Microsoft | Power BI

Maven Rail Analysis Dashboard

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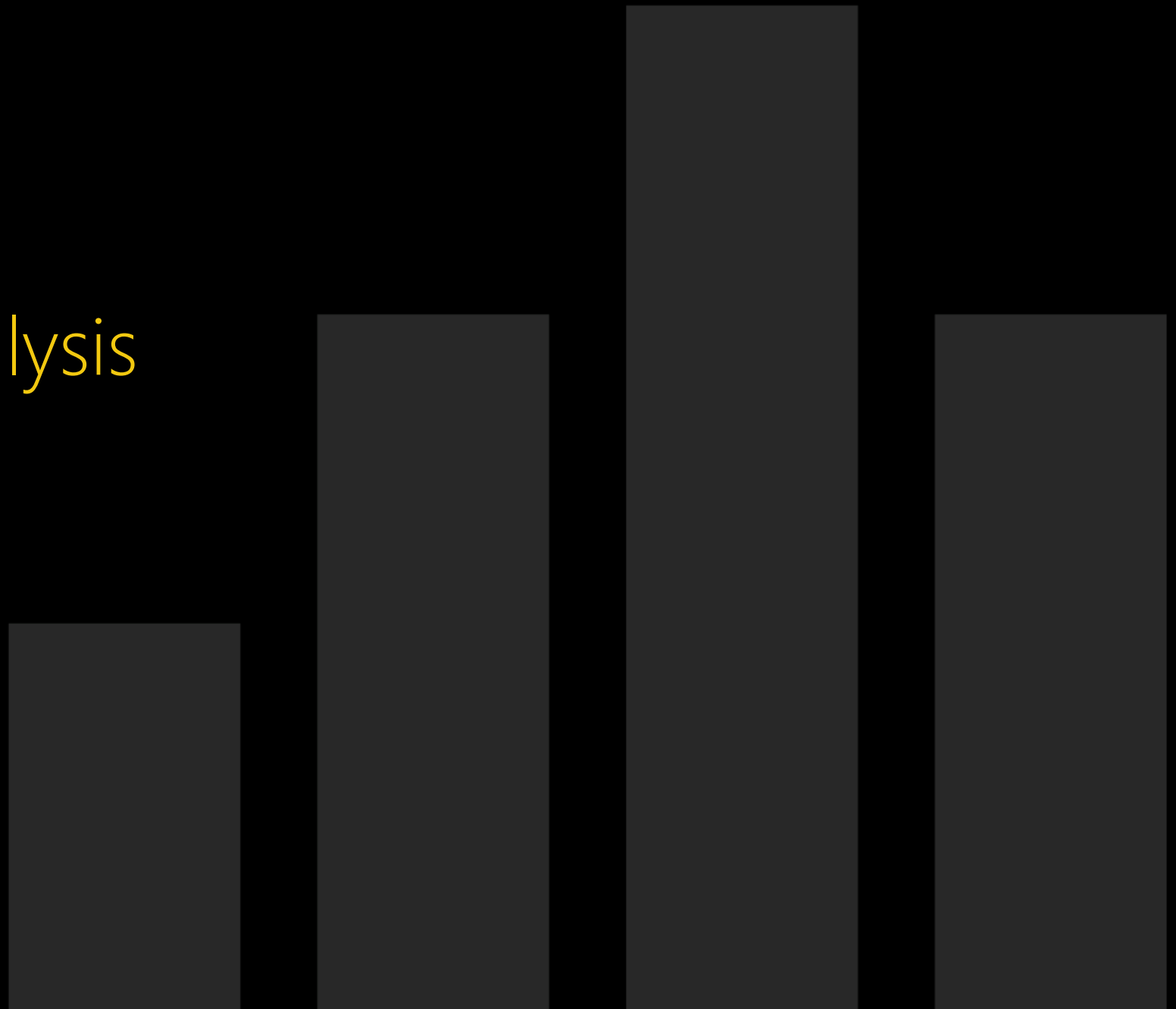


