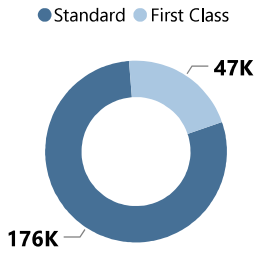
Revenue Analysis

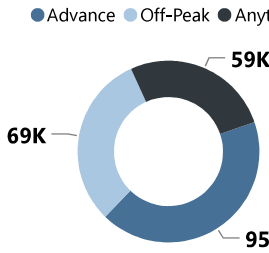
Total Revenue	Actual Revenue	Total Refund	Avg Ticket Price
222K	211K	12K	23.35

Select Date of Journey: 25-02-2024 – 01-04-2024

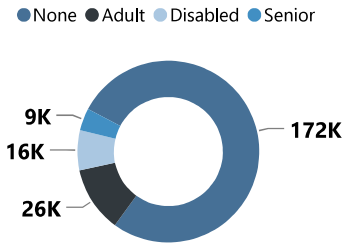
Revenue by Ticket Class



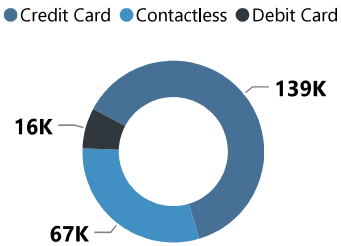
Revenue by Ticket Type



Revenue by Railcard



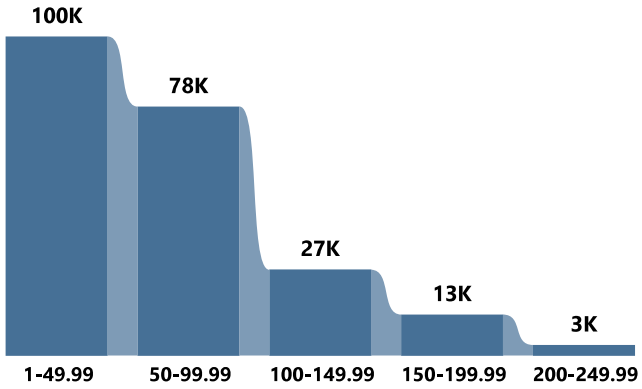
Revenue by Payment Method



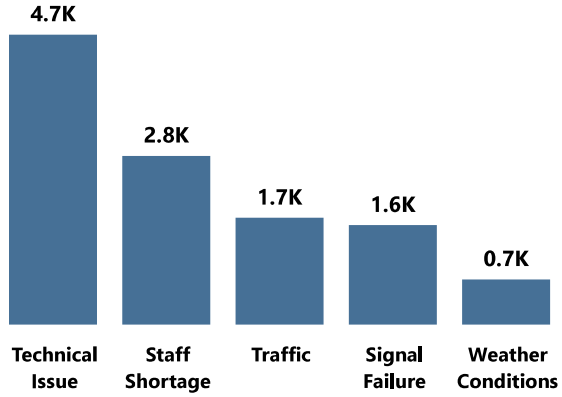
Top 10 Routes by Revenue

Routes	Total revenue
London Kings Cross - York	55379
Liverpool Lime Street - London Euston	32240
London Paddington - Reading	20171
London Euston - Manchester Piccadilly	17878
London St Pancras - Birmingham New Street	16230
London Euston - Birmingham New Street	15177
Manchester Piccadilly - London Euston	9460
Birmingham New Street - London St Pancras	6440
Manchester Piccadilly - Liverpool Lime Street	5172
Manchester Piccadilly - London Paddington	4844

