

# [Railway Journey]

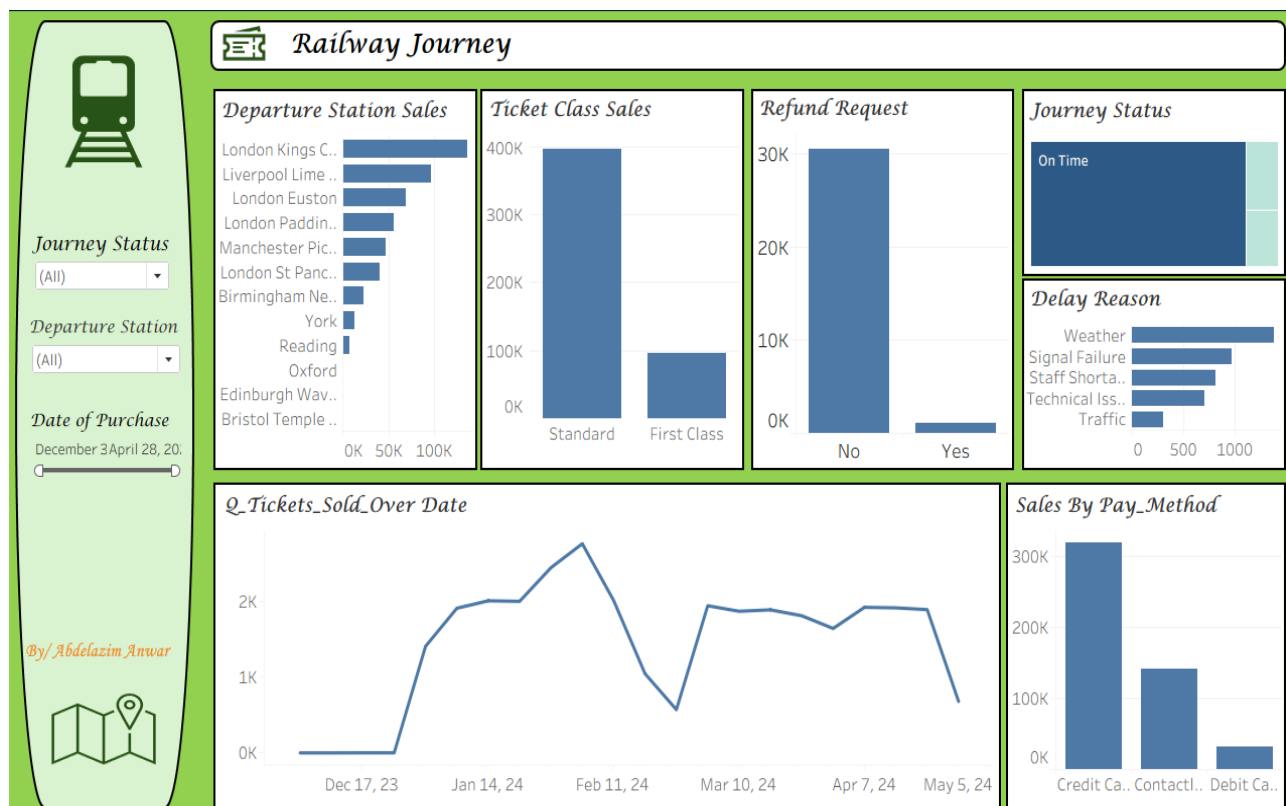
Dashboard Project



BY: ABDELAZIM MOHAMED

## Introduction

The **Railway Journey Dashboard** project is a comprehensive data visualization solution designed to analyze and monitor railway ticket sales, journey performance, and operational insights. By integrating key metrics such as departure station sales, ticket class preferences, refund requests, journey statuses, payment methods, and delay reasons, this dashboard enables stakeholders to make data-driven decisions aimed at improving customer satisfaction and operational efficiency.