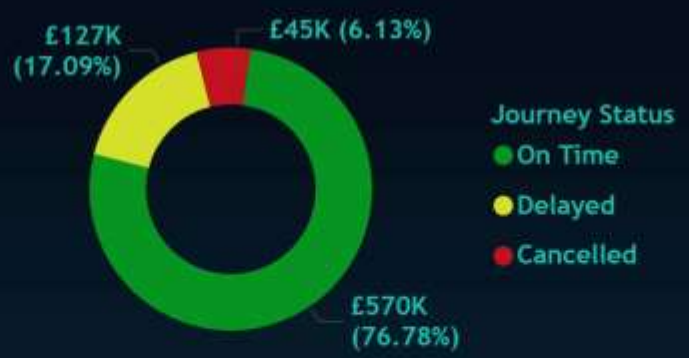
National Rail Maven Rail Analysis Dashboard

Year: All | Journey Status: All | Purchase Type: All

Total Revenue	Refund Amount	Net Revenue	Total Ticket Sold	Total Routes	Total Trips
£741.92K	£38.70K	£703.22K	31653	65	19,871

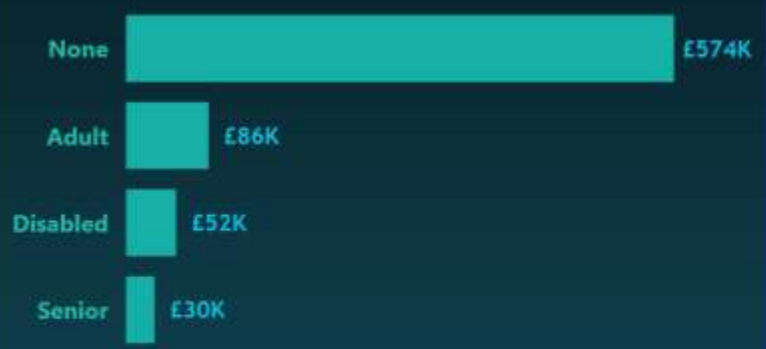
Total Revenue by Payment Method

Total Revenue by Journey Status

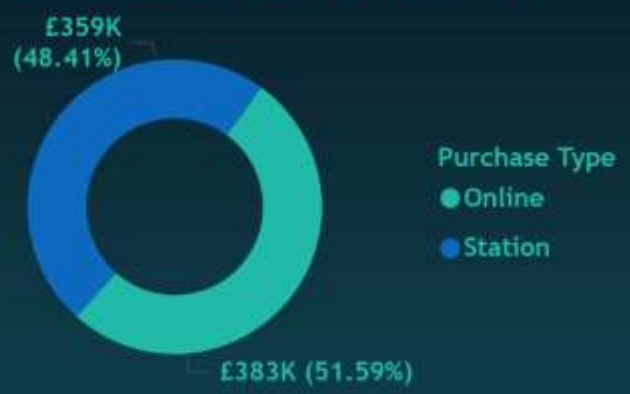


Total Revenue by Ticket Type

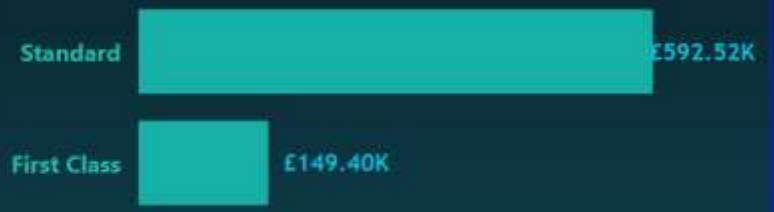
Total Revenue by Railcard



Total Revenue by Purchase Type



Total Revenue by Ticket Class



MAVEN ANALYTICS

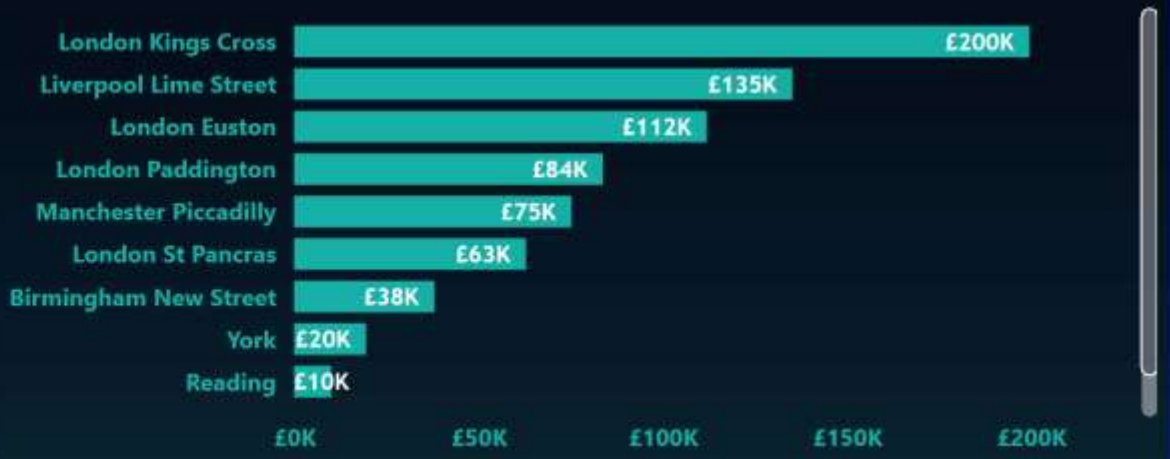
National Rail Maven Rail Analysis Dashboard

