

An practical Examination of Ticket Sales and Redemption Trends: Awareness from Toronto Island Ferry Data*

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Ferries to Toronto Island Park operate year-round out of Jack Layton Ferry Terminal. Ferries carry passengers to and from Centre Island, Hanlan's Point and Ward's Island. There are limited amenities during the off-season. This dataset provides near real-time information on ferry ticket sales and ticket redemptions. The counts are provided in 15 minute intervals and are updated hourly. They encompass all product types and include both online and POS-kiosk sales. For additional information about Toronto Island Park or the ferry service, please visit toronto.ca/parks or contact parks@toronto.ca.

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*A GitHub Repository containing all data, R code, and other files used in this investigation is located here:
<https://github.com/bennyrochweg/healthcare-outbreaks-toronto>

1 Introduction

The purpose of this study is to analyze Toronto Island Ferry ticketing data using various statistical methods. With this study attempts to reveal and express notable trends and insights that may inform decisions related to, for example, the opening times of large rides. The data provides valuable insights into the tourism and entertainment industry, as well as the leisure services industry, and is presented in visualizations that allow for a deeper understanding.

2 Data

2.1 Overview

The dataset used in this study contains near real-time information on the total number of ferry ticket sales and ticket exchanges over a defined period of time. The analysis used R statistical software to generate a variety of graphs, including histograms, bar charts, and line graphs, which are essential for understanding the distribution and relationships of key variables. The main objective of the study was to explore which ticketing method had the highest sales over time.