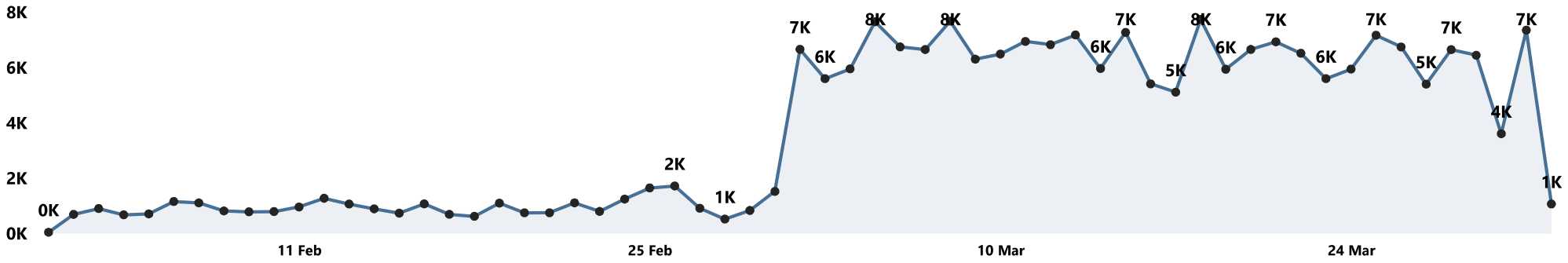
Revenue by Price Category



Revenue lost by Reason for Delay



Revenue over Time

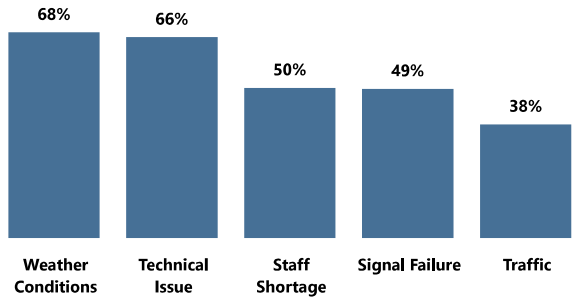


Journey Analysis

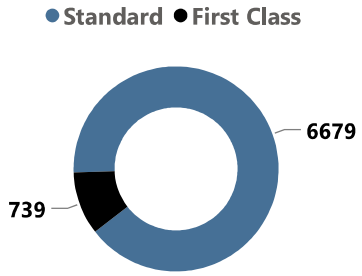
Total Journey	Avg Journey Time	On Time Perform...	Avg Delay Time	Cancellation R...
9520	1h 14m	85.93%	41m	6%

