

Sales

Transactiom

Journy Status

Delaying

Refund Request

Railcard

Revenue influence

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

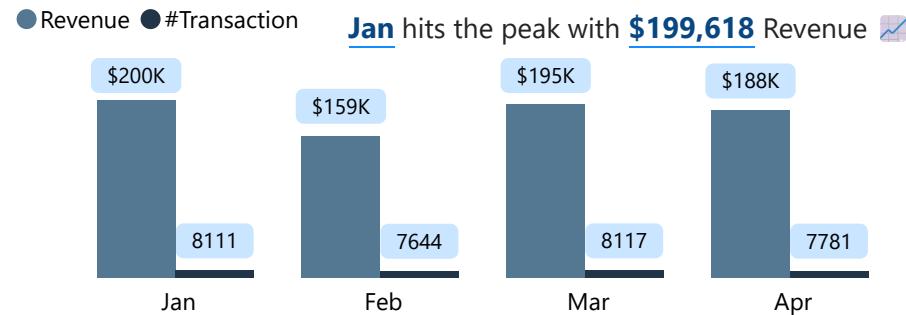
Standard

Purchase Ty...

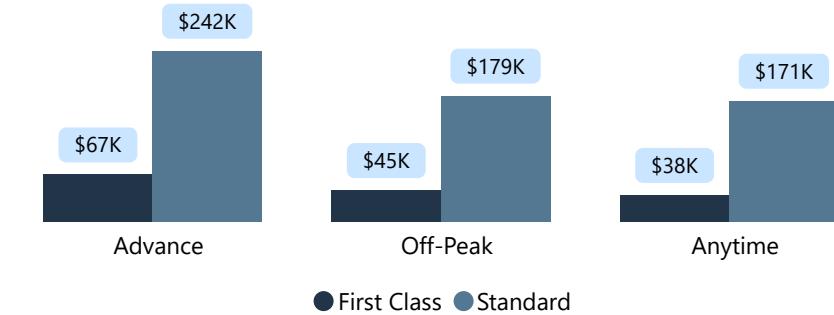
Online

Station

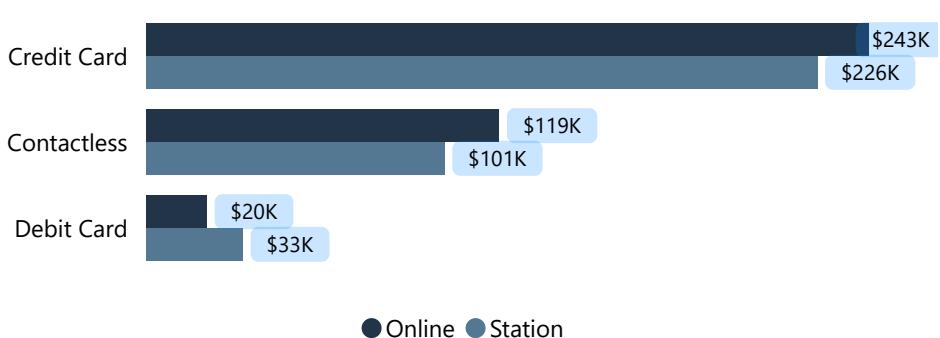
Revenue || Transaction by Month



Total Revenue by Payment Method and Purchase Type



Total Revenue by Payment Method and Purchase Type



Route

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

Transactiotion

Journy Status

Delaying

Refund Request

Railcard

Revenue influence

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

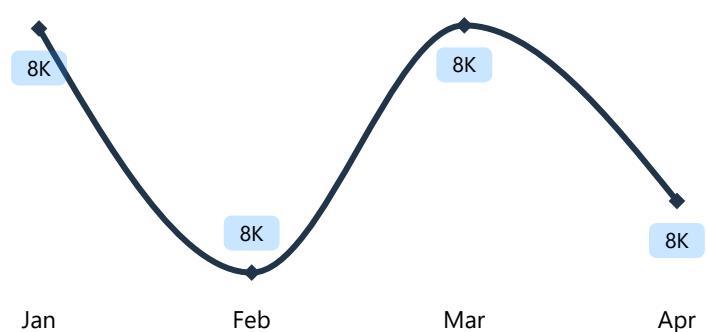
 First Class Standard

Purchase Ty...