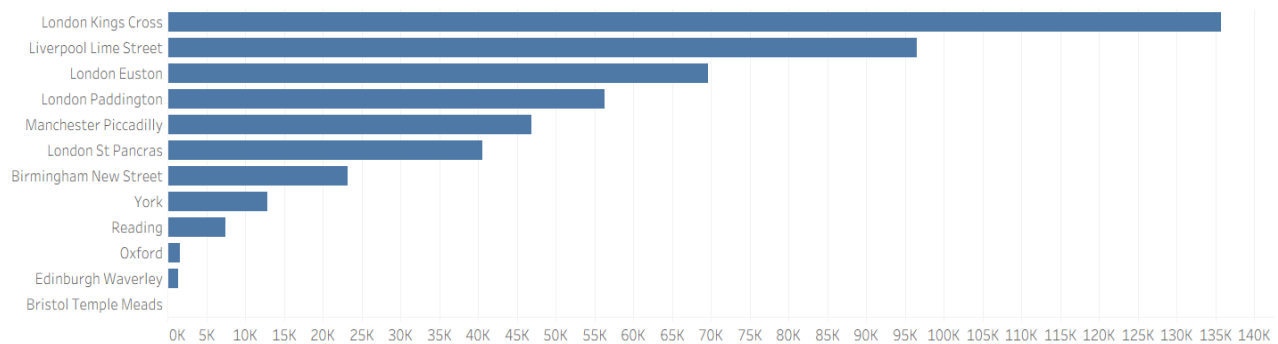


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# Business Findings

## Top Departure Stations (Sales Volume)

*Departure Station Sales*



**London Kings Cross** leads in ticket sales, followed by:

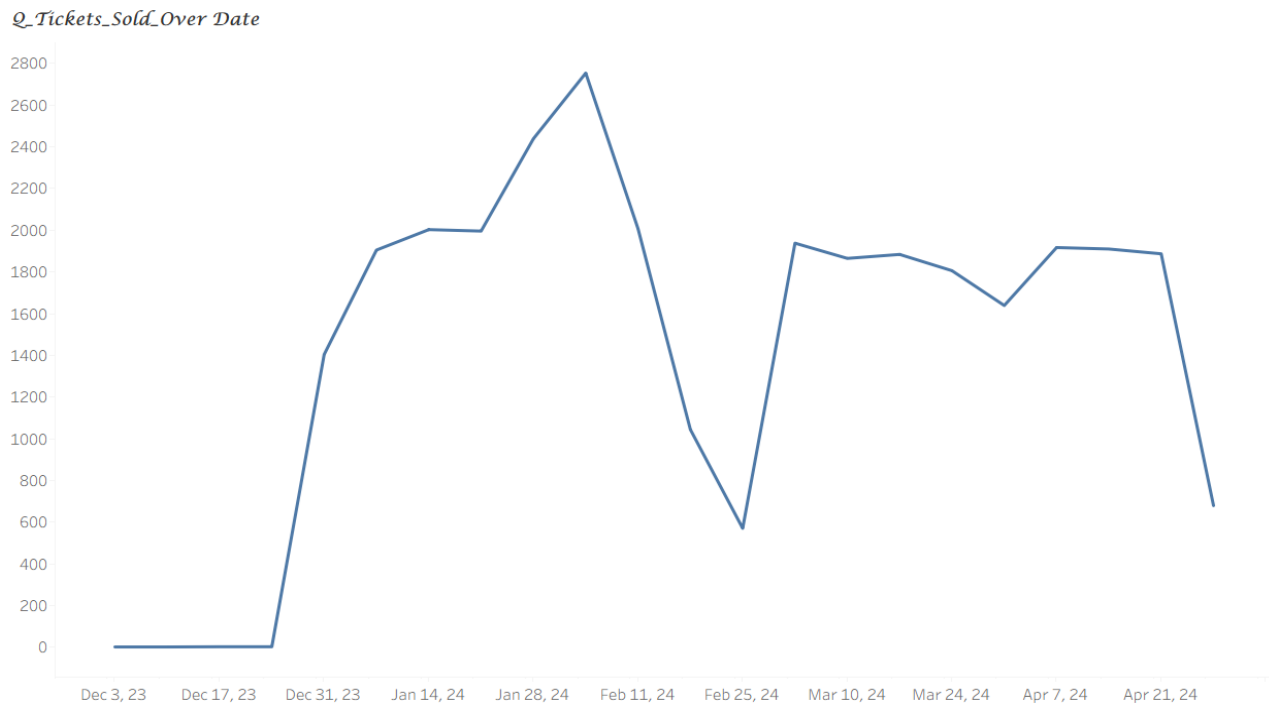
- Liverpool Lime Street
- London Euston
- London Paddington