Select Date of Journey: 25-02-2024 – 01-04-2024

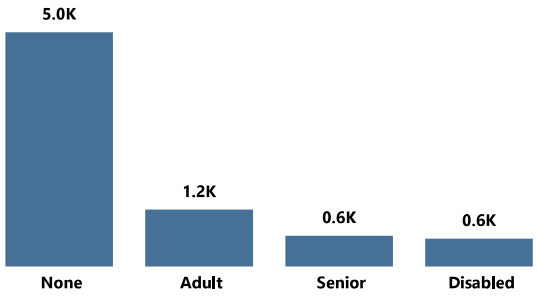
Delay Analysis



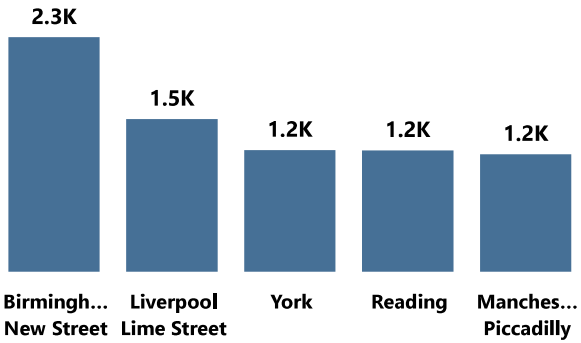
No. of journey by Ticket Class



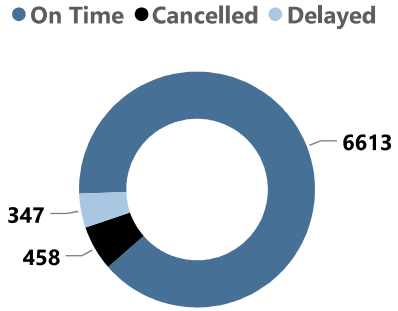
No. of journey by Rail Card



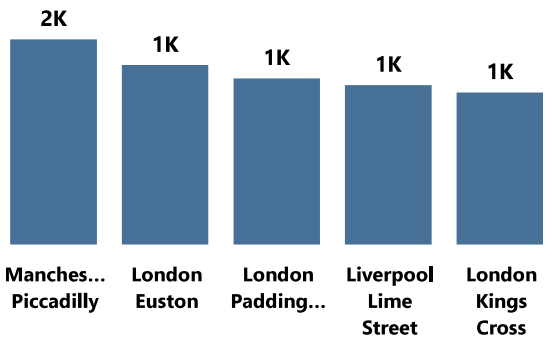
Top Arrival Station



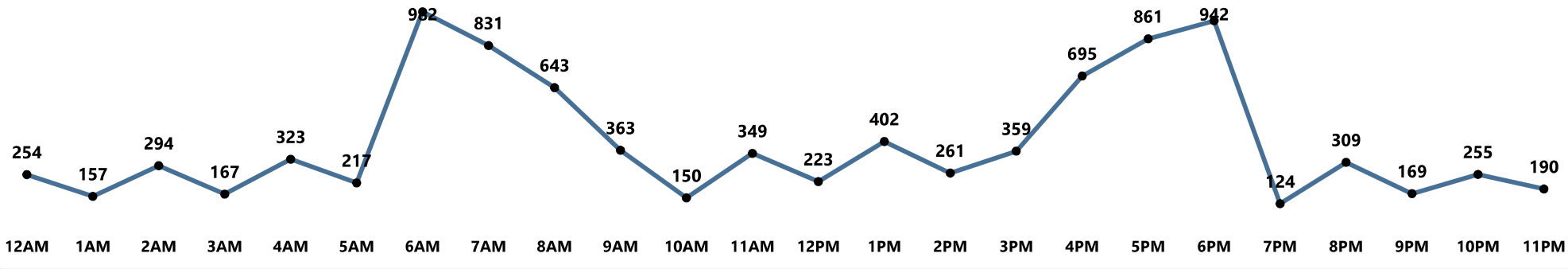
Journey Status Breakdown



Top Departure Station



Peak Travel Time



Station Analysis

Ticket Type: Advance | Anytime | Off-Peak

Ticket Class: First Class | Standard

Select Date of Journey: 25-02-2024 – 01-04-2024

Most Popular Routes

Routes	Total journeys
Manchester Piccadilly - Liverpool Lime Street	1410
London St Pancras - Birmingham New Street	1025
London Paddington - Reading	1191
London Kings Cross - York	1181
London Euston - Birmingham New Street	1269

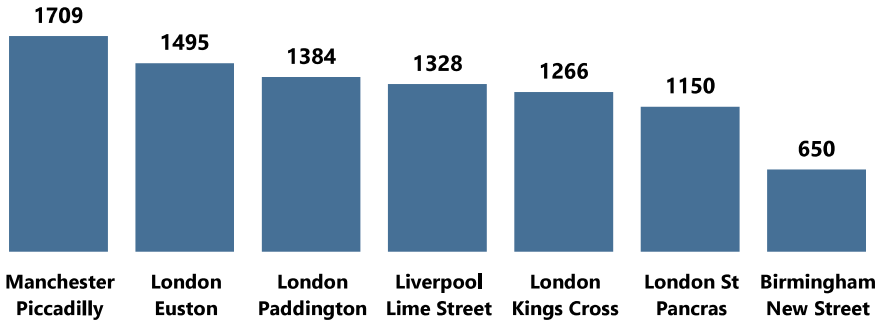
Most Delayed Routes

Routes	Delayed Rate
Edinburgh Waverley - London Kings Cross	100%
London Euston - York	100%
York - Wakefield	100%
Liverpool Lime Street - London Euston	80%
Manchester Piccadilly - London Euston	70%

Most Cancelled Routes

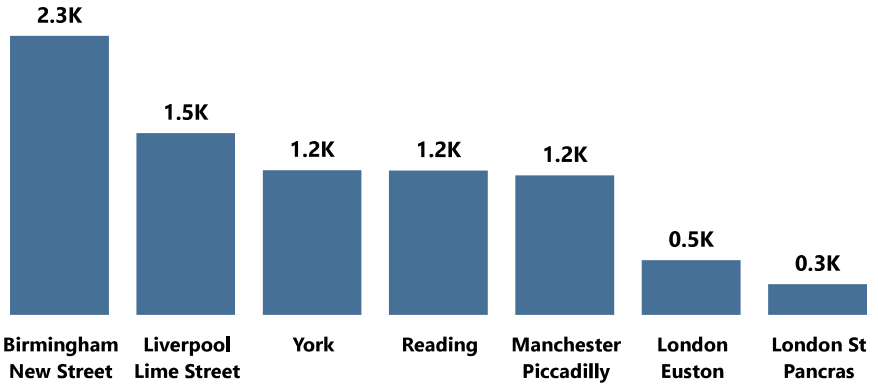
Routes	Cancellation Rate
Liverpool Lime Street - Birmingham New Street	40%
London Paddington - Oxford	21%
Reading - Didcot	20%
York - Birmingham New Street	20%
Birmingham New Street - Wolverhampton	13%

