



AI-Powered Airline Data Analytics for Strategic & Operational Decision Making

26 – 30 July 2027
Madrid (Spain)



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Introduction

The AI-Powered Airline Data Analytics for Strategic and Operational Decision Making course equips aviation leaders with advanced analytical thinking tailored to the airline industry. It focuses on transforming complex airline data into actionable insights that support strategic planning and operational excellence. The course bridges traditional airline performance analysis with modern AI-driven decision frameworks.

Participants will explore how data analytics enhances network design, revenue optimization, operational efficiency, and sales performance. The AI-Powered Airline Data Analytics for Strategic and Operational Decision Making program emphasizes practical modeling, forecasting logic, and executive-level interpretation rather than technical coding. It provides a structured pathway for leveraging AI-enabled analytics to strengthen competitiveness and long-term airline sustainability.

Targeted Groups

This AI-Powered Airline Data Analytics for Strategic & Operational Decision Making training targets professionals seeking specialized knowledge and skills:

- Airline strategy and planning managers.
- Network and route development leaders.
- Revenue management and pricing professionals.
- Airline operations and performance managers.
- Commercial and sales strategy executives.
- Aviation finance and business analysts.
- Digital transformation and innovation leaders in the airline industry.

Course Objectives

Participants will achieve the following objectives by completing the AI-Powered Airline Data Analytics for Strategic & Operational Decision Making course:

- Understand core airline datasets and performance indicators across key business areas.
- Apply structured analytical thinking to strategic and operational airline decisions.
- Build scalable Excel-based models for airline planning and forecasting.
- Interpret demand patterns using trend, seasonality, and predictive logic.
- Evaluate route profitability and pricing performance with data-driven insights.
- Link operational performance metrics with commercial and sales outcomes.
- Integrate AI-supported analytics into executive reporting and decision workflows.
- Assess analytics maturity levels and define practical AI adoption pathways.
- Strengthen strategic judgment using data-backed scenarios and forecasts.

Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic interpretation of airline data and KPIs.
- Analytical modeling using Excel for airline decision support.
- Forecasting passenger demand and market behavior.
- Evaluating network, revenue, and pricing performance.
- Diagnosing operational inefficiencies through data analysis.
- Aligning sales performance with operational outcomes.
- Applying AI-enabled insights for executive-level decisions.
- Ensuring data governance, quality, and ethical analytics practices.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Passenger demand forecasting for seasonal and emerging markets.
- Route performance assessment under changing fuel and pricing conditions.
- Revenue and pricing adjustments in competitive airline environments.
- Operational delay and capacity utilization impact on profitability.
- Sales performance analysis linked to network and schedule changes.
- Executive decision scenarios using predictive dashboards and analytics outputs.

Course Content

Unit 1: Foundations of Airline Data Analytics for Leaders

- Key airline datasets and KPIs across network planning, revenue management, pricing strategy, operations performance, and sales analytics.
- Data governance structures, data ownership, and decision-making frameworks for airline leadership.
- Analytics maturity models and structured AI adoption roadmaps tailored to airline organizations.

Unit 2: Excel-Based Strategic Data Modeling

- Building scalable airline estimation, planning, and performance models using Excel.
- Structuring financial, operational, and commercial data to support advanced analytics and AI readiness.
- Automation techniques in Excel, including advanced functions, macros, and scenario-based modeling.

Unit 3: Passenger Demand & Market Forecasting

- Forecasting passenger volumes using trend analysis, seasonality patterns, and historical data.
- Applying machine learning logic concepts for demand prediction without coding.
- Designing demand scenarios for new route launches and network expansion decisions.

Unit 4: Network, Revenue & Pricing Intelligence

- Evaluating route profitability, ancillary revenue streams, and fare structures.
- Interpreting AI-driven pricing insights to enhance competitive positioning.
- Network strategy optimization using integrated demand, revenue, and pricing data.

Unit 5: Operational & Sales Performance Analytics

- Analyzing airline performance bottlenecks related to capacity utilization, turnaround time, delays, and load factors.
- Sales analytics techniques for executive decision support and corporate strategy alignment.
- Real-world airline case studies connecting operational efficiency with sales and revenue outcomes.

Unit 6: AI Integration for Airline Decision Guidance

- Integrating AI analytics into existing airline strategy, planning, and reporting systems.
- Using dashboards and predictive indicators for executive-level decision making.
- Ethics, regulatory compliance, data quality management, and long-term scalability of airline AI analytics.

Final Insights & Key Takeaways

Participants will leave with a structured framework for applying AI-powered airline data analytics to strategic and operational decisions. The program strengthens executive confidence in using data-driven insights to optimize performance, competitiveness, and long-term airline growth.