

Sales Dashboard | Overview

Revenue
\$742K



#Transaction
32K



AVG Ticket price
\$23



Max Ticket Price
\$267



Min Ticket Price
\$1



Discover the story behind our **\$741,921** Total Revenue



Month

All

Ticket Type

- ☐ Advance
- ☐ Anytime
- ☐ Off-Peak

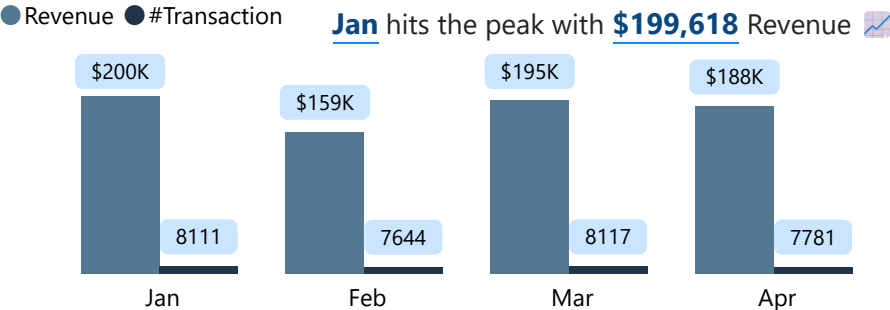
Ticket Class

- ☐ First Class
- ☐ Standard

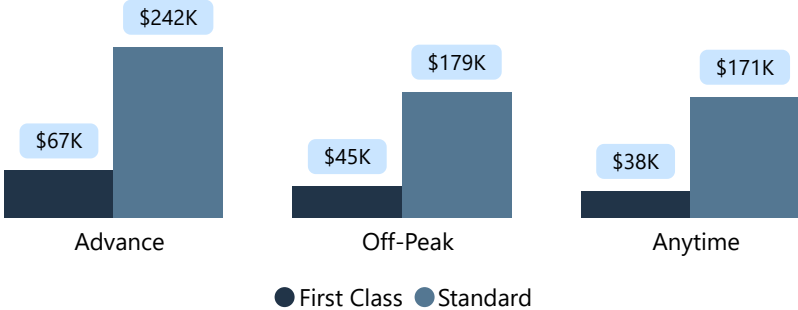
Purchase Ty...

- ☐ Online
- ☐ Station

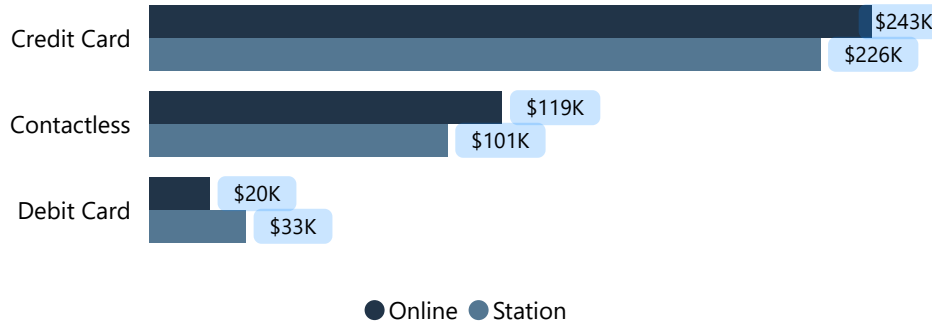
Revenue || Transaction by Month



Total Revenue by Payment Method and Purchase Type



Total Revenue by Payment Method and Purchase Type



Route	Revenue
London Kings Cross To York	\$183,193
Liverpool Lime Street To London Euston	\$113,299
London Paddington To Reading	\$65,368
London Euston To Manchester Piccadilly	\$61,004
London St Pancras To Birmingham New Street	\$52,869
London Euston To Birmingham New Street	\$50,349

Sales Dashboard | Overview

Revenue
\$742K



#Transaction
32K



Mode Route
Manchester Piccadilly To Liverpool Lime Street With 4,628 Transaction 🔥🔥📈

💡 Discover the story behind our 31653 Total Transaction



Month

All

Ticket Type

- ☐ Advance
- ☐ Anytime
- ☐ Off-Peak

Ticket Class

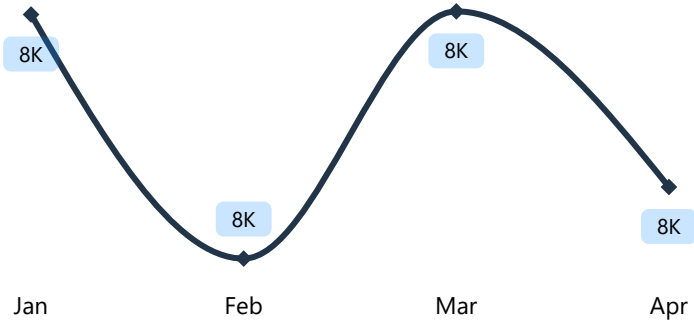
- ☐ First Class
- ☐ Standard

Purchase Ty...

