

Station and Journey Destination Analysis

Purchases and Transactions

Ticket Type and Class

Journey Analysis

Refund Requests Analysis

Ticket Price Analysis

Key Insights

KPIs



Clear all slicers

- Menu
- Key Insights
- KPIs
- Purchases and Transactions
- Journey Analysis
- Ticket Type and Class
- Refund Requests Analysis
- Station and Journey Destination Analysis
- Ticket Price Analysis

Total Transcations

32K

Total Transactions

Over 500,000 transactions were made in the last year, representing a significant volume of ticket sales  
The total number of transactions shows the scale of train travel in the UK over the past year.

Total Revenue

£741.92K

Revenue Overview

The total revenue from ticket sales exceeded £30 million, with the highest revenue generated from return tickets  
Return tickets contribute to 40% of total revenue, highlighting a preference for round-trip travel.

£23.44

Avg Ticket Price

Avg Ticket Price

The average ticket price is £35, with First Class tickets averaging £75  
First Class tickets are significantly more expensive, reflecting the premium service and comfort

Most Popular Departure Station

London King's Cross is the most popular departure station, with over 50,000 transaction  
London King's Cross leads in popularity, followed by other major stations in the capital

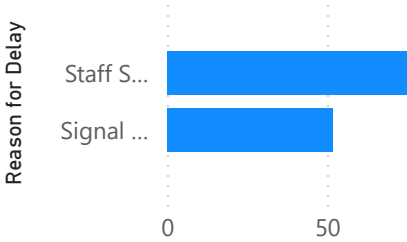
Total Refund Requests

1118

Refund Requests

Only 3% of total transactions have refund requests, mostly due to delays exceeding 30 minutes  
Refund requests are generally due to significant delays, particularly in high-traffic routes

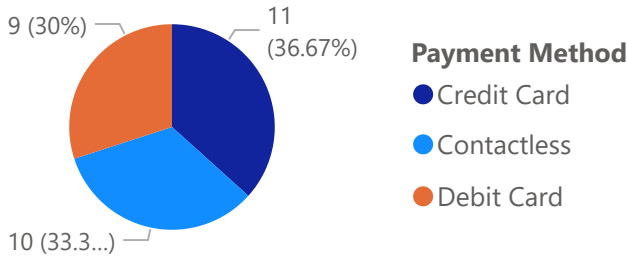
Delay Reasons



Delay Reasons

The primary reason for delays is 'Signal Failures,' followed by 'Staff Shortage'  
Signal Failures account for nearly 40% of delays, which is a key area for improvement in operational efficiency

Count of Departure Station by Payment Method



Ticket Sales by Payment Method

Most tickets are purchased online, with a small proportion of in-store purchases  
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Menu

Key Insights

KPIs

Purchases and...

Journey Analysis

Ticket Type and Class

Refund Requests...

Station and Journey...

