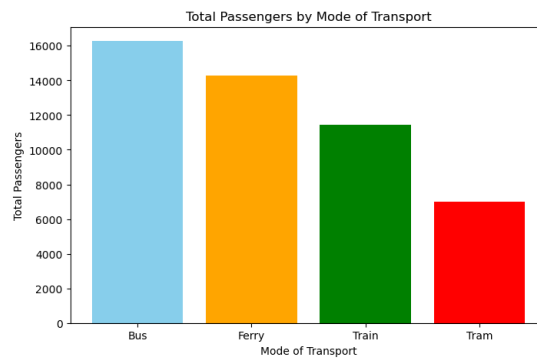
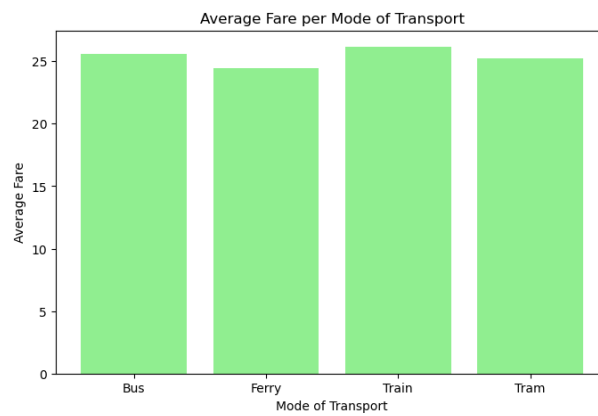


Figure 1



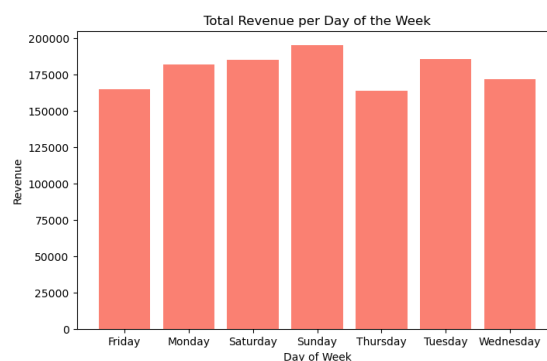
Bus is the dominant mode of transport, followed by Ferry and Train while Tram is the least mode of Transport.

Figure 2



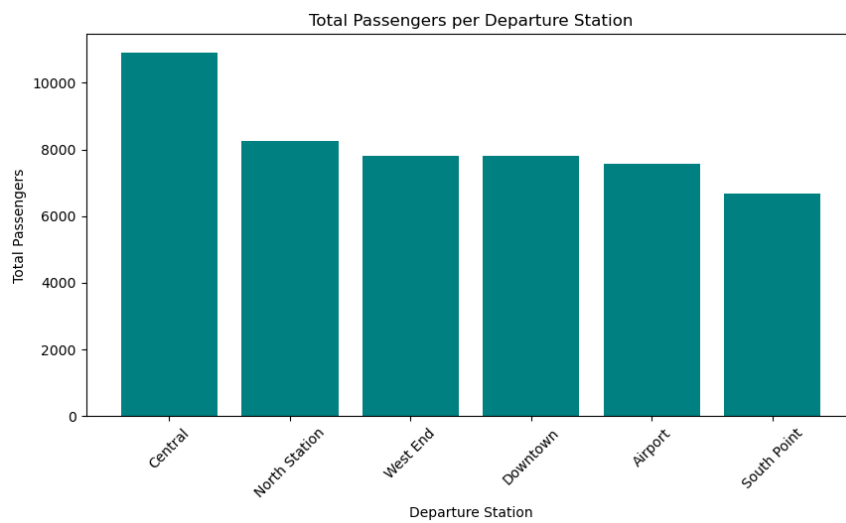
Average fare is almost similar for all types of transport except for the ferry which is slightly lower

Figure 3



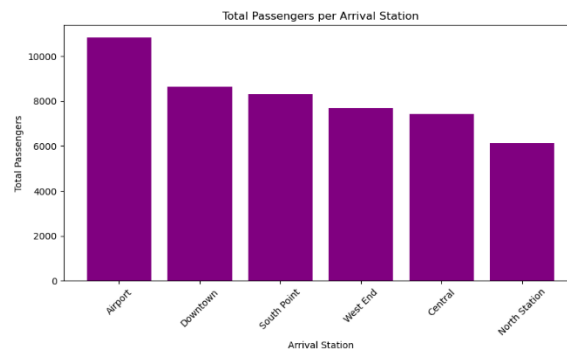
A slightly higher revenue is generated on Sunday, Tuesday, Saturday and Monday.