Year: All | Arrival Station: All | Departure Station: All

Total Revenue	Refund Amount	Net Revenue	Total Ticket Sold	Total Routes	Total Trips
£741.92K	£38.70K	£703.22K	31653	65	19,871

Total Revenue and Total Tickets Sold by Month

Top 10 Train Routes by Revenue



Top Train Routes by Revenue and Tickets Sold

Train Route	Total Revenue	Total Tickets Sold
Manchester Piccadilly - Liverpool Lime Street	£17,310	4628
London Euston - Birmingham New Street	£50,349	4209
London Kings Cross - York	£183,193	3922
London Paddington - Reading	£65,368	3873
London St Pancras - Birmingham New Street	£52,869	3471
Liverpool Lime Street - Manchester Piccadilly	£11,950	3002
Liverpool Lime Street - London Euston	£113,299	1097
London Euston - Manchester Piccadilly	£61,004	712
Total	£741,921	31653

Revenue by Month and Year

MAVEN ANALYTICS

National Rail Maven Rail Analysis Dashboard

Year: All

Arrival Destination: All

Departure Station: All

Cancelled Journeys	Delayed Journeys	On-Time Journeys	Cancellation rate
1880	2292	27481	5.94%

Departure Station	On-Time Performance Rate
Manchester Piccadilly	16.97%
London Euston	16.15%
London Paddington	14.84%
London Kings Cross	14.16%
London St Pancras	13.10%
Liverpool Lime Street	12.47%
Birmingham New Street	6.80%
York	2.95%
Reading	2.06%
Oxford	0.45%
Total	100.00%

Departure Hour by Peak Travel Time

On-Time_Journeys and Net Revenue by Departure Station

Total Tickets Sold by Payment Method

MAVEN ANALYTICS

National Rail Maven Rail Analysis Dashboard

Year: All

Arrival Destination: All

Departure Station: All

Total Revenue	Refund Amount	Net Revenue	Total Ticket Sold	Total Routes	Total Trips
£741.92K	£38.70K	£703.22K	31653	65	19,871

