questions:
- Are we flying at the right time ?

Objective	**Metric/Chart**
Are we varying capacity by DOW to maximize profitability?	Profitability by DOW - VAUD - FAUD
	ASMS/dep variation by DOW vs. OA
Are we varying capacity by season to maximize profitability?	Profitability by season distribution - VAUD - FAUD
	ASMS/dep variation by season vs. OA
Are we connecting efficiently?	non-circuitous O&D distribution by connect time vs. OA - 30 minutes of MCT - 60 minutes of MCT

Selecting Variables

- To assist in answering key questions:
- Are we utilizing constrained resources efficiently?

Objective	**Metric/Chart**
Maximizing aircraft utilization?	Block Hour / AC by equipment type vs. OA
	Stage Length / dep by equipment type vs. OA