Smaller stations like Oxford and Bristol Temple Meads show minimal sales.

**Insight:** Focus marketing efforts and services around top-performing stations, while assessing opportunities to improve sales from low-performing ones.

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## Tickets Sold Over Time (Q-Tickets)

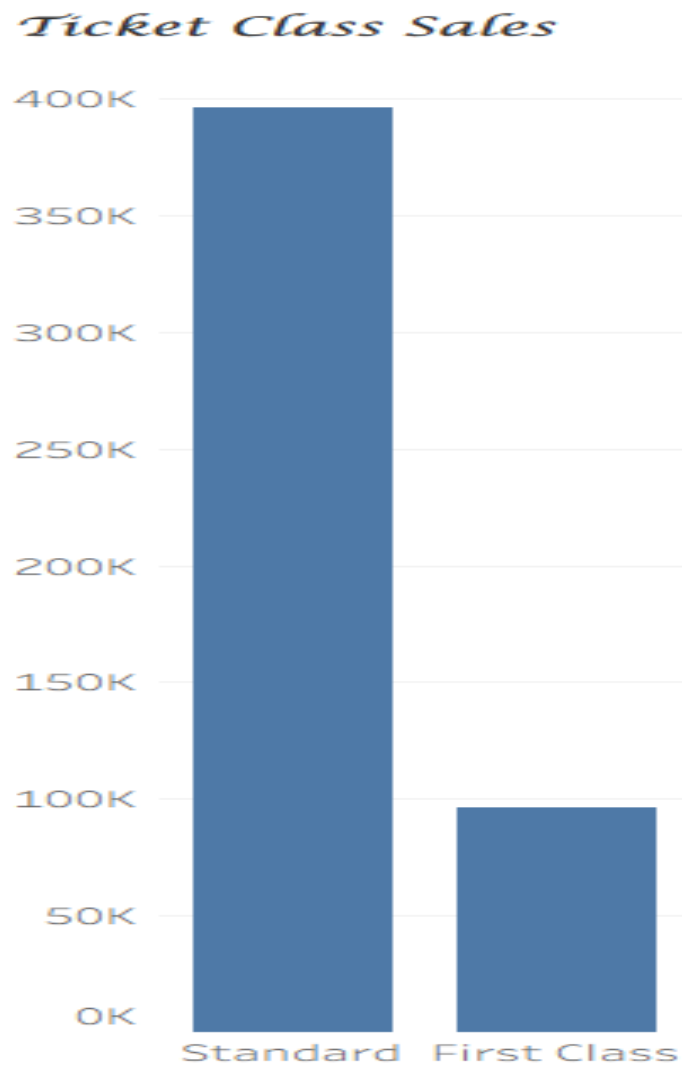


- A notable spike in ticket sales occurred around Jan–Feb 2024.
- Drops observed in Dec 2023 and around March 2024.

