

Revenue Management: Dynamic Pricing & Forecasting

3 Days

DURATION

11

MODULES

49

TOPICS

LEARNING OBJECTIVES

- Explain core revenue management concepts and terminology
- Identify customer segments and tailor pricing strategies accordingly
- Apply demand forecasting techniques such as time series analysis
- Describe strategies for managing physical and capacity inventory
- Analyse dynamic pricing principles and real-time price adjustments
- Assess overbooking strategies and their risks across industries
- Evaluate distribution channels and channel performance optimisation
- Compare revenue management across hospitality, airline and retail

11 Modules, 49 Topics

DAY 1

Introduction and Fundamentals of Revenue Management

01

2 hours

Introduction to Revenue Management

WELCOME AND COURSE OVERVIEW

Introduction to the Course · Objectives and Outcomes

WHAT IS REVENUE MANAGEMENT?

Definition and History · Importance in Different Industries

02

2 hours

Key Concepts and Terminology

REVENUE, COST, AND PROFIT

Definitions and Relationships · Impact on Business Strategy

DEMAND AND SUPPLY

Basic Economic Principles · Application in Revenue Management

PERISHABLE INVENTORY

Concept and Examples · Challenges in Managing Perishable Inventory

03

2 hours

Market Segmentation

IDENTIFYING CUSTOMER SEGMENTS

- Demographic, Geographic, Psychographic, and Behavioural Segmentation
- Methods for Identifying Segments

PRICING STRATEGIES FOR DIFFERENT SEGMENTS

- Tailoring Prices Based on Segment Characteristics
- Examples and Case Studies

04

2 hours

Demand Forecasting

IMPORTANCE OF FORECASTING

Role in Revenue Management · Benefits of Accurate Forecasting

TECHNIQUES AND TOOLS FOR FORECASTING

Time Series Analysis · Causal Models · Machine Learning Approaches

05

2 hours

Inventory Control

TYPES OF INVENTORY

Physical and Capacity Inventory · Examples from Different Industries

STRATEGIES FOR MANAGING INVENTORY

Just-in-Time (JIT) · Economic Order Quantity (EOQ) · Safety Stock

06

2 hours

Dynamic Pricing

PRINCIPLES OF DYNAMIC PRICING

- Adjusting Prices Based on Real-Time Demand and Supply
- Benefits and Challenges
- Case Studies and Examples

07

2 hours

Overbooking Strategies

BENEFITS AND RISKS

Maximizing Revenue · Managing Customer Satisfaction

IMPLEMENTING OVERBOOKING IN DIFFERENT INDUSTRIES

Airlines · Hotels · Event Venues

08

2 hours

Channel Management

DISTRIBUTION CHANNELS

Direct vs. Indirect Channels · Role of Online Travel Agencies (OTAs)

OPTIMIZING CHANNEL PERFORMANCE

Balancing Cost and Reach · Managing Channel Conflicts

09

2 hours

Capacity Management

BALANCING SUPPLY AND DEMAND

Strategies for Different Industries · Tools for Effective Capacity Management

YIELD MANAGEMENT

Definition and Applications · Real-World Examples

10

2 hours

Industry Applications and Case Studies

HOSPITALITY INDUSTRY

- Hotel and Resort Revenue Management
- Strategies for Maximizing Occupancy and Revenue

AIRLINE INDUSTRY

- Yield Management
- Pricing and Scheduling

RETAIL AND E-COMMERCE

- Inventory and Pricing Strategies
- Customer Behaviour Analysis

Conclusion and Review

Last Hour

SUMMARY OF KEY CONCEPTS

Recap of Major Topics Covered · Important Takeaways

FINAL REVIEW AND ASSESSMENT

Interactive Q&A

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

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Who We Are

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