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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.

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 minutes.
- **Refund Rate:** 4% is moderate.
- **Payment Methods:**
 - Contactless and Debit Cards dominate, but Credit Cards lag—potential for targeted promotions.
- **Purchase Channels:** Online and Station are balanced, but digital adoption could be higher.
- **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.

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.
- **Real-Time Updates:** Notify passengers of delays via app/SMS to reduce frustration.



Managers Dashboard:

Insights from the UK Managers Dashboard

- **Actual Sales:** 32K tickets.
- **Monthly Trend:** Decline from 8,500 tickets in January to 7,000 in April.
- **7% of journeys delayed**, impacting customer satisfaction.
- **Station Purchases (59%) exceed Online (41%).**
- **Payment Methods:**
 - **Debit Card (34%) and Contactless (9%) dominate.**
 - **Credit Card (2%) is underutilized.**
- **Standard Class (60%) 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.