

# Sharlina Kairanna

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***To enhance my skill-set by working in a challenging and competitive environment while at the same time contributing to the growth and progress of the organization and to put in best efforts towards mutual growth.***

## ***Career Précis***

- ❑ A result oriented professional with **10.7** years of rich and diverse experience in **Pricing Analysis & Fare Distribution**.
- ❑ Abilities in pricing analysis by working on revenue management systems and tools with the objective of maximizing revenue.
- ❑ Determine the accurate price points by using historical data, recent trends and monitoring the current changes in the market.
- ❑ Closely monitoring other airline data through various tools/websites.
- ❑ Good knowledge of ATPCO system and various GDS.

## ***Career Highlights***

**Oct '17 till date with Jet Airways Pvt Ltd as Pricing Analyst**

### **Responsibilities:**

- ❑ Working on Revenue Management systems and tools, analyze and manage an assigned group of markets with the objective of maximizing revenue.  
(Infare tool, SITA Infare Insight, Cleartrip, Makemytrip and airline websites)
- ❑ Determine the accurate price points by using historical data, recent trends and monitoring the current changes in the market.
- ❑ Working on management information reports, analyze booking patterns on a daily basis and other optimization parameters, identifying trends and revenue opportunities in constantly developing market.  
(RASK/Passenger load factor/average fare/Seat Factor etc.)
- ❑ Working Closely with Flight Analyst.
- ❑ Determination of any promotional/sale fares to be introduced to capture maximum revenue.
- ❑ Closely monitoring other airline data through various tools/websites.
- ❑ Coordinate with fare filing team to implement fare/rule changes & Promotional fares
- ❑ Derive the Point to Point sectors depending upon the feed/defeed report in order to capture maximum passengers.
- ❑ Working on SITA Infare Insight to implement fare/rule changes.
- ❑ Evaluation of PNR/tickets to solve queries.
- ❑ Conducting post audits using key performance indicators and adjust strategies accordingly
- ❑ Maintain expert knowledge of bookings by seasonality, holidays, special events and other variable that may have a significant impact on assigned markets.

### **Dec' 13 till Sep'17 with Jet Airways Pvt Ltd as Executive - Fare Distribution**

#### **Responsibilities:**

- Analyzing filing instructions
- Loading fares in the system with various rules/terms and conditions.
- Performing Quality Assurance.
- Managing team, allocating work to the respective team members.
- Working on Clients/Vendors Queries in the best possible way.
- Attend conference calls and meetings with the vendors/GDS team to discuss on various complicated issues and resolve it.
- Solving the queries of the internal team members by training them occasionally.
- Perform new testing's and coordinate with various GDS team to get it resolved.
- Adhoc task if any.
- Conducting Team meetings and giving training on critical areas of instructions on ATPCO/GDS.
- Knowledge on YQ/YR/Chart1/Chart2/Baggage/Cat31/Cat33/Convenience fees.
- Solving ADM and IR raised by various GDS.
- Working on Global/ICR filings.

### **Apr' 13 till Nov' 13 with Sutherland Global Services Pvt Ltd as Senior Executive – Fare Distribution**

#### **Responsibilities:**

- Analyzing filing instructions
- Loading fares in the system with various rules/terms and conditions.
- Performing Quality Assurance.
- Managing team, allocating work to the respective team members.
- Working on Clients/Vendors Queries in the best possible way.
- Attend conference calls and meetings with the vendors/GDS team to discuss on various complicated issues and resolve it.
- Solving the queries of the internal team members by training them occasionally.
- Perform new testing's and coordinate with various GDS team to get it resolved.
- Adhoc task if any.
- Conducting Team meetings and giving training on critical areas of instructions on ATPCO/GDS.
- Knowledge on YQ/YR/Chart1/Chart2/Baggage/Cat31/Cat33.
- Solving ADM and IR raised by various GDS.
- Working on Global/ICR filings.

**Jan' 11 till Apr'13 with Trans Continental E Services Pvt Ltd as Executive – Fare Distribution**

**Responsibilities:**

- Analyzing filing instructions
- Loading fares in the system with various rules/terms and conditions.
- Performing Quality Assurance.
- Solving the queries of the internal team members by training them occasionally.
- Adhoc task if any.
- Working on Global/ICR filings.

**Aug' 08 till Dec'10 with Tata Consultancy Services Pvt. Ltd as Process Associate – Pricing Support**

**Responsibilities:**

- Analyzing filing instructions
- Loading fares in the system with various rules/terms and conditions.
- Performing Quality Assurance/Audit.
- Adhoc task if any.

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**Academic Credentials**

<b>Degree/ Certificate</b>	<b>Year of Passing</b>	<b>Univ/Inst.</b>	<b>Percentage</b>
Diploma in Financial Management	Dec-11	Welingkar Institute	72%
Bachelors of Commerce	Mar-08	Mumbai University	78.28%
H.S.C	Feb-05	Mumbai University	69.17%
S.S.C	Mar-03	Maharashtra State Board	73.86%

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**Computer Forte**

- Comprehensive exposure in the following:

Office Tools : MS Excel, MS PowerPoint, Lotus Notes, CRM etc  
Operating System : Windows 98, XP, Vista

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***Personal Dossier***

Date of Birth : 17<sup>th</sup> January, 1988

Permanent Address : B/1105, Vishwakarma Society, Anand Nagar,  
Nr. HDFC Bank, Dahisar (East), Mumbai – 400068.

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