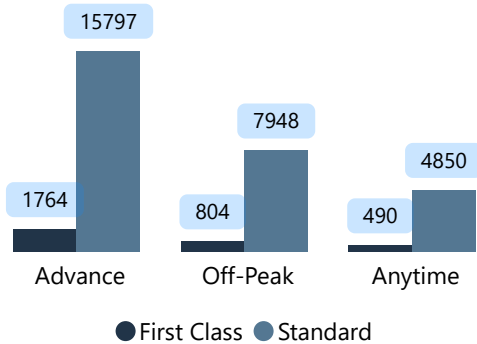
- ☐ Online
- ☐ Station

Transaction by Month

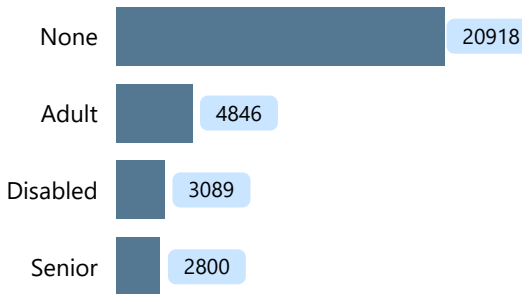
Mar hits the peak with 8117 transactions 📈



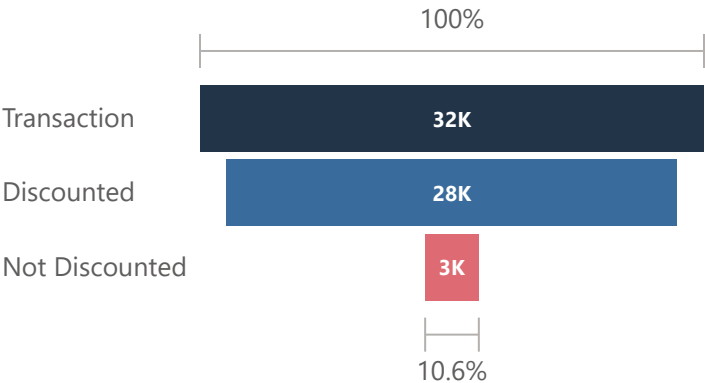
Transaction by Ticket Class & Type



Transaction by Rilcard



Transaction distibution



Route	#Ticket Discounted	%Discounted
Manchester Piccadilly To Liverpool Lime Street	4235	13.4%
London Euston To Birmingham New Street	3960	12.5%
London Paddington To Reading	3486	11.0%
London Kings Cross To York	3318	10.5%
London St Pancras To Birmingham New Street	3034	9.6%
Liverpool Lime Street To Manchester Piccadilly	2840	9.0%

Journey Status | Overview

Revenue
\$742K



#Transaction
32K



Discover the story Of Journey Status behind our **31653** Total Transaction According To Journey Statues



Month

All

Ticket Type

- ☐ Advance
- ☐ Anytime
- ☐ Off-Peak

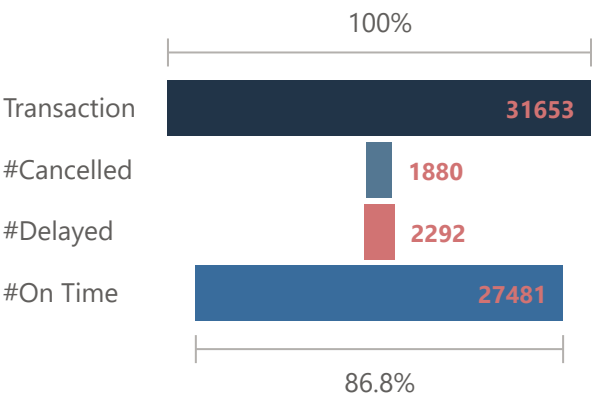
Ticket Class

- ☐ First Class
- ☐ Standard

Purchase Ty...