Figure 4



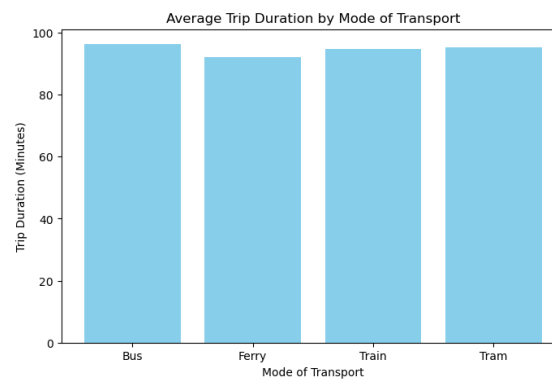
For departure, Central station has the highest number of departing customers.

Figure 5



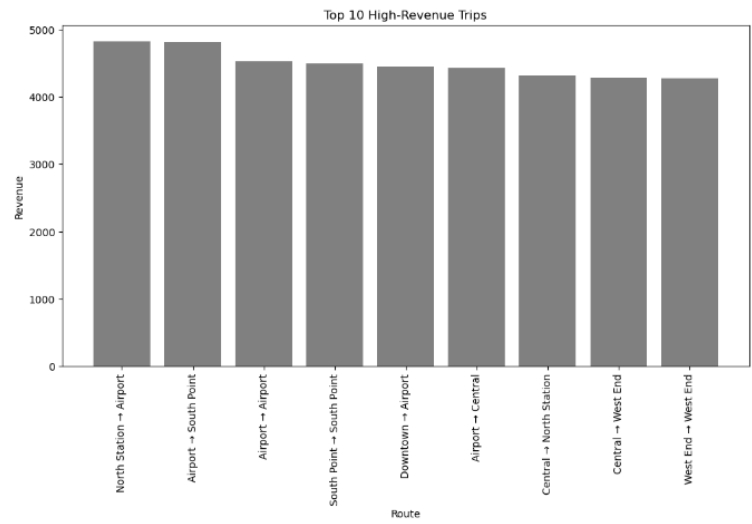
For arrival, the airport has the highest number of arrivals

Figure 6



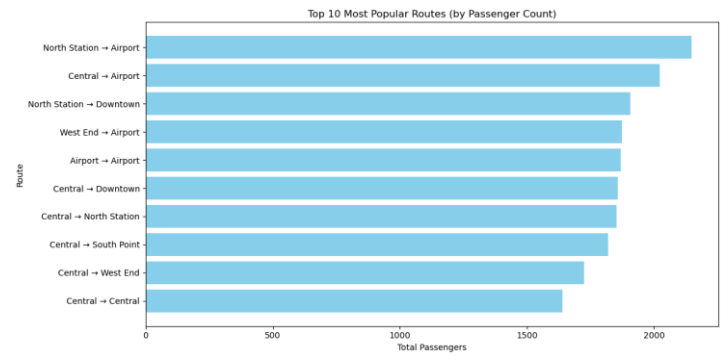
There is no significant difference in trip duration across the four modes of transportation

Figure 7



These are the top 10 high revenue trips, with the North Station to Airport route being the highest revenue generated route.

Figure 8



These are the top10 most popular routes.

