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## *Operation Team Dashboard:*

### Insights from the UK Trains Operation Dashboard

- 7% of journeys are delayed, with an average delay time of 3 minutes.
- Standard Class tickets account for the majority of delays, followed by Off-Peak and Advance.
- First Class delays are relatively low, suggesting priority handling or fewer disruptions.
- Liverpool Lime Street and Birmingham New Street are the worst-performing stations.
- Signal failures and staff shortages are the top causes at both Liverpool Lime Street and Birmingham New Street.
- Main delay reasons: weather, signal failure, and staff shortage.
- *The 8th of every month is when we get the most delays. The 14th comes next.*

### Recommendations for the Operations Team

- **Target High-Delay Stations:**
  - Prioritize Liverpool Lime Street and Birmingham New Street for infrastructure audits (e.g., signal systems).
  - Allocate backup staff during peak hours to mitigate staff shortages.
- **Reduce Signal Failures:**
  - Coordinate with engineering teams to upgrade aging signal systems at critical stations.
  - Implement predictive maintenance to preempt failures.
- **Staffing Solutions:**
  - Address staff shortages through hiring surges or cross-training employees for flexible coverage.
  - Investigate if delays align with shift changes or breaks.
- **Weather Preparedness:**
  - Develop rapid-response protocols for weather-related disruptions (e.g., de-icing, drainage checks).
- **Peak-Time Management:**

- For Off-Peak delays, optimize scheduling to avoid overcrowding or resource strain.



## *Customer Service Team Dashboard:*

### Insights from the UK Trains Customer Service Dashboard

- Average Booking Time: 2 Days.
- Refund Rate: 4% is moderate.
- Payment Methods:
  - Credit Cards dominate, but Debit Cards and Contactless lag—potential for targeted promotions.
- Purchase Channels: Online is higher than station.
- Standard Class vastly outsells First Class consider upselling strategies.
- Ticket Types: Advance is most popular, followed by Off-Peak and Anytime.
- Top Crowded Routes:
  - Manchester Piccadilly ↔ Liverpool Lime Street (high demand).
  - London Euston → Birmingham New Street (key commuter route).
- Top Delayed Routes: Overlap with crowded routes (e.g., Manchester ↔ Liverpool), indicating congestion or infrastructure strain.
- Manchester Piccadilly (6K departures) and London stations (Paddington, Kings Cross) are busiest—align staffing/resources.
- Rush hour is at 5 PM.

### Recommendations for the Customer Service Team

- Target 4% Refund Rate:
  - Offer alternatives to refunds (e.g., vouchers for delayed routes).
- Manchester ↔ Liverpool:
  - Increase capacity during peak hours or add express services.
  - Deploy staff to manage crowds at stations.
- London Euston → Birmingham: Partner with operations to address delays (e.g., signal fixes).
- Promote Online Bookings: Offer small discounts for app/web purchases.
- Improve Contactless Adoption: Highlight speed/benefits in stations.
- First Class Incentives: Bundle with perks (e.g., lounge access) to increase 3K sales.
- Advance Ticket Promotions: Leverage popularity (18K) for seasonal campaigns.
- Dynamic Staffing: Align shifts with Manchester Piccadilly/London peak departures.

- Increase staff at 5 PM when it gets busy.
- Real-Time Updates: Notify passengers of delays via app/SMS to reduce frustration.



## *Managers Dashboard:*

### Insights from the UK Managers Dashboard

- Sales: 32K tickets.
- Revenue: \$742K.
- Monthly Trend: Decline from 8,500 tickets in January to 7,000 in April.
- 7% of journeys delayed, impacting customer satisfaction.
- Online Purchases (59%) exceed Station (41%).
- Credit cards are the most common, followed by contactless, then debit cards.
- Standard Class leads sales.
- Advance Tickets (18K) outperform Anytime (5K).

### Recommendations for the Managers

- Promotions: Discounts on Anytime tickets to bridge the sales gap.
- Digital Adoption: Incentivize app/online bookings (e.g., loyalty points).
- Reduce Delays (7%):
  - Collaborate with operations to address root causes (e.g., signal failures).
- Improve Payments:
  - Promote contactless adoption for faster transactions.
- Station Analysis: Allocate resources to high-traffic stations.
- April Dip (7K tickets): Investigate seasonal factors or external events.