

RwandAir Ltd is the flag carrier airline of Rwanda. It operates domestic and international services to East Africa, Central Africa, West Africa, Southern Africa, Europe and the Middle East from its main base at Kigali International Airport. Our mission is to provide unsurpassed, safe, and reliable services in air transportation, including strategically linking Rwanda with the outside world while ensuring a fair return on investment. As part of the expansion strategy, we are looking for interested, qualified, and competent candidates to fill the following position:

Job Title: Retail Sales Analyst
Reports to: Retail Sales Specialist
Department: Commercial
Location: Kigali International Airport – Town Office

Job Purpose

To analyze and monitor retail sales performance across all RwandAir ticketing offices and direct customer touchpoints. The Retail Sales Analyst supports strategic planning by providing data-driven insights on sales trends, product uptake, customer behavior, and frontline efficiency. This role helps optimize pricing, product positioning, and staff productivity through targeted reporting and business intelligence tools.

1. Key Duties and Responsibilities:

Operational

- Collect, consolidate, and analyze daily and weekly sales data from city ticket offices and in-person outlets.
- Generate reports on revenue, ticket volumes, yield, and ancillary sales by channel, location, and staff member.
- Develop dashboards to monitor retail KPIs including average transaction value, upsell conversion, and walk-in footfall trends.
- Support campaign tracking and performance measurement of promotional fares, retail offers, and new product launches.
- Identify underperforming locations or staff and propose corrective actions to the Sales Manager.
- Track payment method trends (cash, POS, mobile money) and analyze reconciliation efficiency.
- Collaborate with Pricing and RM to understand fare movement impacts on direct customer buying behavior.
- Prepare monthly sales packs and data extracts for business reviews with retail supervisors and country managers.
- Provide customer segmentation insights and recommend improvements in retail channel strategy.
- Monitor the uptake of branded fares and cross-sell products at point-of-sale and suggest targeted initiatives.
- Work with IT and BI teams to enhance the flow of data from reservation systems to analytical tools.
- Ensure accuracy of sales records and flag data anomalies for investigation.
- Assist in forecasting retail demand and manpower planning based on historical booking

patterns.

- Contribute to route launch preparation by modeling walk-in revenue potential at new retail locations.

2. About You – Minimum Standard Qualifications;

Essential

- Bachelor's degree in Business Administration, Economics, Statistics, Aviation Management, or related field
- 2–4 years' experience in airline retail analysis, commercial analytics, or sales performance monitoring
- Experience with airline reservation and ticketing systems (Amadeus, Sabre, or equivalent)
- Experience analyzing retail sales, city ticket office (CTO) performance, and direct sales data
- Knowledge of airline fare families, branded fares, and ancillary product offerings
- Experience preparing sales reports, dashboards, and KPI monitoring for retail or commercial teams
- Familiarity with IATA/BSP standards, revenue control procedures, and audit compliance
- Exposure to performance tracking for B2C, walk-in, and call-in sales channels
- Working knowledge of Excel, BI tools (Power BI, Tableau), or similar analytical software

3. About You – Other Desired Competencies & Skills;

Job Specific Skills:

Essential

- Strong analytical skills to monitor and evaluate retail sales performance, conversion, and upsell metrics
- Ability to track ticket sales, ancillary attach rates, and revenue per sales point
- Knowledge of route-level performance, seasonal trends, and demand fluctuations
- Ability to generate actionable insights and recommendations to optimize sales performance
- Strong skills in forecasting, variance analysis, and trend identification
- Ability to collaborate with Retail Sales Managers, Ticketing Teams, Revenue Management, and Commercial leadership
- Strong attention to detail and accuracy in data analysis, reporting, and dashboards
- Ability to identify underperforming outlets or sales points and propose corrective actions
- Knowledge of promotions, campaign effectiveness, and revenue optimization
- Ability to prepare executive-level performance reports and management presentations
- Strong problem-solving skills and commercial mindset with focus on revenue growth and efficiency
- Proficiency in Excel, SQL, and BI reporting tools
- Strong communication skills to present findings to management and operational teams

4. How to Apply:

- An application letter addressed to the Chief HR & Administration Officer;
- Recent Curriculum Vitae;
- Copies of Notarized Degree/Diploma certificates
- Relevant certificates;



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- Copies of academic papers;
- A photocopy of the Passport/National ID;
- Three referees

The deadline for submitting application documents (**Only PDF Format**) is **September 18th, 2026**. Please apply via the link: <https://erecruitment.rwandair.com/>.