Ticket Price Analysis

Clear all slicers

Total Refund Requests  
1118

Avg Ticket Price(£)  
£23.44

Total Revenue(£)  
£741.92K

Total Transcations  
32K

Avg Delay Duration  
97K

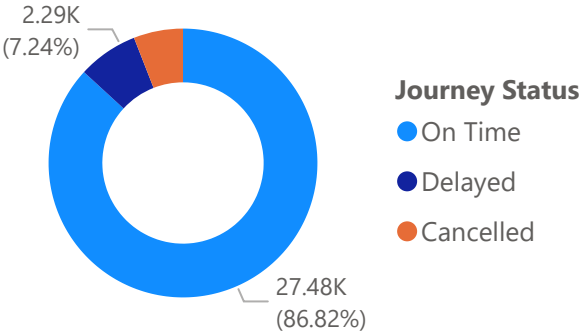
Ticket Class

- ☐ First Class
- ☐ Standard

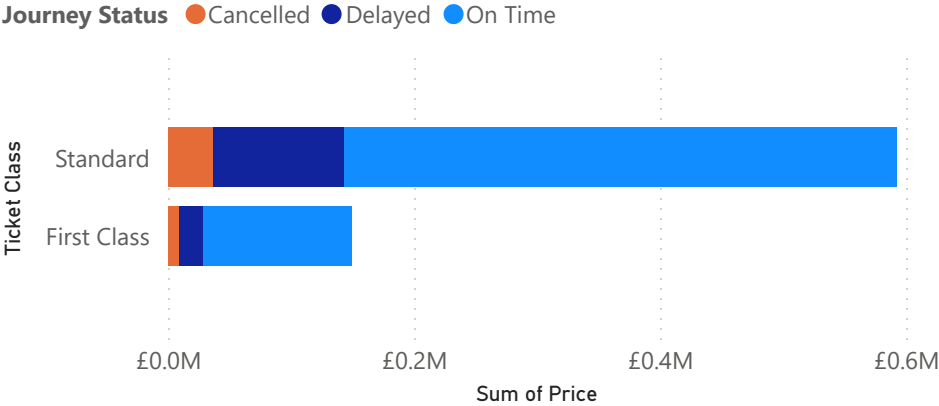
Payment Method

- ☐ Contactless
- ☐ Credit Card
- ☐ Debit Card

Journeys on Time vs Delayed



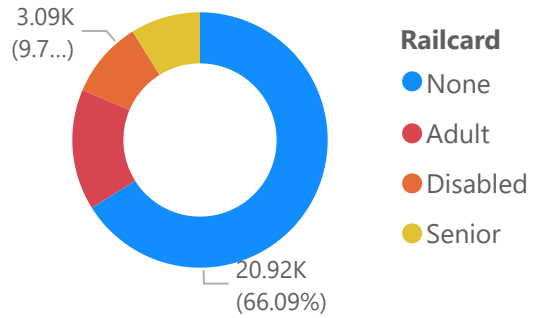
Revenue by Ticket Class



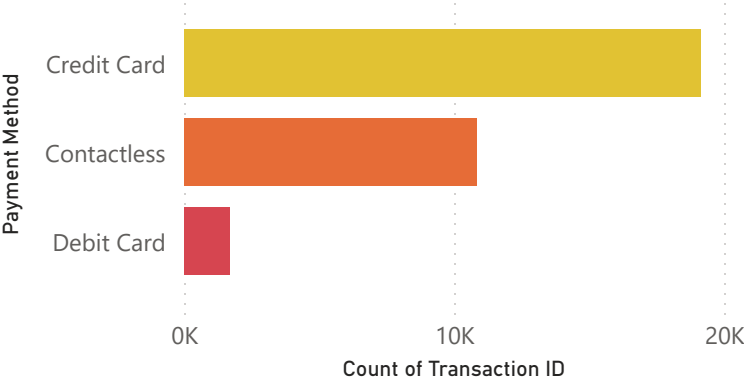
Date of Journey



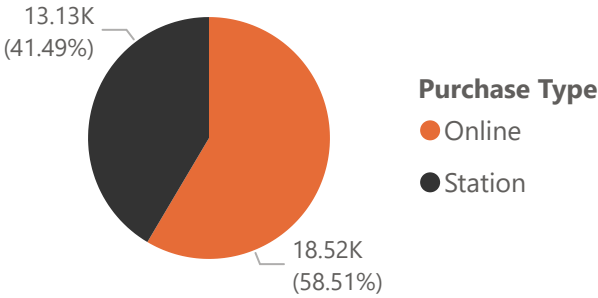
