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# Airline Income Optimization

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## ABSTRACT

Iberia, the air transport leader company in Spain and South America, uses powerful analytic solutions from SAS® to maintain this leadership through effective demand forecasting, customer intelligence, and income management optimization.

Adapting the company's existing technology, SAS analytic solutions such as SAS/STAT®, SAS/ETS®, SAS/OR®, and SAS® Enterprise Miner™ helped Iberia identify the best balance between customer necessities and products offered, maximizing the company's income.

SAS developed different tools such as a low cost optimization module based on new customer behavior trends. Thanks to that, Iberia improved in 5 points each seat cost-effectiveness in a 22-flight test.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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