



A Study on the Airline Cargo and Logistics Operation Through Business Analytics

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How to Cite this Article:

Varat, P. (2026). A Study on the Airline Cargo and Logistics Operation Through Business Analytics. International Journal of Creative and Open Research in Engineering and Management, 2(5).
<https://doi.org/10.55041/ijcope.v2i4.1002>

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Abstract—

Airline cargo and logistics form an integral part of the global economy by offering a convenient means of transporting goods within regions and across international borders. As the global world continues to embrace online shopping and other forms of business, globalization, and increased complications in supply chain management have led to an increase in the relevance of air cargo services. However, airline cargo services encounter numerous challenges such as variable demand, increased cost, reduced cargo capacity, and fast decision-making. The present research focuses on the use of business analytics in airline cargo and logistics activities. The main objective of the project is to examine how business analytics could improve the effectiveness of airline cargo services. Through analyzing relevant operational information concerning shipments, routes, turnover times, and cargo capacities, companies will gain valuable insights about cargo operations. The study will consider a range of issues related to the utilization of business analysis methods in air cargo service operations, including predicting demand, routing and pricing, and inventory control. Business analytics techniques include descriptive, predictive, and prescriptive analysis methods that will be used in this study. Further, the study highlights the importance of utilizing technology in transforming traditional logistics processes into smart ones.

Analytics have made decision making, transparency, and customer satisfaction more effective than ever before. As per the findings of the research study, there are several advantages of applying business analytics to airline cargo operations, such as increased efficiency and profitability of the organization.

Keywords-

Airline Cargo; Logistics Operations; Business Analytics; Demand Forecasting; Route Optimization; Data Visualization; Operational Efficiency



I. INTRODUCTION

Air Cargo Logistics plays a very important role in the logistics sector where timely and efficient transportation of products from one country to another is ensured. In essence, this sector caters for different sectors like e-commerce, pharmaceutical, manufacturing, and agricultural industries to facilitate quick delivery of commodities. Due to the globalization phenomenon coupled with the increase in customer demands in relation to the efficiency of delivery, people have been developing an increasing interest in airline logistics.

However, it should be mentioned that the operations carried out within the airliner industry entail proper planning and coordination of several activities ranging from booking, capacity planning, route management, warehousing and collaboration with different parties involved in the process. Some of the factors affecting airliner logistics include fluctuation in customer demand, high fuel prices, regulatory policies, among others.

Therefore, the adoption of business analytics is considered a modern way of dealing with these processes. In its turn, business analytics allows analyzing data and projecting future trends; thereby, making logistics activities more efficient.

First, reasons for choosing this topic are connected with the increasing use of data analysis to make decisions about logistics and supply chain management. The airline cargo sector generates huge volumes of data that still have not been analyzed. Therefore, the chosen topic will allow us to understand how information is analyzed and transformed into valuable data for decision-making processes.

The adoption of business analytics will allow solving these problems because this approach assists in decision-making, forecasting demand, and optimizing operations. The modern trend in the airline sector is the adoption of analytics to meet the challenges of the competitive environment and enhance their performance.

As a result, the current study is very relevant in terms of its accordance with the existing trends in the industry.

II. LITERATURE REVIEW

The airline cargo and logistics sector has received considerable attention from academics, particularly because of the rising significance of global commerce, online business, and digitalization. Throughout time, research methods have progressed from simple descriptive approaches to sophisticated analytics and data science methodologies.

1. Evolution of Research on Air Cargo and Logistics

Initially, research was concerned with logistics operations and sector structure, although it later moved toward modeling and decision support systems. Air cargo plays an essential part in international business and requires elaborate logistics procedures with many parties involved.

2. Necessity of Logistics Management for Air Cargo

Good logistics management helps reduce costs, provide better service, and enhance deliveries. The difficulties that arise are mainly related to expensive operations, poor inventory control, and time-consuming cargo handling.

3. Use of Business Analytics in Airline Cargo Operations

Business analytics is used to conduct demand forecasting, capacity management, revenue management, and performance management to increase operational efficiency.

4. Issues Discussed in the Literature Review

The issues include complexity of operations, poor integration of systems, poor utilization of real-time data, and the gap between theory and practice.



III. METHODOLOGY

In the context of airline cargo logistics, a descriptive and analytical research design will be used to comprehend cargo operations within airlines and how business analytics can help make cargo operations more efficient and effective in terms of resource utilization and decision making.

A mixed-method approach shall be taken in conducting this research in order to have a deeper comprehension of cargo operations in airlines through the qualitative analysis of logistics operations, challenges faced by the logistics operation in general, and the quantitative analysis of cargo information and delivery performance, among others.

This research will have an applied perspective with elements of exploration due to emerging trends and practices that need to be considered when performing cargo logistics operations. Secondary data will be used for the purpose of analyzing trends and making projections. These data shall be taken from academic journals, industry reports, and government documents.

IV. RESULTS AND DISCUSSION

1. Dependence on Secondary Sources

The research mainly employs secondary data sources such as scholarly journals, industry reports, and corporate publications but lacks access to current or operational data.

2. Absence of Primary Research Methods

Primary research methods involving survey studies, interviews, and fieldwork are not applied in the project, thus depriving researchers of valuable first-hand information about industry trends.

3. Insufficient Access to Confidential Information

Access to information pertaining to pricing policies, revenue streams, and analytics software cannot be obtained publicly for security reasons.

4. Anonymity of Research Findings

This study aims to provide a generalized analysis of the airline cargo and logistics industry, but its findings may not be valid for all airlines and logistics firms.

5. Limited Application of Advanced Analysis Techniques

This study uses basic analysis tools and techniques, unlike more sophisticated approaches that involve artificial intelligence or machine learning systems.

6. Restricted Academic Timeframe

This study must be completed within a specified academic period.

7. Dynamic Industry Environment

The airline cargo and logistics industry is highly dynamic and subject to changes driven by technology, regulations, and customer demands.



V. CONCLUSION

It is noted that cargo services provided by airlines have become an integral component of both international and domestic supply chains due to growing popularity of e-commerce and the need for swift delivery services. With the rise in the level of complexity in areas such as demand forecasting, capacity management, route optimization, and cargo management, the need to have a data-based approach emerges, since traditional methods prove to be less effective. Business analytics can help enhance the process of making decisions using descriptive, predictive, and prescriptive approaches.

Some of the major determinants of logistics performance include efficient capacity management, route optimization, turnover time management, and cost management, which can be enhanced through business analytics.

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