Ticket Sales Analysis Report

# 1. Monthly Ticket Sales Trend

**Overall Trend: Relatively steady with a slight dip in February.**

**Highest Sales Months:**

**- March: 8,117**

**- January: 8,111**

**Lowest Sales Month:**

**- February: 7,644**

# 2. Weekly Sales Volumes

**Highest Days:**

**- Sunday: 4,676**

**- Friday: 4,627**

**Lowest Day:**

**- Thursday: 4,362**

# 3. Peak Times for Ticket Purchases (12-Hour Format)

**5:00 PM - 2,740 (Peak)**

**8:00 PM - 2,239**

**9:00 AM - 2,070**

**7:00 AM - 2,046**

**8:00 AM - 2,008**

**12:00 AM - 925 (Lowest)**

**Insight: Highest purchases occur in the late afternoon. Lowest at midnight.**

# 4. Sales by Purchase Channel

**Online: 18,521 (~58.5%)**

**Station: 13,132 (~41.5%)**

**Insight: Online sales dominate.**

# 5. Sales by Ticket Type

**Advance: 17,561 (~55%)**

**Off-Peak: 8,752**

**Anytime: 5,340**

**Insight: Advance tickets are most popular.**

# 6. Railcard Impact on Volume & Revenue

**None - 20,918 tickets - £27.43**

**Adult - 4,846 tickets - £17.81**

**Disabled - 3,089 tickets - £16.92**

**Senior - 2,800 tickets - £10.58**

**Insight: Railcards increase volume but lower per-ticket revenue.**