

**WE'RE
GOING
PLACES.
ARE
YOU?**



Commercial Analyst

Position Description

Team:	Passenger	Location:	Auckland, Wellington or Christchurch
Reports to:	Revenue & Optimisation Lead		
Role Type:	Permanent		

About Us

KiwiRail's Role in Aotearoa, New Zealand

KiwiRail, a proud State-Owned Enterprise, delivers sustainable and inclusive growth for our customers, communities, and people.

For more than 150 years, rail in New Zealand has connected communities, delivered freight and passengers around the country, and showcased our spectacular scenery to the world. Our purpose—Hononga Whaikaha, Oranga mo Aotearoa (Stronger Connections, Better New Zealand)—speaks to connection with our customers and the future needs of their businesses, connection with the communities we serve and operate in, and connection with each other. KiwiRail is carrying this legacy into the future, delivering connected rail and shipping transport services that create economic, social, and environmental value for New Zealand and New Zealanders.

Our Workplace

At KiwiRail, our values define the behaviour we expect from everyone. We have a team of over 4500 people, and every connection we make with each other, our union partners, our customers and all our stakeholders must be of the highest standard.



Safety, health, and well-being are our number one priority, ensuring our people return home safe and healthy every day.

About the Role

Purpose of the role

KiwiRail is in a phase of significant transformation to modernise and grow our rail and Interislander ferry services in Aotearoa.

The Commercial Analyst supports commercial performance and revenue optimisation across KiwiRail Passenger by providing high-quality analysis, forecasting and insight to support evidence-based decision making.

The role analyses passenger demand, revenue, yield, utilisation, pricing and commercial performance to identify trends, risks and opportunities and translate these into clear, actionable recommendations.

Working closely with the Revenue Optimisation Lead and wider Passenger teams, the role supports pricing and revenue initiatives, forecasting, budgeting, commercial planning and performance reporting. The role will also support the ongoing development of Passenger's commercial and revenue management capability, including the effective use of data and future booking-system functionality.

Key Accountabilities

Within the area of responsibility, this role is required to:

Revenue Optimisation and Pricing

- Support fare reviews, pricing initiatives and revenue optimisation activity.
- Monitor passenger volumes, revenue, yield, utilisation and booking trends.
- Analyse revenue performance and identify opportunities to improve commercial outcomes.
- Conduct competitor, market and pricing analysis to support commercial decision making.
- Analyse the effectiveness of fares, promotions and other revenue initiatives.
- Provide analysis and recommendations to support pricing, yield and revenue decisions.

Forecasting and Commercial Planning

- Maintain demand and revenue forecasting models, assumptions and supporting data.
- Monitor forecast performance and recommend adjustments based on emerging trends and actual performance.
- Support long-term passenger demand and revenue planning.
- Support annual budget preparation and reforecasting processes.
- Monitor actual performance against budget and forecast.
- Prepare clear variance analysis and commentary.
- Support business case development and financial modelling.

Commercial Performance and Insight

- Prepare weekly and monthly commercial performance reporting.
- Analyse customer, booking, revenue and operational data to identify trends, risks and opportunities.
- Translate complex data into clear commercial insights and actionable recommendations.
- Support strategic Passenger initiatives through data-driven analysis.
- Work with relevant Passenger teams to understand the drivers of commercial performance.
- Continually improve the quality, relevance and usability of commercial reporting and analysis.

Revenue Management and Booking System Capability

- Support the development of revenue management and analytical requirements associated with Passenger booking systems.

- Analyse booking patterns, demand trends and load factors across Passenger services.
- Support demand forecasting and analysis of fare and inventory performance.
- Provide analysis and recommendations on fare and inventory settings based on demand, booking behaviour and market conditions.
- Monitor the commercial impact of pricing and inventory decisions.
- Ensure analysis and recommendations are developed within approved pricing, revenue and governance frameworks.