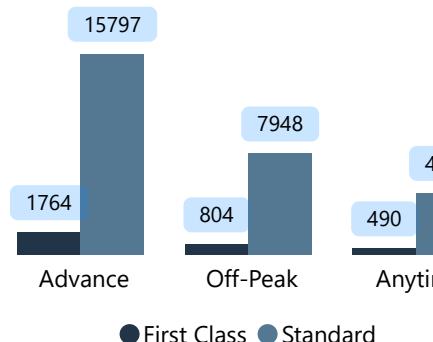
 Online Station

Transaction by Month

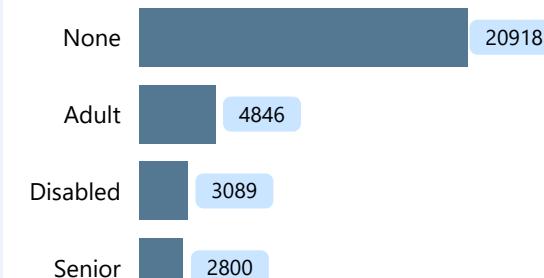
Mar hits the peak with 8117 transactions 



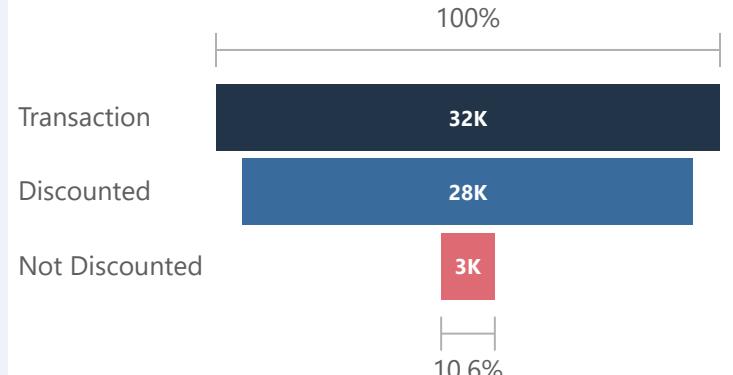
Transaction by Ticket Class & Type



Transaction by Railcard



Transaction distribution



Route

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 Status](#)





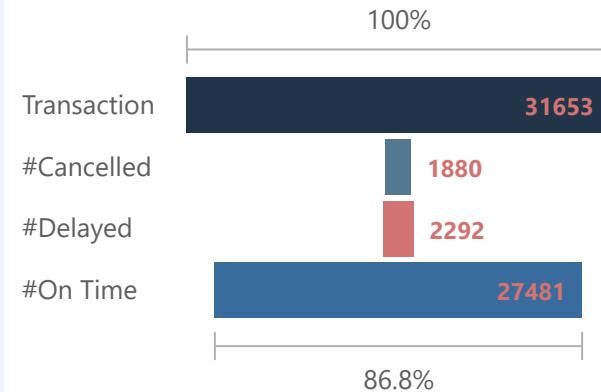
Month 
All 

Ticket Type 
 Advance
 Anytime
 Off-Peak

Ticket Class 
 First Class
 Standard

Purchase Ty... 
 Online
 Station

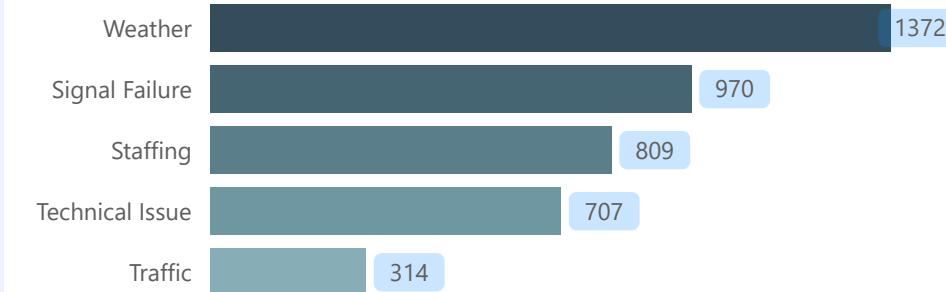
Transaction distribution



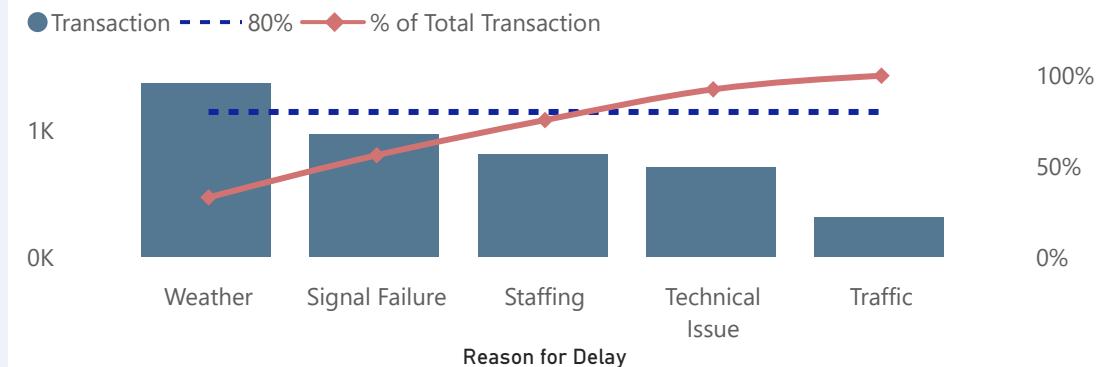
Route

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)