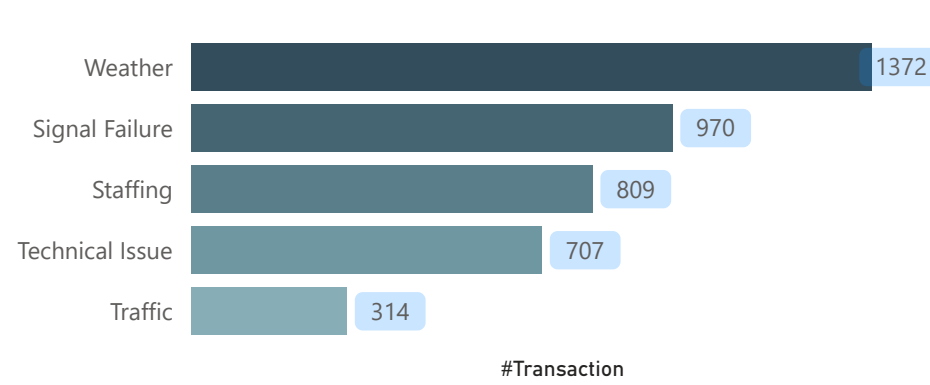
- ☐ Online
- ☐ Station

Transaction distcibtion

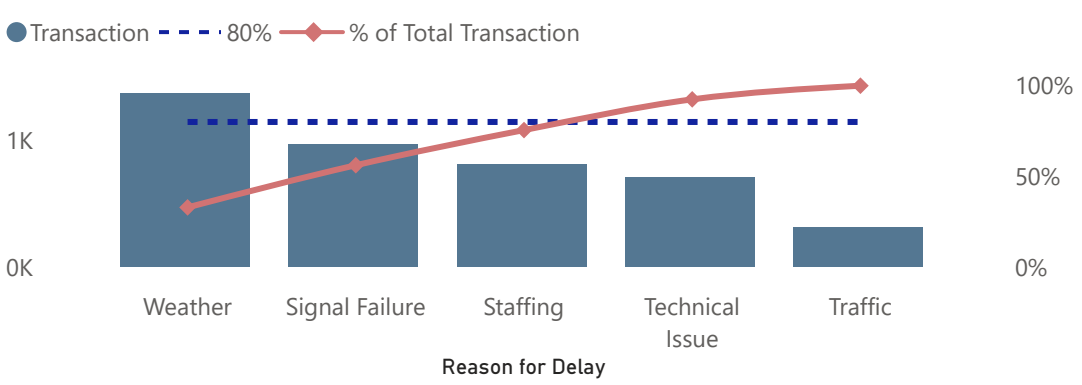


Route	Transaction	%Cancelled	%Delayed	%On Time
Manchester Piccadilly To Liverpool Lime Street	4628	6%	8%	86%
London Euston To Birmingham New Street	4209	5%	6%	89%
London Kings Cross To York	3922	5%	3%	92%
London Paddington To Reading	3873	7%	2%	91%
London St Pancras To Birmingham New Street	3471	8%		92%
Liverpool Lime Street To Manchester Piccadilly	3002	4%	4%	92%
Liverpool Lime Street To London Euston	1097	9%	71%	20%

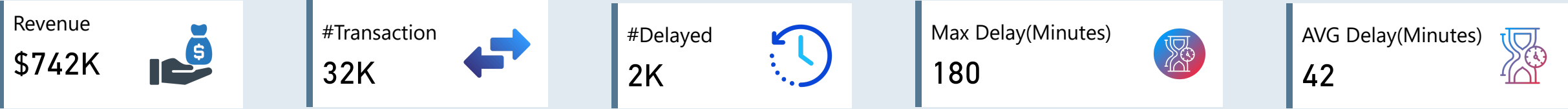
#Transaction by Reason for Delay



Reson for Delay Parito Analysis(Transaction)