Key challenges

- Working with data from multiple systems and sources while maintaining a high level of accuracy, consistency and data integrity.
- Translating complex commercial, customer, booking and operational data into clear insights and practical recommendations.
- Identifying the underlying drivers of revenue, demand, yield and utilisation performance rather than simply reporting results.
- Developing reliable forecasts in an environment where demand, customer behaviour, market conditions and operational factors can change.
- Balancing regular reporting and forecasting requirements with emerging commercial questions and time-sensitive analysis.
- Working effectively with incomplete information and applying sound commercial judgement where data may not provide a definitive answer.
- Communicating complex analysis in a way that is easily understood by different audiences and supports timely decision making.
- Supporting the continued development of Passenger's revenue management capability, including new booking-system functionality and the increasing use of data, automation and analytical tools.

Key Relationships		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
Internal	Revenue Management Team		✓	✓	
	Finance Team		✓	✓	
	Sales & Marketing Teams		✓	✓	
	Product & CX Team		✓	✓	
	Fleet, Onboard Crew & Operations Teams		✓	✓	
External	Regional Councils			✓	✓
	Government			✓	✓

What you will do to contribute

Health Safety and Wellbeing	• Take personal responsibility for your own health, safety and wellbeing and contribute to a safe and healthy working environment. • Identify and raise health, safety and wellbeing risks or concerns relevant to your work. • Consider safety and operational implications when undertaking analysis and developing recommendations. • Follow KiwiRail's health, safety and wellbeing policies, procedures and expectations. • Contribute to a culture where people look out for themselves and each other.
Customer Focus	• Use customer, booking and commercial data to build understanding of customer behaviour, demand and purchasing patterns. • Consider customer impacts when analysing pricing, revenue and commercial performance. • Provide insights that help Passenger make informed decisions about fares, products, capacity and commercial initiatives. • Work collaboratively with Product, Customer Experience, Sales, Marketing and Operations to understand customer and commercial performance. • Balance commercial opportunities with the need to support positive and sustainable customer outcomes.
High Performing Teams Skills	• Use customer, booking and commercial data to build understanding of customer behaviour, demand and purchasing patterns. • Consider customer impacts when analysing pricing, revenue and commercial performance. • Provide insights that help Passenger make informed decisions about fares, products, capacity and commercial initiatives. • Work collaboratively with Product, Customer Experience, Sales, Marketing and Operations to understand customer and commercial performance. • Balance commercial opportunities with the need to support positive and sustainable customer outcomes.
Commercial Acumen	• Understand the key commercial drivers of Passenger revenue, demand, yield and utilisation. • Consider revenue, cost, margin and customer implications when developing analysis and recommendations. • Apply commercial judgement when interpreting data and identifying risks and opportunities. • Understand the relationship between pricing, demand, capacity, inventory and revenue performance. • Support commercially sound decisions through robust analysis, forecasting and financial modelling. • Evaluate commercial performance against budget, forecast and agreed measures. • Understand how Passenger commercial performance contributes to KiwiRail's wider financial outcomes.

Commercial Analysis and Insight

- Analyse complex commercial, customer, booking, revenue and operational data to identify meaningful trends, drivers, risks and opportunities.
- Translate data and analysis into clear insights and actionable recommendations.
- Investigate performance variances to understand underlying causes and potential commercial responses.
- Develop and maintain commercial reporting that supports timely and informed decision making.
- Maintain high standards of analytical accuracy, data integrity and quality assurance.
- Present commercial analysis clearly, tailoring the level of detail to the audience and decision required.

Revenue Optimisation and Forecasting

- Choose and adapt appropriate risk management frameworks
- Identify and forecast risks, issues, and opportunities in projects
- Analyse passenger volumes, booking patterns, demand, revenue, yield and utilisation performance.
- Develop and maintain robust demand and revenue forecasting models and assumptions.
- Monitor forecast performance and recommend adjustments as new information and trends emerge.
- Support fare reviews, pricing initiatives, promotional evaluations and other revenue optimisation activity.
- Provide analysis and recommendations to support pricing, yield and inventory decisions within approved governance frameworks.
- Analyse the commercial impact of pricing and revenue initiatives and identify opportunities for improvement.
- Support longer-term demand, revenue and commercial planning.