Net Revenue by Destination

National Rail

Maven Rail Analysis Dashboard

Year: All

Weekly Revenue WRT On-Time Journeys, Delayed Journeys & Cancelled Journeys

On-Time_Journeys by Ticket Type

On-Time_Journeys by Ticket Class

On-Time Journeys by Departure Hour

On-Time Journeys by Actual Arrival Hour

MAVEN ANALYTICS

National Rail

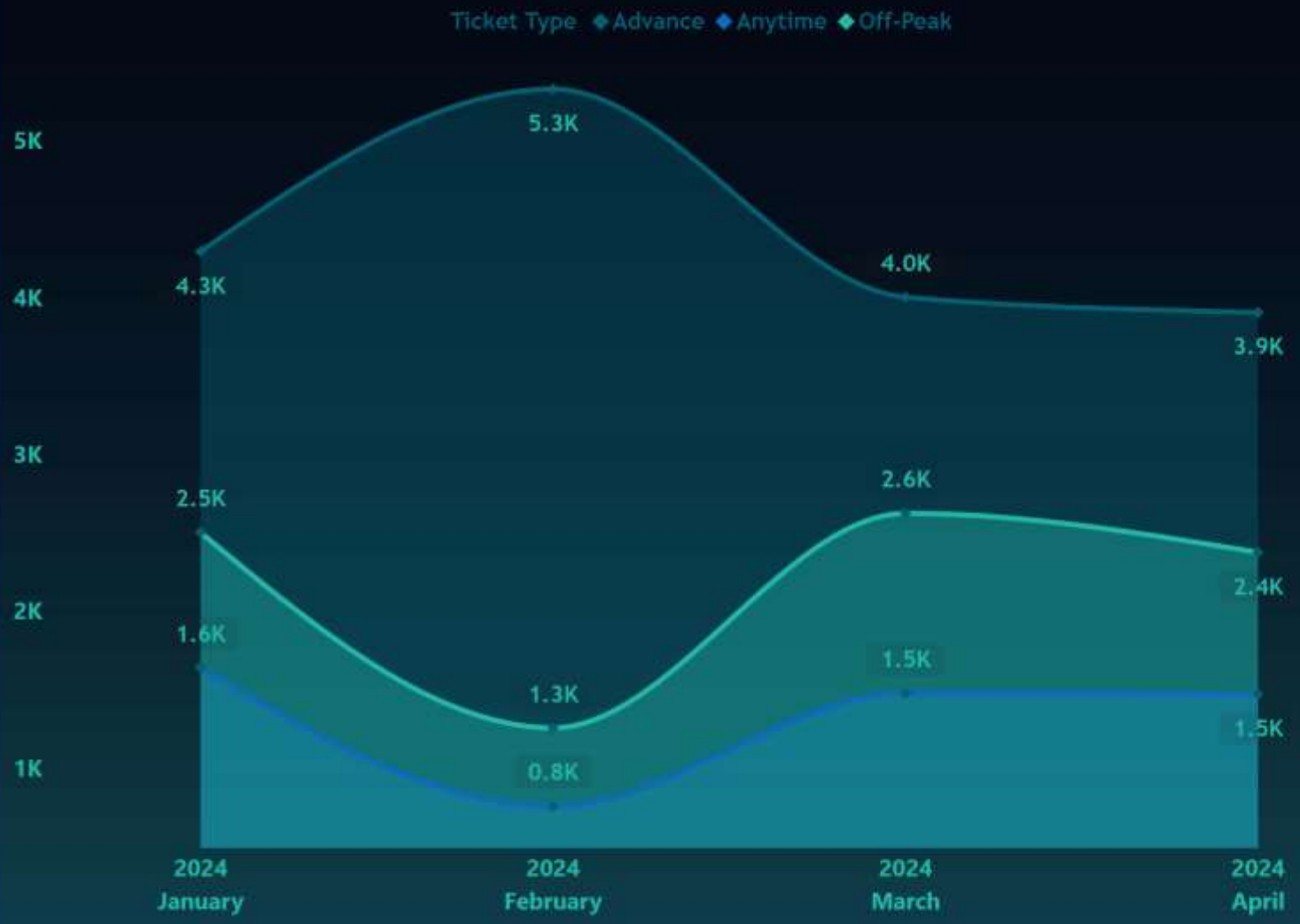
Maven Rail Analysis Dashboard

Year: All

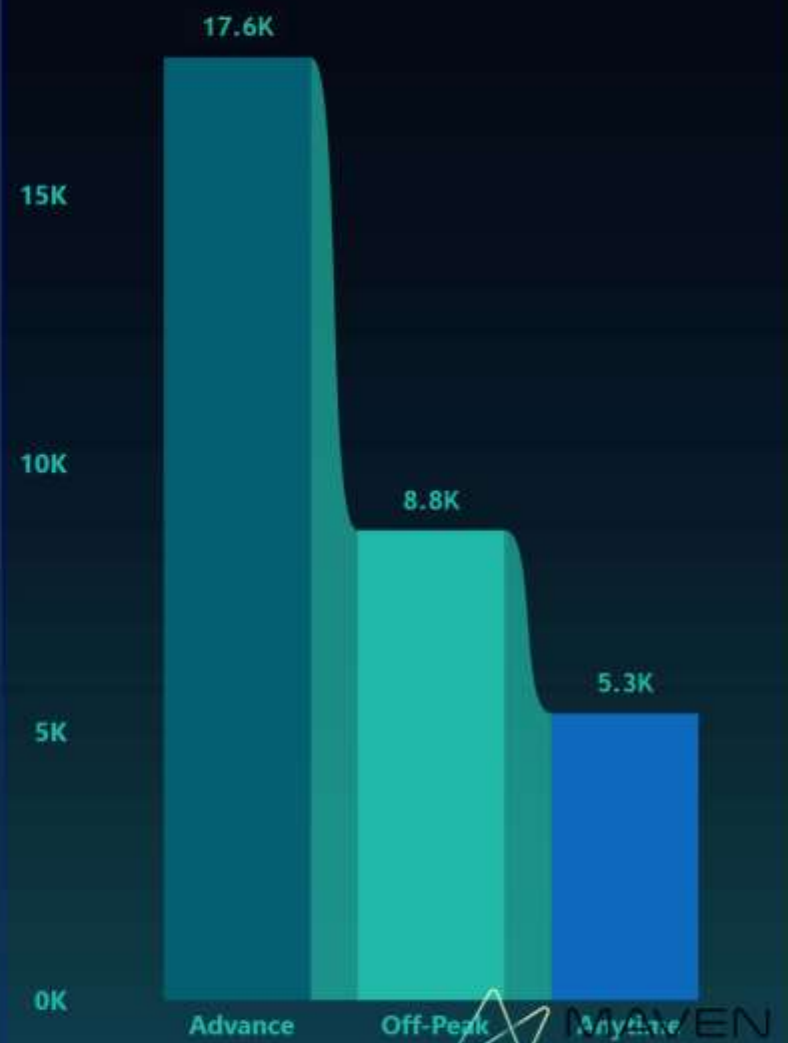
Purchase Type: All

Passengers: 31653

Total Passengers by Ticket Type