**Insight: Seasonal trends—likely holiday and travel seasons—impact ticket sales. Use this data to forecast demand and plan resources accordingly.**

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## Ticket Class Sales

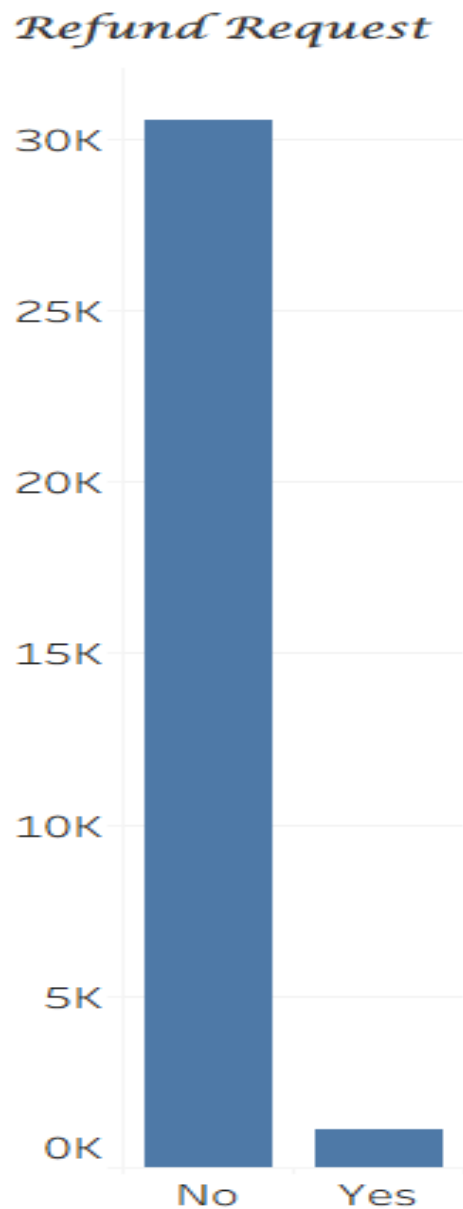


- **Standard Class** tickets dominate sales at ~400K.
- **First Class** sales are significantly lower (~100K).

**Insight:** Strong preference for affordability. Consider promotions or added perks to make First Class more attractive.

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## Refund Requests



- Most tickets were **not refunded** (~30K), with only a small fraction being refunded.

**Insight:** Low refund rate indicates strong customer satisfaction or restrictive refund policies.

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## Journey Status

*Journey Status*



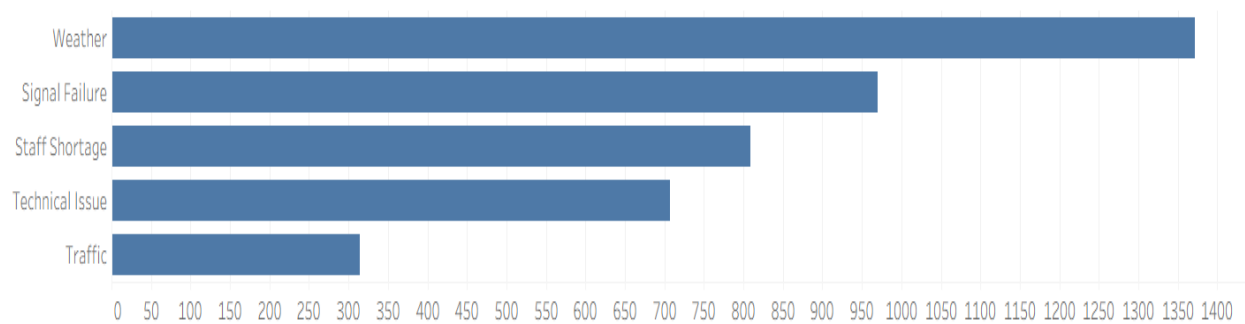
- Most journeys were on time.
- A smaller portion experienced delays or disruptions.