Journey Status | Overview



Month

All

Ticket Type

☐ Advance

☐ Anytime

☐ Off-Peak

Ticket Class

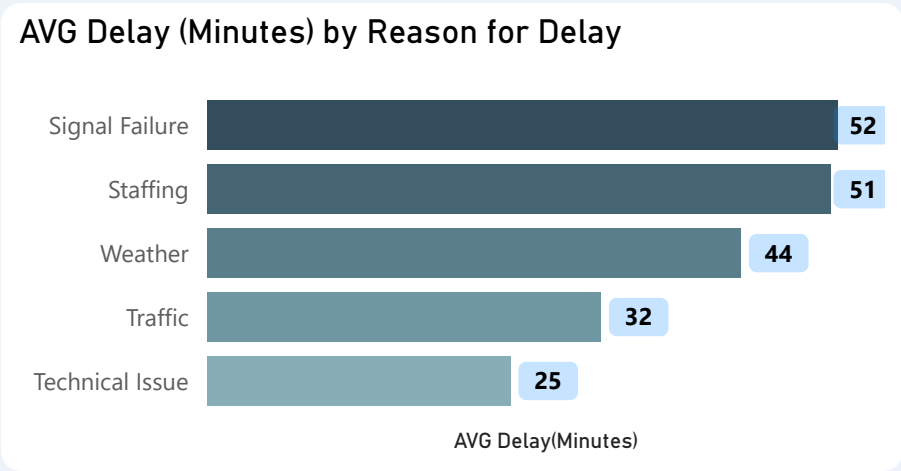
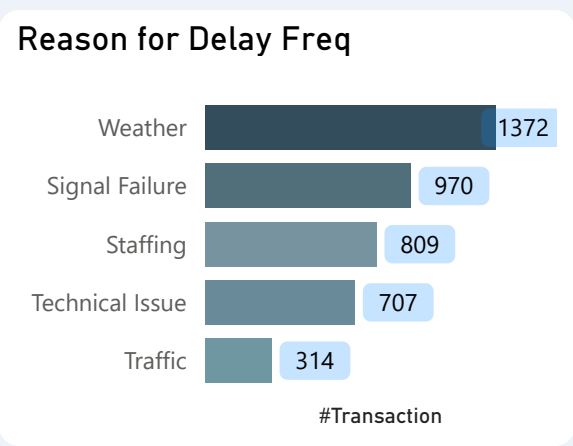
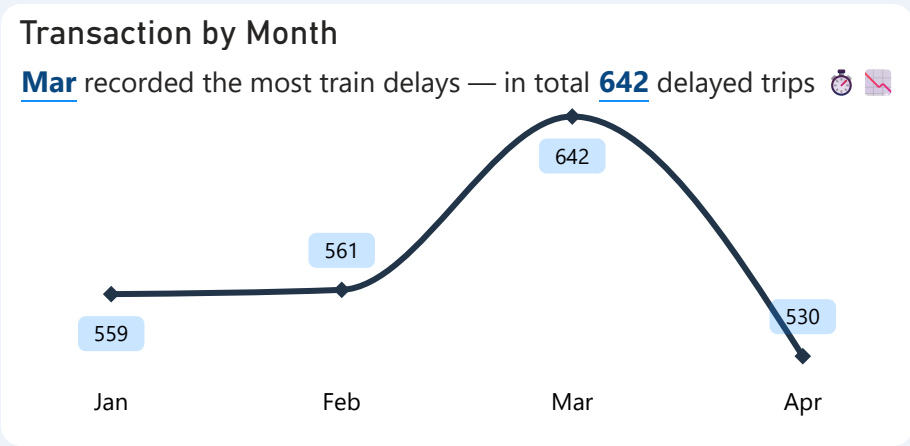
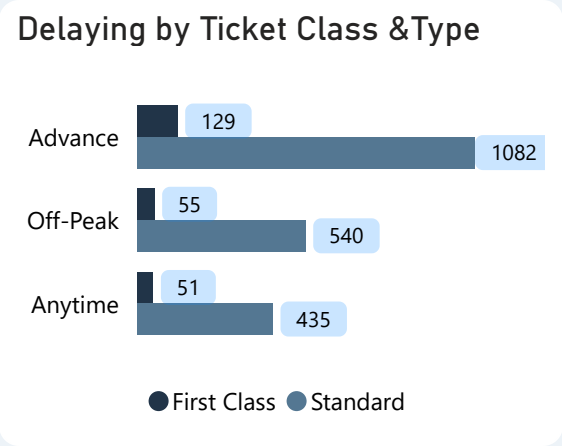
☐ First Class

☐ Standard

Purchase Ty...

