**Sales & Revenue**

**Target: Finance & Revenue Teams**

* **What is the total revenue generated per month, per station, and per ticket type?**
* **Which ticket class (Standard, First-Class) contributes the most to revenue?**
* **How does the revenue distribution vary by purchase type (Online vs. Station)?**
* **What are the peak hours for ticket purchases based on sales volume?**
* **What is the average ticket price per journey type (Advance, Anytime, Off-Peak)?**
* **What is the financial impact of refunds on total revenue?**

**Operational Performance & Delays**

**Target: Operations & Logistics Teams**

* **What percentage of journeys are delayed / cancelled, and what is the average delay time?**
* **Which routes experience the highest frequency of delays/cancellations?**
* **What are the most common reasons for train delays/cancellations?**
* **How does the delay/cancel rate vary by time of day or day of the week?**
* **Do certain stations contribute more to delays (departure vs. arrival impact)?**
* **What percentage of delayed journeys result in refund requests?**

**Route & Network Optimization**

**Target: Strategy & Planning Teams**

** Which stations have the highest and lowest travel demand?**

** What are the busiest travel days of the week?**

** Are there underutilized routes that may need service adjustments?**

** How does journey duration correlate with delay probability?**

** Should pricing strategies be adjusted based on peak/off-peak demand?**