



United Airlines Revenue Management Program

Job Title: Analyst
Reports to: Manager, Revenue Management

Overview

Our mission is to develop strategies to maximize passenger revenue performance and analyze revenue trends to support senior management decisions.

The Revenue Management Program offers a unique opportunity for self-starters to develop and implement plans that generate incremental revenue in a unique set of markets. As part of this team, analysts are placed into either Pricing or Yield Management:

- Pricing - Defines price points based on each segment's willingness to pay and assigns rules to the fares;
- Yield Management - Determines seat allocations to optimize the fare mix, forecasts demand for each fare product and overbooks seat sales to account for cancellations.

Each Analyst is provided with training focused on industry dynamics and airline economics. In addition, a mentor is assigned to each individual for personalized assistance and development.

Job Description

The Analyst is responsible for the development and implementation of revenue management strategies and tactics for a given set of markets. This may include utilizing pricing or yield management levers:

- Analyzes trends in fare usage, revenue and markets
- Assesses and segments customers based on market conditions
- Defines market conditions, including competitive positioning
- Develops forecasts of revenue changes
- Identifies and leverages pricing and inventory opportunities
- Formulates, analyzes and evaluates revenue strategies

Critical Skills and Experience

- Excellent analytical and problem solving skills
- Ability to handle simultaneous projects and adapt to a quickly changing environment
- Must be a self-starter and able to adapt to a fast-paced, changing environment
- Strong verbal and written communication skills
- Solid understanding of micro and macro economics
- Proven analytical and problem solving skills
- Strong interpersonal skills with focus on teamwork
- Excellent PC skills, including, Excel and Word
- Strong desire to be a part of a winning team and a matching work ethic and energy level

Education Requirements

Bachelor's degree with desired major in Business, Marketing, Finance, Economics, Mathematics, or other business-based field.