**Insight:** Operational efficiency is high; continue maintaining this standard.

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## Delay Reasons

*Delay Reason*



1. **Weather**
2. **Signal Failures**
3. **Staff Shortages**
4. **Technical Issues**
5. **Traffic**

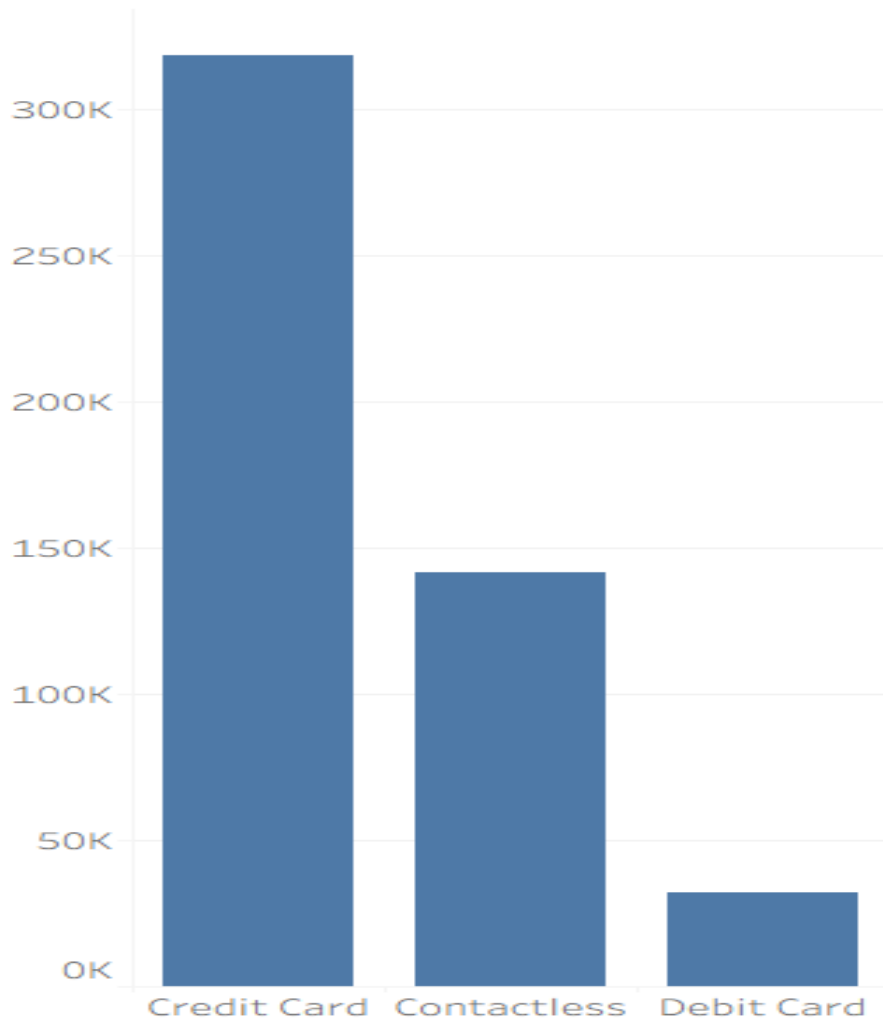
**Insight:** Weather and signal issues are the primary delay factors. Investment in infrastructure resilience and signal systems could mitigate delays.

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## Sales by Payment Method

*Sales By Pay\_Method*



- Credit Card is the dominant payment method (~300K+).
- Followed by Contactless, then Debit Card.

**Insight:** Ensure smooth processing for credit card payments; consider incentives for other methods to balance the load.

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## Overall Summary:

- Strong standard class and credit card preference.
- High punctuality and customer retention (low refunds).
- Focused operational improvements (weather/signal delays).
- Opportunity to boost First Class and underperforming stations.

## Tableau DB Link:

[https://public.tableau.com/views/Railway\\_17605555712050/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Railway_17605555712050/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

(Note: Please view the dashboard in full screen to see all details clearly.)

Thank You

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