Sales

Transactiom

Journey Status

Delaying

Refund Request

Railcard

Revenue influence

Journey Status | Overview

Revenue
\$742K



#Transaction
32K



#Delayed
2K



Max Delay(Minutes)
180



AVG Delay(Minutes)
42





Month

All

Ticket Type

Advance

Anytime

Off-Peak

Ticket Class

First Class

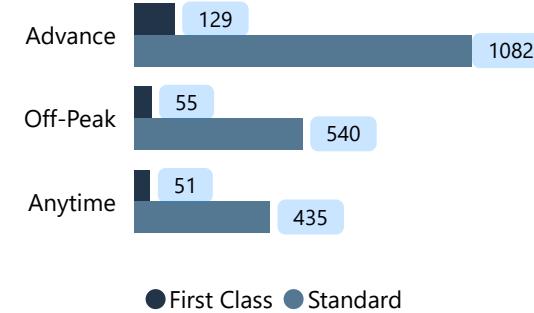
Standard

Purchase Ty...

Online

Station

Delaying by Ticket Class & Type

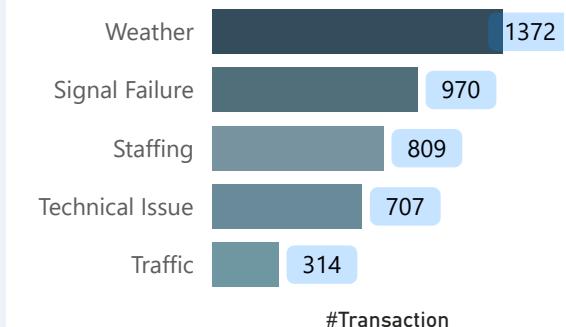


Transaction by Month

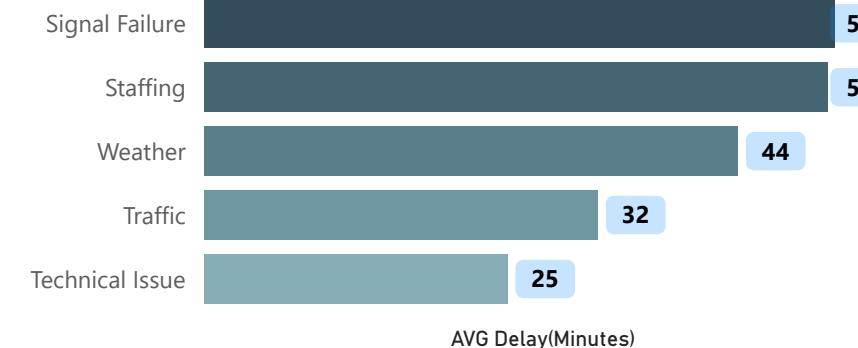
[Mar](#) recorded the most train delays — in total [642](#) delayed trips 🕒⚡