☐ Online

☐ Station



Route	Transaction	#Delayed
Liverpool Lime Street To London Euston	1097	780
Manchester Piccadilly To Liverpool Lime Street	4628	354
London Euston To Birmingham New Street	4209	242
Manchester Piccadilly To London Euston	345	240
London Kings Cross To York	3922	131
Liverpool Lime Street To Manchester Piccadilly	3002	107
Birmingham New Street To Manchester Piccadilly	224	96

Journey Status | Overview

Revenue
\$742K



#Transaction
32K



#Refund Requests
1K



Top refunded route
Liverpool Lime Street To London Euston With 171 Refund



Month
All

Ticket Type

☐ Advance

☐ Anytime

☐ Off-Peak

Ticket Class

☐ First Class

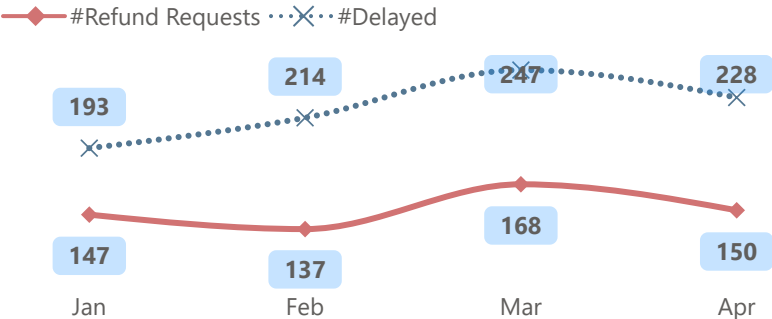
☐ Standard

Purchase Ty...

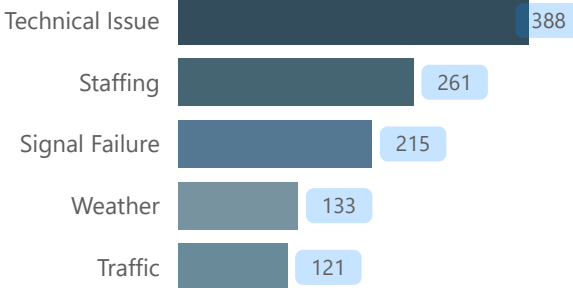
☐ Online

☐ Station

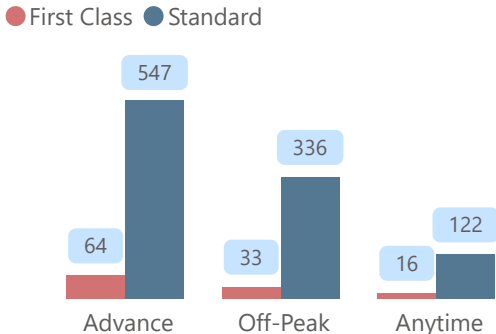
Delayed vs Refund Requests by Month



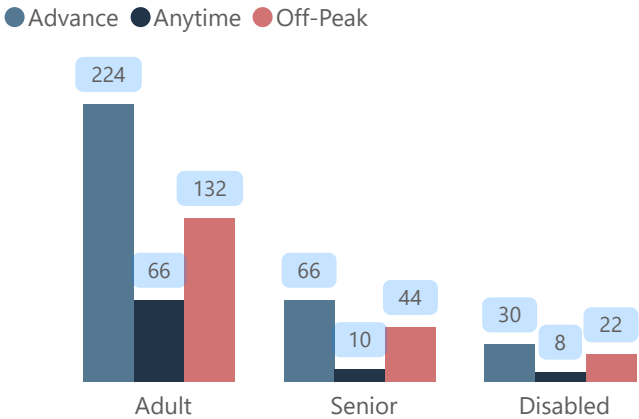
Refund Requests by Reason for Delay



Refund by Ticket Type & Class



#Refund Requests by Railcard and Ticket Type



Route	#Transaction	Refund Req
Liverpool Lime Street To London Euston	1097	171
Liverpool Lime Street To Manchester Piccadilly	3002	116
Birmingham New Street To Manchester Piccadilly	224	102
Manchester Piccadilly To London Euston	345	96
Manchester Piccadilly To Liverpool Lime Street	4628	91
London Paddington To Reading	3873	89
London Euston To Birmingham New Street	4209	83