Figure 9

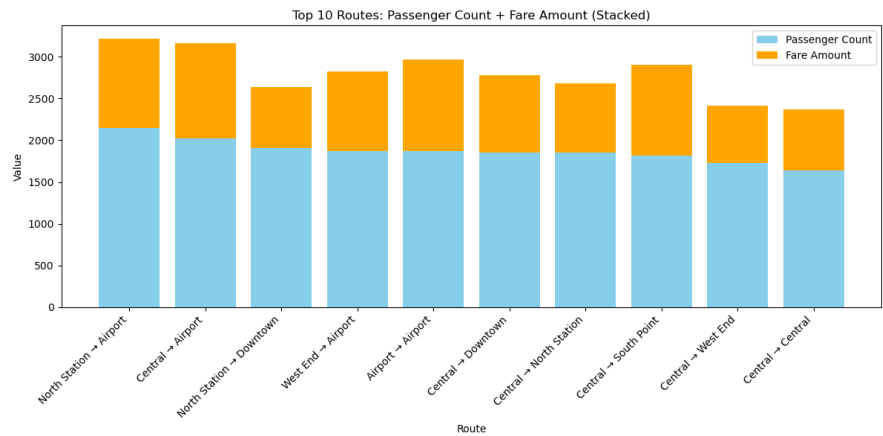
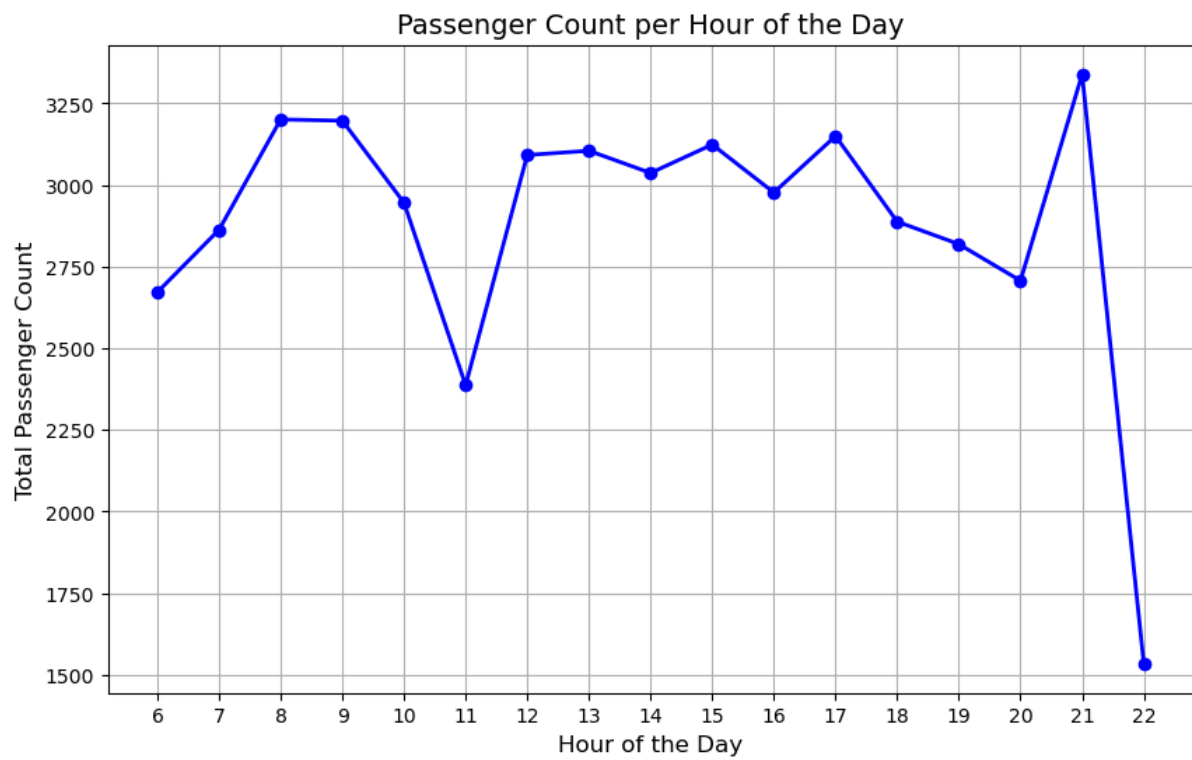


Figure 10



Given the observed decline in passenger traffic between the hours of 11:00–12:00 and 20:00–22:00, we recommend offering discounted tickets during these periods. This initiative will help encourage greater customer engagement and utilization of MetroMove services during off-peak hours.