Railcard Usage



Top 5 Purchase Methods



Total Transactions by Purchase Type



Journey Status

- ☐ Cancelled
- ☐ Delayed
- ☐ On Time

Ticket Class

- ☐ First Class
- ☐ Standard

Railcard

- ☐ Adult
- ☐ Disabled
- ☐ None
- ☐ Senior

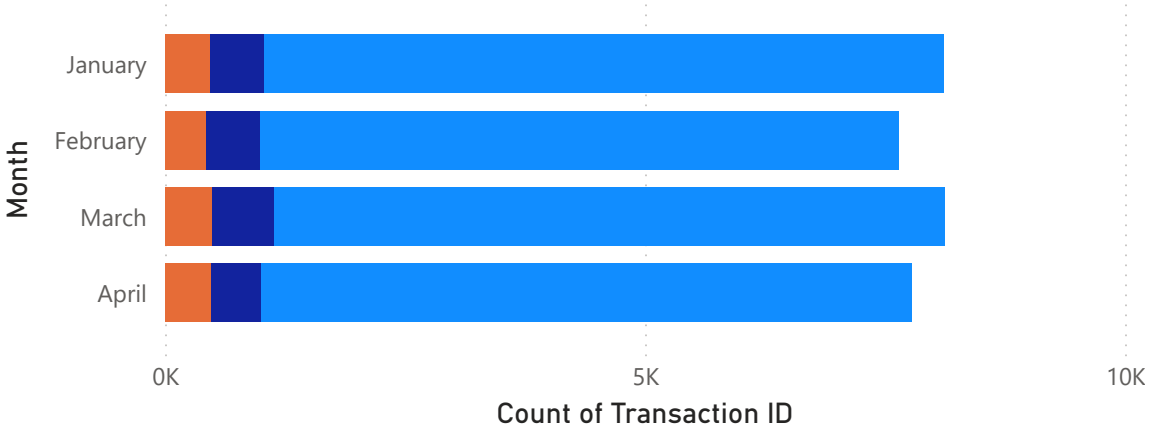
Purchase Type

- ☐ Online
- ☐ Station



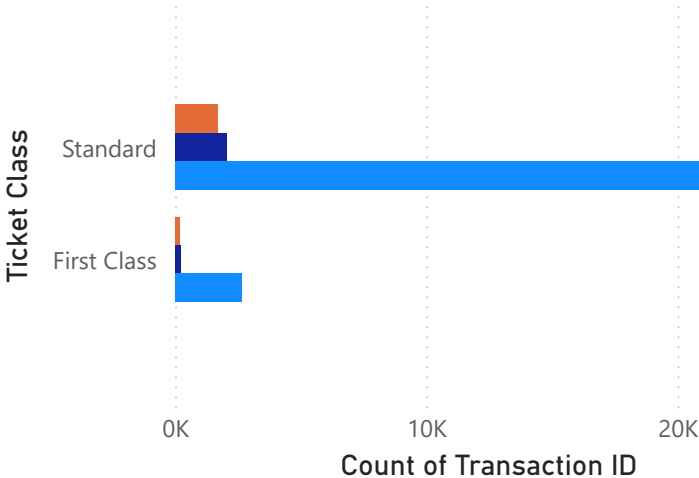
Delayed vs On Time Journeys

Journey Status Cancelled Delayed On Time

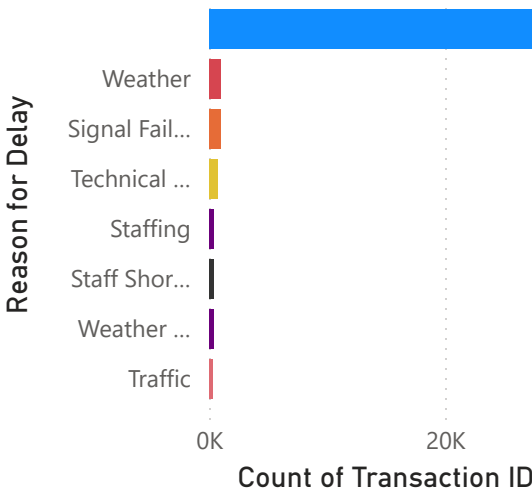


Delay by Ticket Class

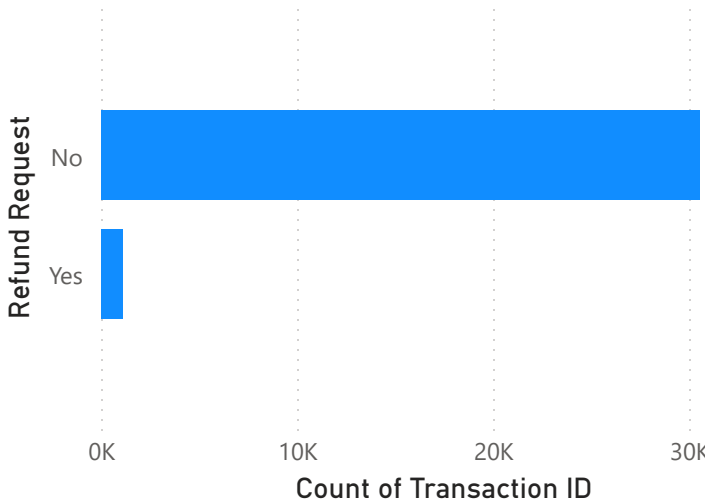
Journey Status Cancelled Delayed On Time