2.2 Results

```
# A tibble: 1 x 11
  title          id    topics civic_issues publisher excerpt dataset_category
  <chr>          <chr> <chr>  <chr>          <chr>    <chr>    <chr>
1 Toronto Island F~ toro~ Trans~ <NA>      Parks, F~ "This ~ Table
# i 4 more variables: num_resources <int>, formats <chr>, refresh_rate <chr>,
#   last_refreshed <date>
```

```
# A tibble: 4 x 4
  name                                id                                format last_modified
  <chr>                                <chr>                                <chr>    <date>
1 Toronto Island Ferry Ticket Counts d904836a-791e-48~ CSV      NA
2 Toronto Island Ferry Ticket Counts.csv c46719f5-8006-44~ CSV      2024-09-24
3 Toronto Island Ferry Ticket Counts.xml b3f84995-2e35-4f~ XML      2024-09-24
4 Toronto Island Ferry Ticket Counts.json 21d44bb7-6ca6-45~ JSON     2024-09-24
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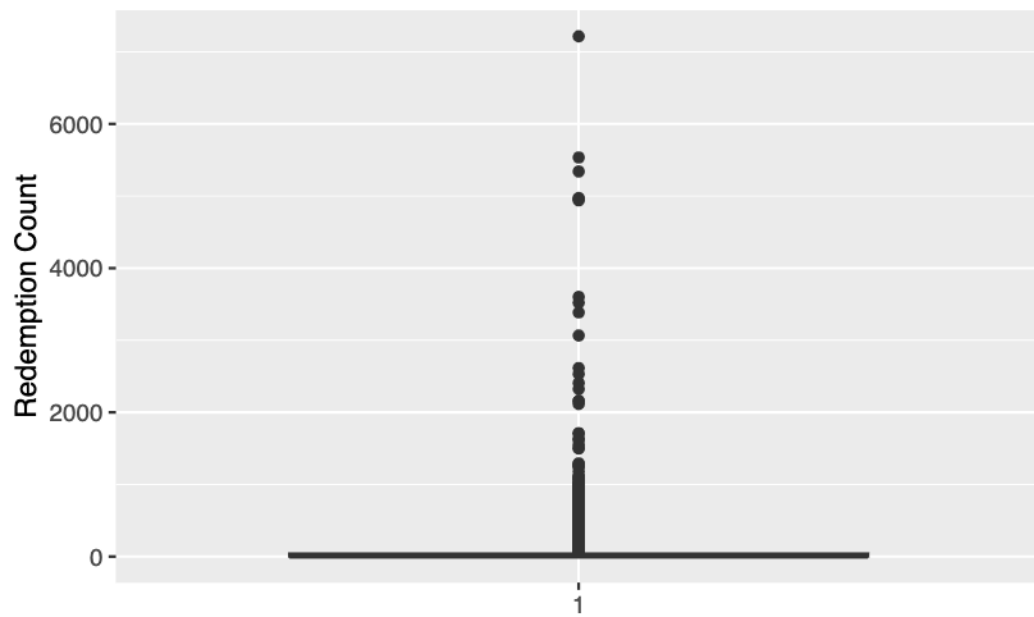


Figure 1: ?(caption)

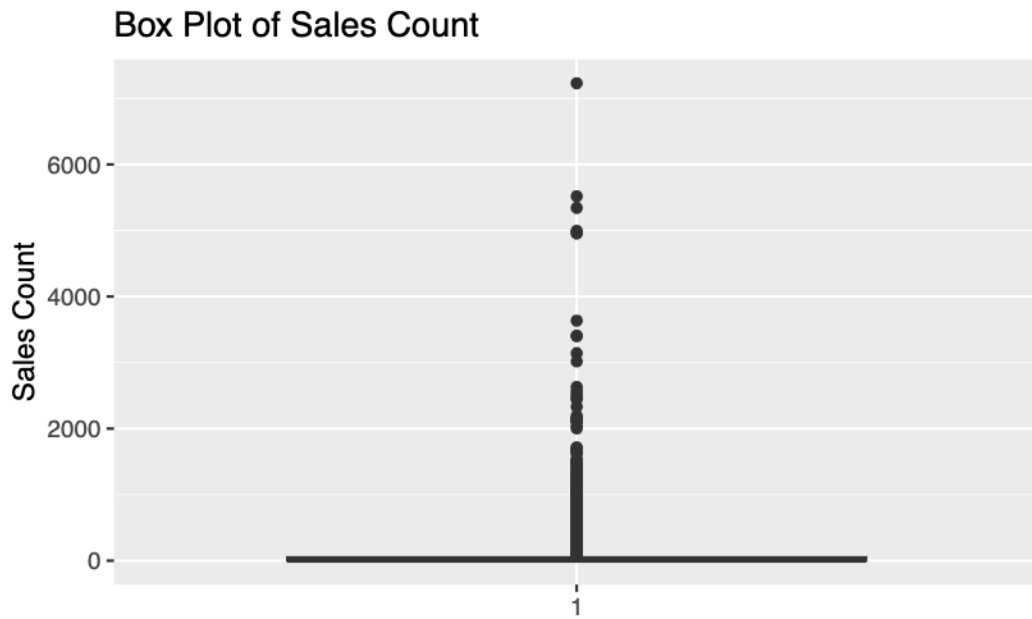
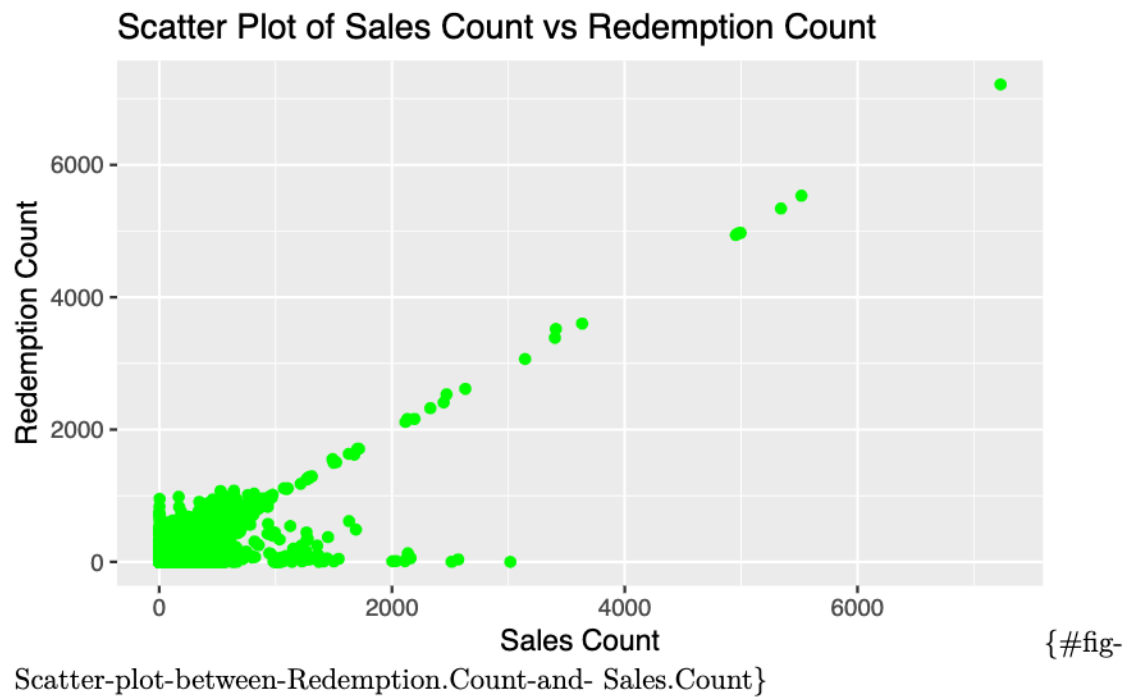


Figure 2: ?(caption)



Scatter-plot-between-Redemption.Count-and- Sales.Count}

{#fig-

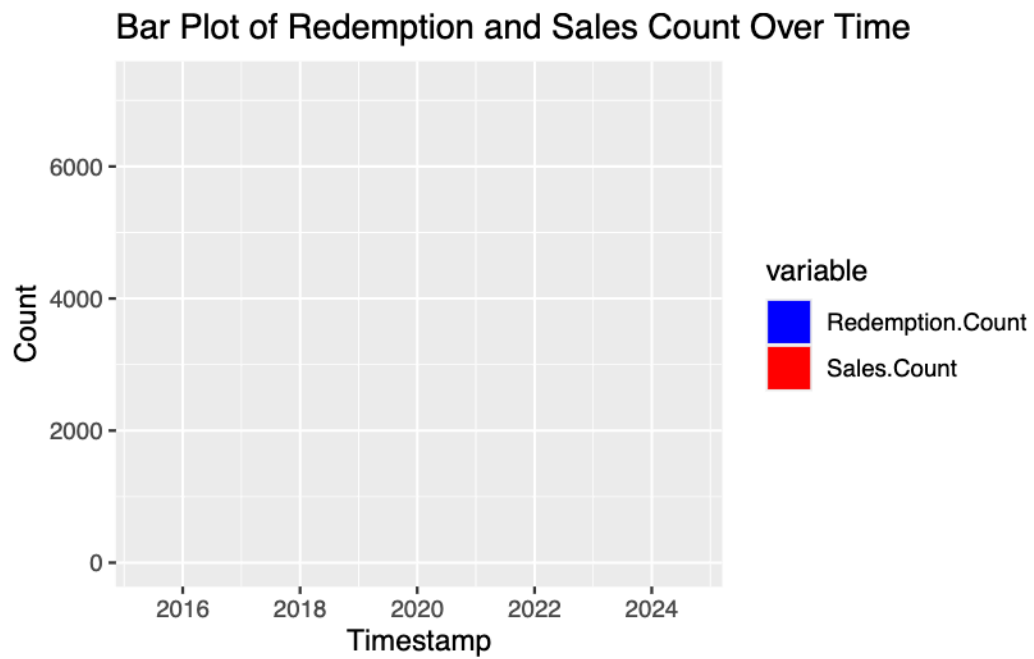


Figure 3: ?(caption)

3 Discussion

A Appendix

A.1 Dataset and Graph Sketches

A.2 Data Cleaning

A.3 Attribution Statement

B References