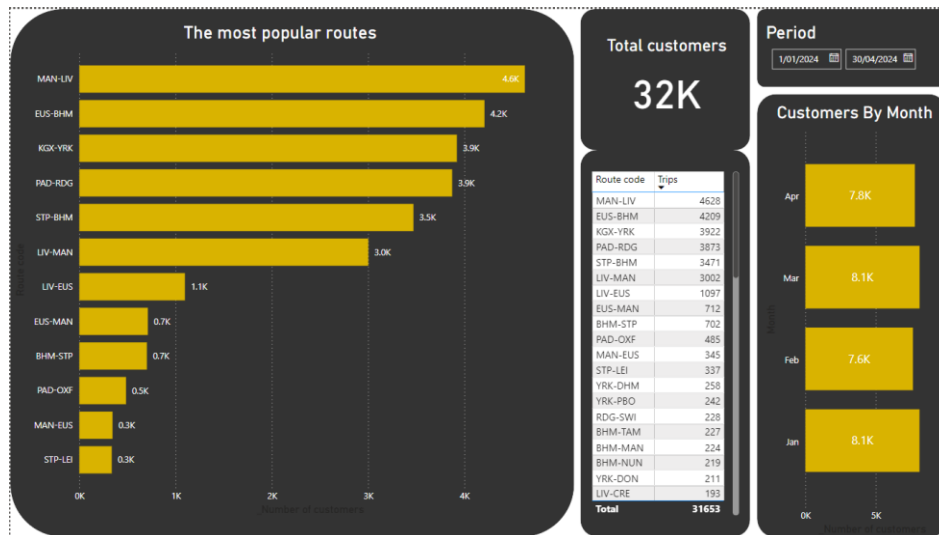


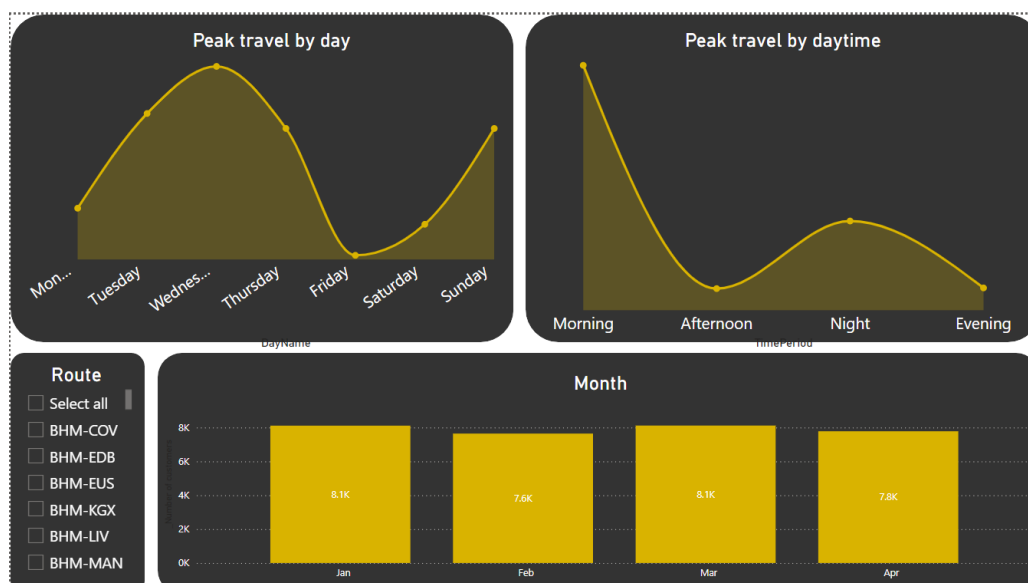
Popular Routes Dashboard

The route from Manchester Piccadilly (MAN) to Liverpool Lime Street (LIV) is the most frequented, with 4.6k journeys recorded. This is followed by the route from London Euston (EUS) to Birmingham New Street (BHM), totalling 4.2k trips. The routes from London Kings Cross (KGX) to York (YRK) and London Paddington (PAD) to Reading (RDG) are nearly equal in trip numbers, with 3.9k. There are 32k customers travelling in the first 4 months of 2024. There are filters for months and specific time periods for further checking.



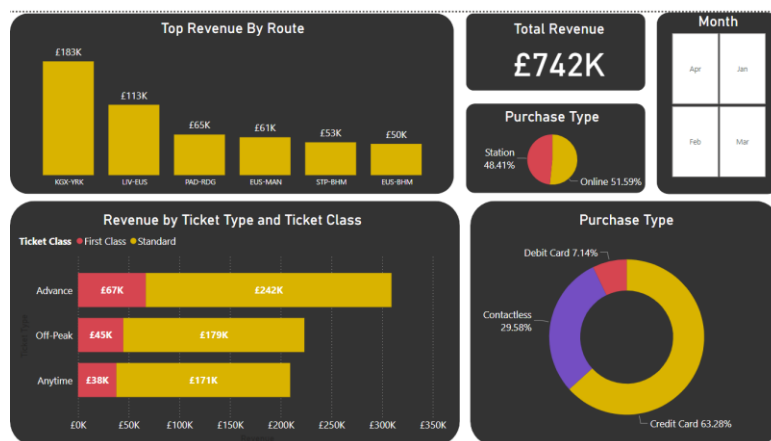
Peak Travel Analysis Dashboard

Mornings, with approximately 11,000 passengers between 6 am and 8 am, mark the peak travel times, likely due to commuters heading to work. The closing times of workplaces influence travel patterns throughout the day. Consequently, afternoons see a substantial number of passengers, around 9.3k, followed by nights with 6.2k passengers and evenings with 5.2k passengers. There are filters for routes and months for further checking.



Revenue Analysis Dashboard

The highest revenue, totalling £309k, came from advanced ticket sales. Among these, £242k came from standard tickets, while £67k came from first-class tickets. During off-peak hours, the revenue amounted to £224k, with £179k from standard tickets and £45k from first-class tickets. In the anytime period, revenue reached £209k, with £171k from standard tickets and £38k from first-class tickets. The total revenue is £742k.



Performance Analysis Dashboard

The analysis reveals key insights into refund requests and revenue trends, emphasizing the need for strategic improvements. Weather and signal failures are the leading causes of delays, driving the highest number of refund requests, suggesting a focus on improving infrastructure and weather-related contingencies to enhance passenger satisfaction. Revenue patterns show significant peaks, likely tied to events, holidays, or promotions, offering opportunities for targeted marketing during off-peak periods to balance revenue. The average delay time is 3.25 minutes. The route with the longest delay time is from MAN to LDS, with an average delay of 143.73 minutes. Overall, 86.82% of the trips are on time, 7.24% are delayed, and 5.94% are cancelled.