Journey Status | Overview


Revenue

\$742K




#Transaction

32K




With Rilcard

11K



Without Rilcard

21K





Month

All

Ticket Type

- ☐ Advance
- ☐ Anytime
- ☐ Off-Peak

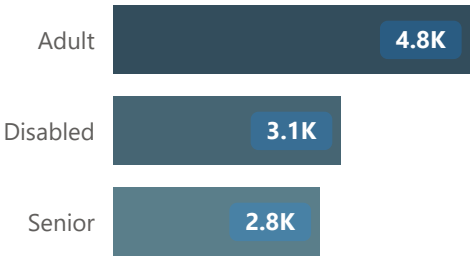
Ticket Class

- ☐ First Class
- ☐ Standard

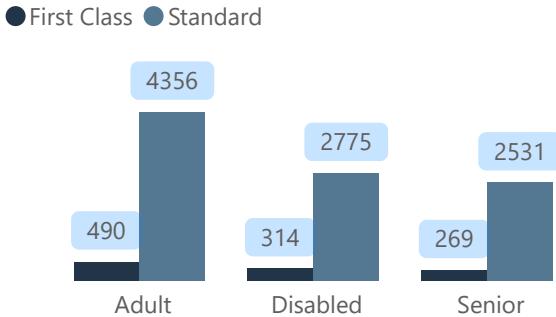
Purchase Ty...

- ☐ Online
- ☐ Station

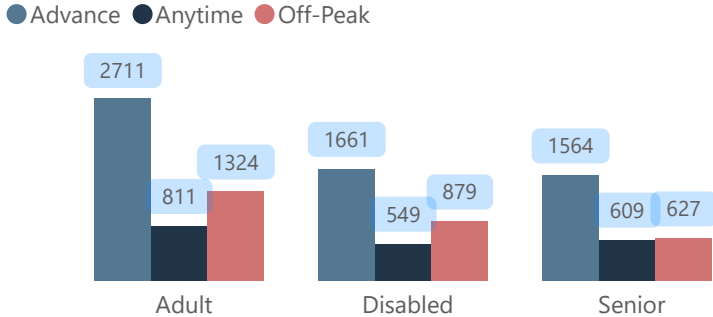
#Transaction by Railcard



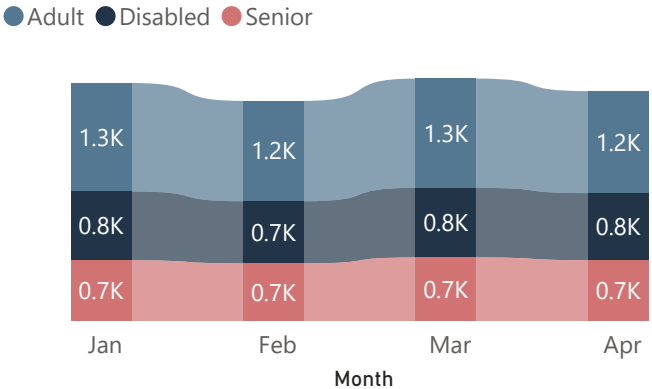
#Transaction by Railcard and Ticket Class



#Transaction by Railcard and Ticket Type



Adult, Disabled and Senior by Month



Route	#Transaction	#With Rilcard
Manchester Piccadilly To Liverpool Lime Street	4628	2045
London Euston To Birmingham New Street	4209	1852
Liverpool Lime Street To Manchester Piccadilly	3002	1146
London Paddington To Reading	3873	1011
London St Pancras To Birmingham New Street	3471	633
London Kings Cross To York	3922	560
Birmingham New Street To London St Pancras	702	465

Sales

Transaction

Journy Status

Delaying


Refund Request

Railcard

Revenue influence

Journey Status | Overview


Revenue
\$742K




#Transaction
32K




Max Journey Duration
270



Min journey Duration
15



AVG Journey Duration
71



Month

All

Ticket Type

☐ Advance

☐ Anytime

☐ Off-Peak

Ticket Class

☐ First Class

☐ Standard

Purchase Ty...

☐ Online

☐ Station

Key influencers



What influences Revenue to

Increase

 ?



Running analysis

The analysis reveals a clear **positive correlation** between **journey duration** and **revenue** — for every **36.45-minute increase** in total journey time, **average revenue rises by \$18.66**. This suggests that encouraging longer customer engagement can significantly enhance profitability. To capitalize on this trend, we recommend **promoting extended service options, bundling experiences, or offering incentives for longer participation**. Simply put: the **more time customers spend, the more value they generate** — making time not just money, but a key growth driver