

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: Sales and Business Analyst
Reports to: Outstation Support Manager
Department: Commercial
Location: Kigali International Airport

Job Purpose

To provide analytical support to the global sales function by generating insights on route performance, sales trends, incentive programs, and agency contributions. The Analyst supports data-driven decision-making across regions, channels, and markets.

1. Key Duties and Responsibilities:

Operational

- Analyze route-level and point-of-sale (POS) performance metrics, identifying variances vs. budget, prior year, and rolling targets.
- Track agency performance, incentive redemption, PLB attainment, and sales channel productivity across all assigned regions.
- Build, maintain, and automate sales dashboards covering KPIs such as revenue, yield, RASK, load factor, segment mix, and fare class utilization.
- Support sales planning through market sizing, competitor benchmarking, and historical data modelling.
- Collaborate with Regional Managers and Country Managers on revenue and load forecasts by route, POS, and segment.
- Evaluate the effectiveness of sales incentives and recommend adjustments to structure, thresholds, or payout logic.
- Monitor the commercial performance of newly launched routes or promotions, highlighting early performance indicators.
- Liaise with Pricing, Revenue Management, and Marketing to assess commercial interventions and monitor ROI of tactical initiatives.
- Support quarterly business reviews by compiling trade contribution analyses, market share data, and trend commentaries.
- Provide data support for route business cases, GSA evaluations, or commercial restructures.
- Contribute to budgeting, forecasting, and scenario planning by providing dynamic models and market insights.
- Maintain and improve master data files for agency tiers, incentives, fare levels, and regional revenue splits.
- Respond to ad hoc data requests and provide actionable insights to leadership across Commercial, Finance, and Strategy.
- Support internal audit or finance reviews by verifying data inputs used for incentive payouts or PLB settlements.

2. About You – Minimum Standard Qualifications;

Essential

- Bachelor's degree in Business Analytics, Economics, Statistics, Finance, Aviation Management, or a related field
- 3–5 years' experience in sales analytics, commercial analysis, or business intelligence within an airline, aviation, or travel-related industry
- Proven experience analyzing sales performance, revenue trends, channel performance, and market demand
- Hands-on experience with airline commercial data sources such as PSS, MIDT, BI tools, CRM systems, and sales reporting platforms
- Experience supporting sales planning, forecasting, and budget tracking for passenger or ancillary revenue
- Exposure to agency sales, corporate contracts, trade incentives, and commission structures
- Experience working cross-functionally with Sales, Revenue Management, Finance, Distribution, and Marketing teams
- Strong experience preparing management reports, dashboards, and performance reviews
- Understanding of key airline commercial KPIs such as RASK, yield, load factor, revenue mix, and route performance
- Experience supporting senior management with data-driven insights and recommendations

3. About You – Other Desired Competencies & Skills;

Job Specific Skills:

Essential

- Advanced analytical and quantitative skills with strong attention to detail
- High proficiency in Excel (advanced formulas, pivot tables, dashboards)
- Experience using BI and data visualization tools (e.g., Power BI, Tableau, Qlik)
- Strong ability to interpret large datasets and translate insights into clear business recommendations
- Solid understanding of airline sales channels (direct, agency, corporate, online, NDC)
- Knowledge of pricing, promotions, and sales incentive effectiveness analysis
- Strong presentation and storytelling skills using data
- Ability to work independently and manage multiple analytical requests
- Strong stakeholder management and communication skills
- Problem-solving mindset with a commercial orientation
- High level of data accuracy, integrity, and confidentiality
- Ability to work under pressure in a deadline-driven airline commercial environment

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

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