Reason for Delay Freq



AVG Delay (Minutes) by Reason for Delay



Route

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

Sales

Transactiom

Journey Status

Delaying

Refund Request

Railcard

Revenue influence

Journey Status | Overview

Revenue
\$742K

#Transaction
32K

#Refund Requests
1K

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



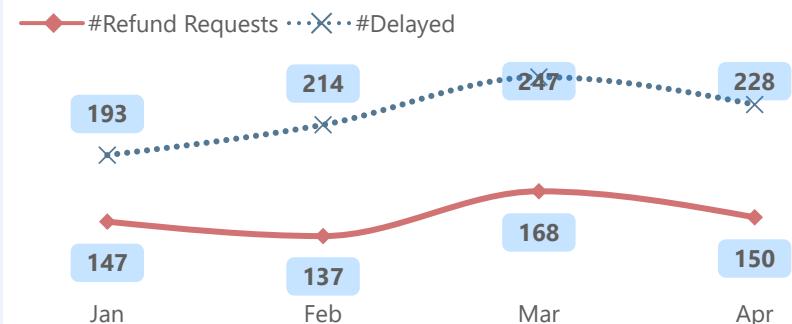
Month
All

Ticket Type
 Advance
 Anytime
 Off-Peak

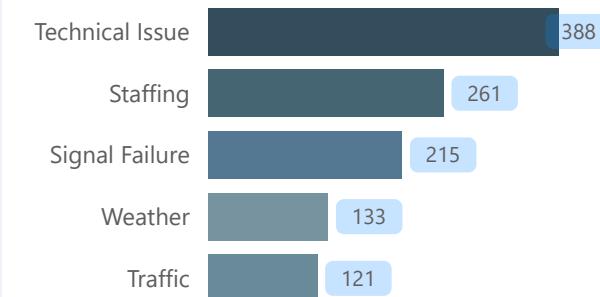
Ticket Class
 First Class
 Standard

Purchase Ty...
 Online
 Station

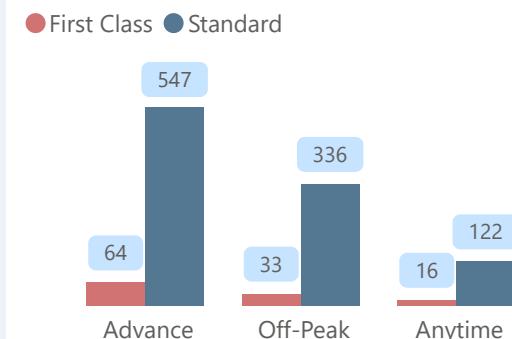
Delayed vs Refund Requests by Month



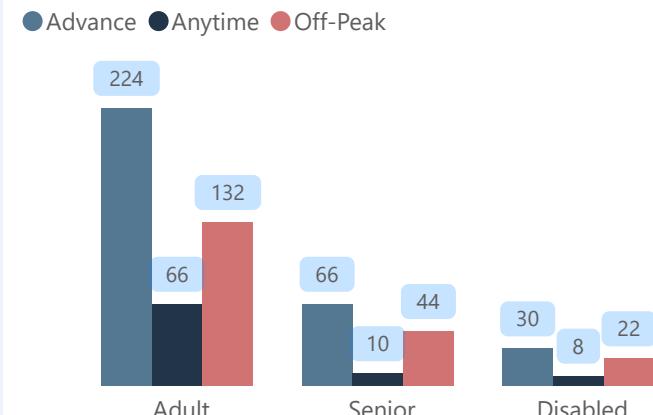
Refund Requests by Reason for Delay



Refund by Ticket Type & Class



#Refund Requests by Railcard and Ticket Type



Route

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

Sales

Transactiotion

Journy Status

Delaying

Refund Request

Railcard

Revenue influence

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

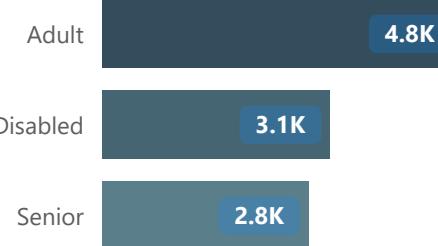
Standard

Purchase Ty...

Online

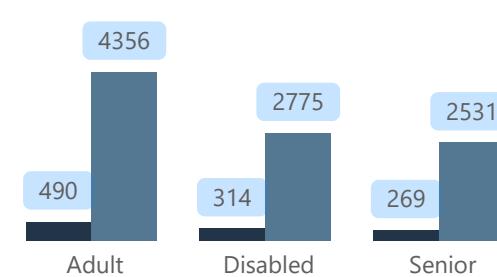
Station

#Transaction by Railcard



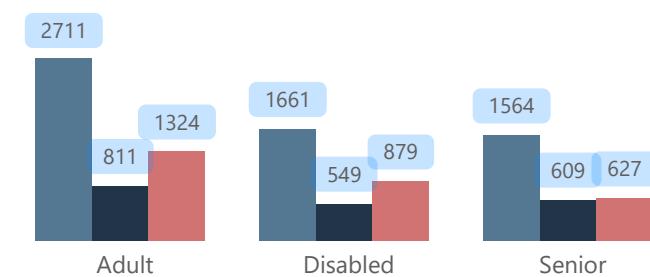
#Transaction by Railcard and Ticket Class

● First Class ● Standard



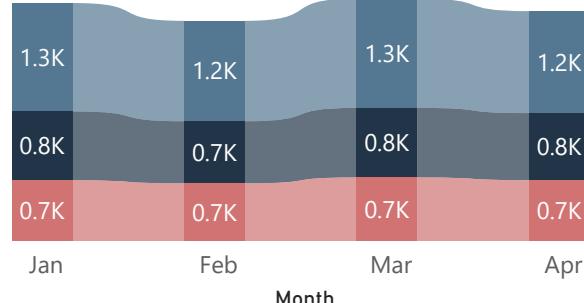
#Transaction by Railcard and Ticket Type

● Advance ● Anytime ● Off-Peak



Adult, Disabled and Senior by Month

● Adult ● Disabled ● Senior



Route

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

Transactiotion

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 ? 



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.



Running analysis