Top Departure Stations

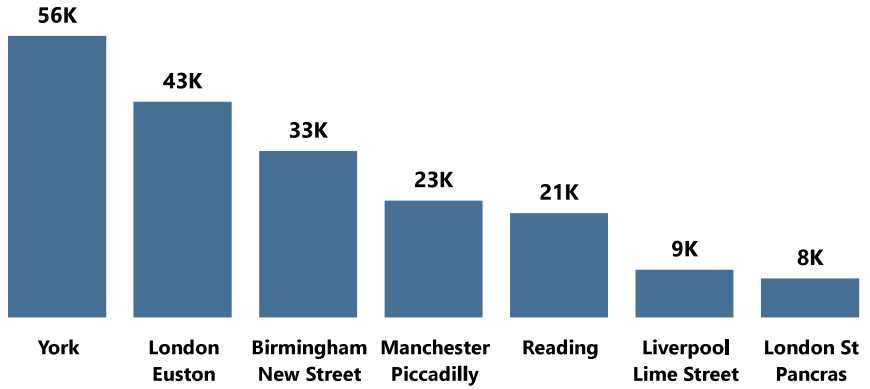


Departure Station Revenue Contribution

Top Arrival Stations



Arrival Station Revenue Contribution



National Rail Performance Dashboard: Key Insights

Revenue Analysis 💰

- **Total Revenue**: Generated a significant total revenue of 222K, with actual revenue slightly lower at 211K after refunds.
- **Revenue by Ticket Class**: Majority of the revenue came from Standard class (176K) compared to First class (47K).
- **Revenue by Ticket Type**: Anytime tickets were the highest revenue generators (95K), followed by Advance (69K) and Off-Peak (59K).
- **Revenue by Railcard**: Non-railcard holders contributed the most (172K), with Adult railcard holders generating 26K.
- **Top Revenue Routes**: The London Kings Cross to York route topped the list with 55,379.
- **Revenue Loss**: The primary reason for revenue loss was technical issues, costing 4.7K.
- **Revenue by Price Category**: Most tickets sold were within the 1-49.99 price range, generating 100K.
- **Revenue Trend**: There was a noticeable increase in revenue towards the March, peaking at over 8K followed by 7K on multiple days.

National Rail Performance Dashboard: Key Insights

Journey Analysis 🚆

- **Total Journeys**: Over 9,520 journeys were analyzed, with an average journey time of 1 hour and 14 minutes.
- **Journey Delays**: Weather conditions and technical issues were the leading causes of delays, with 68% and 66% of journeys delayed respectively.
- **Journey Status**: The majority of journeys were on time (85.93%), while 6% were cancelled.
- **Top Stations**: Manchester Piccadilly and London Euston were the busiest stations for departures, while Birmingham New Street led in arrivals.
- **Peak Travel Times**: The busiest times for travel were at 6 AM and 6 PM, indicating high commuter activity.
- **Ticket Class**: Standard class tickets dominated, making up 6,679 journeys compared to 739 in First class.

National Rail Performance Dashboard: Key Insights

Station Analysis 🚉

- **Most Popular Routes**: The Manchester Piccadilly to Liverpool Lime Street route was the most popular, with 1,410 journeys.
- **Delayed Routes**: Routes like Edinburgh Waverley to London Kings Cross had a 100% delay rate.
- **Cancelled Routes**: The Liverpool Lime Street to Birmingham New Street route had the highest cancellation rate at 40%.
- **Station Transactions**: Manchester Piccadilly and Birmingham New Street had the highest number of transactions, indicating their importance in the network.
- **Departure and Arrival revenue contribution** : Major stations like London Kings cross and York consistently showed high revenue, reflecting their role as key hubs in the network.