Railcard by Ticket Type



MAVEN ANALYTICS

National Rail Maven Rail Analysis Dashboard

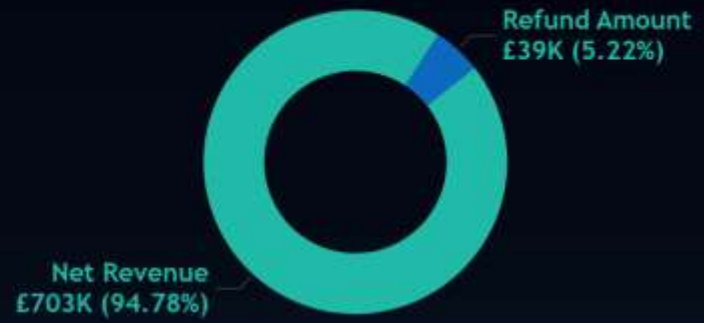
Year: All

Train Route	Total Revenue	Refund Amount	Net Revenue
London Kings Cross - York	£183,193	£3,695	£179,498
Liverpool Lime Street - London Euston	£113,299	£13,126	£100,173
London Paddington - Reading	£65,368	£1,527	£63,841
London Euston - Manchester Piccadilly	£61,004	£1,684	£59,320
London St Pancras - Birmingham New Street	£52,869	£831	£52,038
Total	£475,733	£20,863	£454,870