Data, Reporting and Analytical Capability

- Use Excel, Power BI and other relevant analytical tools to analyse and communicate commercial performance.
- Work confidently with large and complex datasets and bring together information from multiple sources.
- Continually improve reporting, forecasting and analytical processes to increase accuracy, efficiency and usefulness.
- Identify opportunities to automate repetitive analytical and reporting activity.
- Use AI and emerging analytical tools appropriately to improve efficiency and insight while maintaining data quality, privacy and governance requirements.
- Support the development of analytical and revenue management capability associated with Passenger's future booking systems.

Decision Making

The Commercial Analyst is responsible for making analytical judgements and providing evidence-based commercial recommendations within the agreed Passenger revenue and commercial frameworks.

Key decision-making requirements include:

- determining the appropriate analytical approach, data and assumptions to support commercial analysis
- identifying material trends, risks, variances and commercial opportunities requiring further investigation
- recommending adjustments to forecasts based on emerging performance and demand trends
- providing recommendations to support pricing, revenue, yield and inventory decisions
- determining how commercial information should be analysed and presented to support effective decision making
- escalating material data-quality issues, commercial risks or significant deviations from forecast or plan
- ensuring recommendations are supported by appropriate evidence and aligned with approved governance processes.

Human Resources Delegations	Nil
Direct reports	Nil
Finance Delegations	Nil
Budget (operating and capital)	Nil
Travel Delegations	Nil
Statutory powers	Nil

Physical demands and the nature of work

This role is administration-based and requires:

- prolonged sitting and high computer usage
- limited walking, standing, twisting, bending (at the waist), crouching (bend knee)
- carrying of laptop and paperwork when alternating between home and office
- limited lifting of up to 7 kg archive boxes

Your role may include other tasks suited to your level, as your manager directs. This job description shows your current duties. We'll review and update it with you if your responsibilities change.

About you

Knowledge and experience

- At least three years' experience in commercial analysis, revenue management, financial analysis or a related analytical role.
- Strong analytical and problem-solving capability, with experience working with complex commercial and financial information.
- Experience analysing revenue, demand, customer or operational performance and identifying the drivers behind results.
- Sound understanding of commercial concepts including pricing, revenue, yield, utilisation, forecasting and financial performance.
- Experience developing and maintaining forecasts, models and performance reporting.
- Advanced Excel skills and experience using Power BI or similar business intelligence and reporting tools.
- Ability to work confidently with large datasets and information from multiple sources.
- Ability to translate complex data into clear insights and practical recommendations.
- Strong understanding of data quality, appropriate assumptions and analytical integrity.
- Confidence using AI and emerging analytical tools appropriately to improve efficiency and quality of analysis.
- Experience in travel, tourism, transport, revenue management or another capacity-based business would be advantageous.

Ways of working / Work-related qualities

-
- Naturally curious, with a desire to understand why performance is changing rather than simply reporting what has happened.
- Strong critical thinking and willingness to test assumptions using evidence.
- High attention to detail while retaining sight of the broader commercial picture.
- Able to work independently on routine analysis and exercise judgement about when to seek guidance on more complex commercial matters.
- Organised and able to balance regular reporting requirements with changing priorities and ad hoc analysis.
- Clear communicator who can explain complex analysis in straightforward language.
- Comfortable constructively challenging assumptions where evidence supports a different conclusion.
- Collaborative and able to build effective relationships across commercial, finance, sales, marketing, product and operational teams.
- Adaptable and comfortable working in an environment where systems, data and commercial capability continue to develop.
- Takes ownership of the quality, accuracy and timeliness of work.

Other Requirements

- Ability to pass regular drug and alcohol screening.
- Current and valid New Zealand Driver Licence.

Qualifications

You need either:

- A tertiary qualification in Commerce, Finance, Economics, Statistics, Business or a related discipline; or
- Relevant commercial, revenue management, financial or analytical experience.

**CREATING
STRONGER
CONNECTIONS**

KiwiRail 