1️⃣. Sales & Financial Performance (5 Questions)

1. What is the monthly trend of total ticket sales?

Helps track sales performance over time and identify peak and low seasons.

2. What percentage of ticket purchases come from online sales vs. station sales?

Shows the popularity of online bookings and whether improvements are needed for station sales.

3. What percentage of customers use Railcards? (e.g., Adult, Senior, Disabled, None)

Helps analyze the impact of discount cards on sales and customer loyalty.

4. What is the total revenue generated from ticket sales?

Provides insights into overall financial performance and profitability.

5. How is revenue distributed by ticket type?

Identifies which ticket types contribute the most to revenue, helping with pricing strategies.

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2️⃣. Passenger Behavior & Demand (5 Questions)

6. What are the peak hours, days, and seasons for ticket purchases?

Helps in scheduling more trains during busy periods and optimizing pricing.

7. What is the average number of days a ticket is booked before the journey?

Shows whether passengers book in advance or at the last minute, helping with pricing strategies.

8. Which stations have the highest number of departures and arrivals?

Identifies the busiest stations to improve service and resource allocation.

9. What is the most purchased ticket type on weekdays vs. weekends?

Helps understand different travel patterns and optimize promotions.

10. What are the most demanded train tickets over time?

Shows ticket demand fluctuations, allowing for better planning and promotions.

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3️⃣. Train Performance & Delays (5 Questions)

11. What percentage of journeys are delayed?

Measures train service reliability and helps in reducing delays.

12. What are the most common reasons for delays?

Identifies key issues causing delays and helps in finding solutions.

13. How does delay frequency vary by time of day?

Shows if delays are more common during peak hours, helping in schedule adjustments.

14. What is the average delay duration?

Provides insight into how long delays typically last and their impact on passengers.

15. What percentage of delayed journeys result in refund requests?

Helps evaluate customer dissatisfaction due to delays and assess refund policies.

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4️⃣. Travel Routes & Utilization (5 Questions)

16. Which routes have the highest number of journeys?

Helps allocate more resources to the busiest routes.

17. What is the average ticket price per route?

Analyzes pricing differences and their impact on passenger demand.

18. What are the most and least utilized travel times?

Helps optimize train schedules to match passenger demand.

19. How is revenue distributed compared to passenger volume by route?

Identifies high-revenue routes and those needing better marketing or pricing adjustments.

20. Which routes have the highest percentage of delays?

Highlights routes that require operational improvements to enhance reliability.