Refund Amount
£38.70K

Net Revenue
£703.22K

Refund Amount and Net Revenue

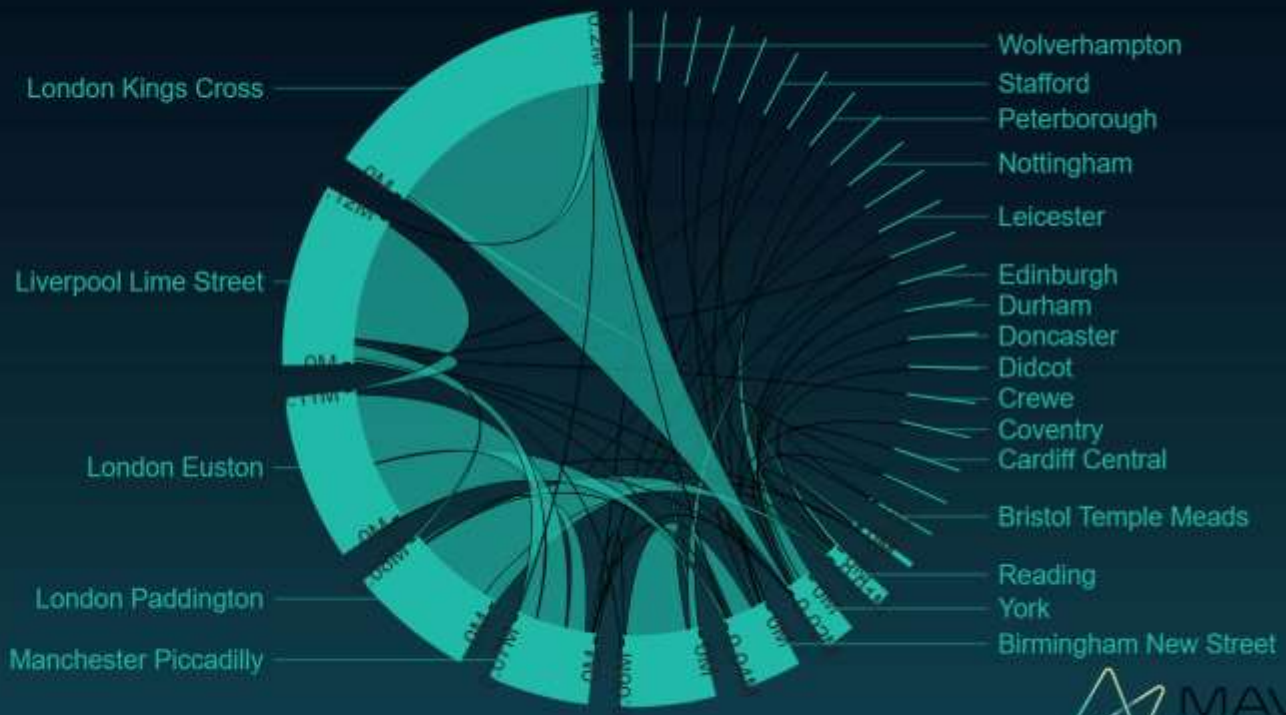


Ticket Class	Total Revenue	Refund Amount	Net Revenue
Standard	£592,522	£32,338	£560,184
First Class	£149,399	£6,364	£143,035
Total	£741,921	£38,702	£703,219

Ticket Type	Total Revenue	Refund Amount	Net Revenue
Advance	£309,274	£15,673	£293,601
Off-Peak	£223,338	£14,115	£209,223
Anytime	£209,309	£8,914	£200,395
Total	£741,921	£38,702	£703,219

Railcard	Total Revenue	Refund Amount	Net Revenue
None	£573,697	£17,976	£555,721
Adult	£86,330	£15,600	£70,730
Disabled	£52,278	£1,247	£51,031
Senior	£29,616	£3,879	£25,737
Total	£741,921	£38,702	£703,219

Route Map Visual by Revenue



MAVEN ANALYTICS

INSIGHTS

Maven Rail Analysis Dashboard

We received a data of National Rail business to analyze the data to check financial performance from the month of January to April 2024. Company provides business services to passenger train operators in England, Scotland, and Wales.

Requirements:
Identify the most popular routes
Determine peak travel times
Analyze revenue from different ticket types & classes
Diagnose on-time performance and contributing factors

National Rail company achieved a total of 741.92K out of which refund amount was only 38.70K resulting a net revenue of around 703.22K. Total of 31653 tickets being sold out and brought by passengers. Total routes denotes 65 and there are 19871 total trips. Payment method are categorized into 3 parts : Credit Card, Contactless and Debit Card out of which customers mostly brought tickets by Credit card of around 63.28% followed by Contactless of 30% and Debit Card of 7.14% and revenue generated the highest for credit card. Based on Journey Status, On-Time status analyzed being the highest in terms of revenue generating 76.78% followed by Delayed and Cancelled status. Total revenue based on ticket class is highest for Standard Class with 592.52K.

Ticket Class: Standard Class generated 560K , First-Class generated 143K

Ticket Type: Advance Type generated 293K , Off-Peak Type generated 209K , Any-Time Type generated 200K

Rail-Card: None generated 555K, Adult generated 70K, Disabled generated 51K, Senior generated 25K

According to monthly revenue report, January generated highest revenue of 205K followed by March 2024 with 195K, April 2024 with 187K and February 2024 with 154K. Around 8434 tickets being sold on the month of January 2024 followed by March 2024 with 8100. The most popular and trending train route is Manchester Piccadilly to Liverpool Lime Street with 4628 footfalls followed by London Euston to Birmingham New Street with 4209 footfalls, London Paddington - Reading with 3922 footfalls so on and so forth. Top most highest revenue generating Train Route is London Kings Cross creating 205K followed by Liverpool Lime Street with 135K, London Euston with 112K, so on and so forth.

There are 1880 cancelled journeys, 2292 Delayed Journeys. There are around 27481 On-Time Journeys. On monthly basis approximately 7k passengers make their journeys with January and March seeing the highest footfalls. Advance Ticket Type is highest creating 56% in respect to On-Time Journeys. Standard ticket class is highest creating 90% in respect to On-Time Journeys followed by First Class with 10%.