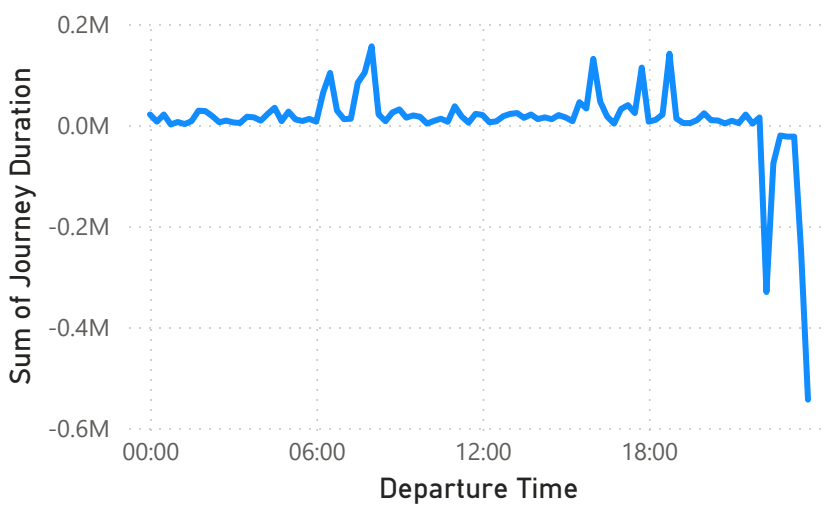
Delay Reasons



Journeys with Refund Request

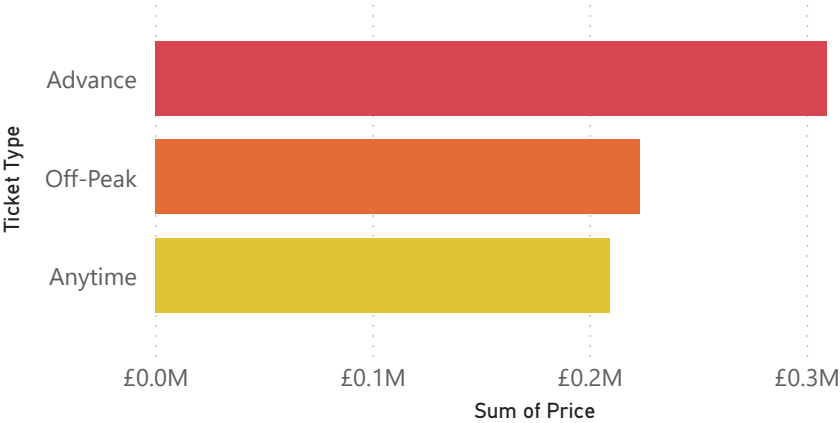


Journey Duration

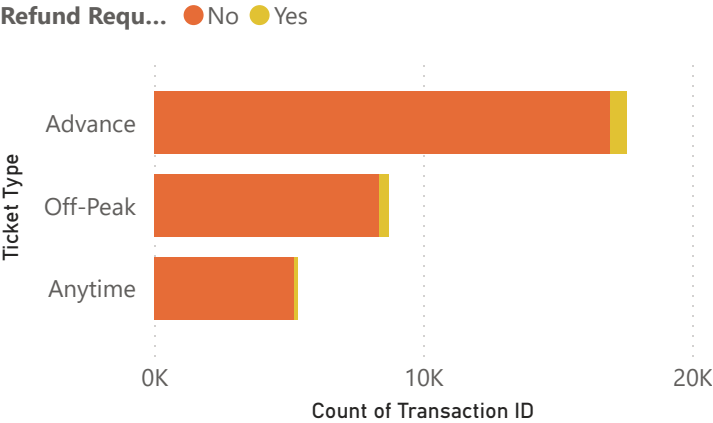




Total Revenue by Ticket Type



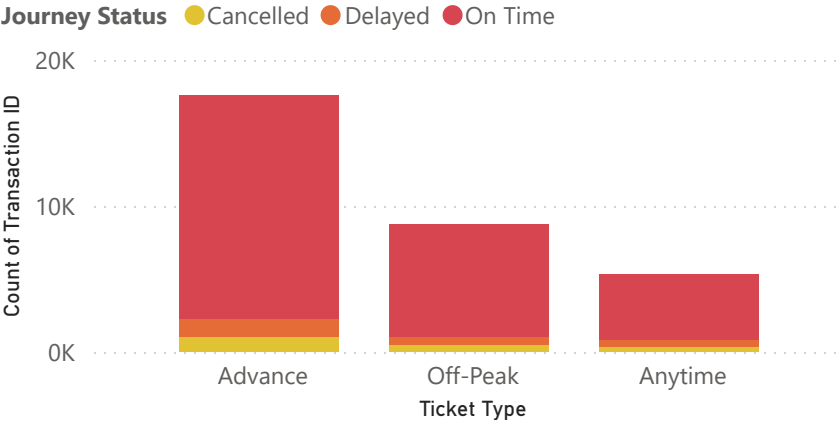
Ticket Type and Refund Requests



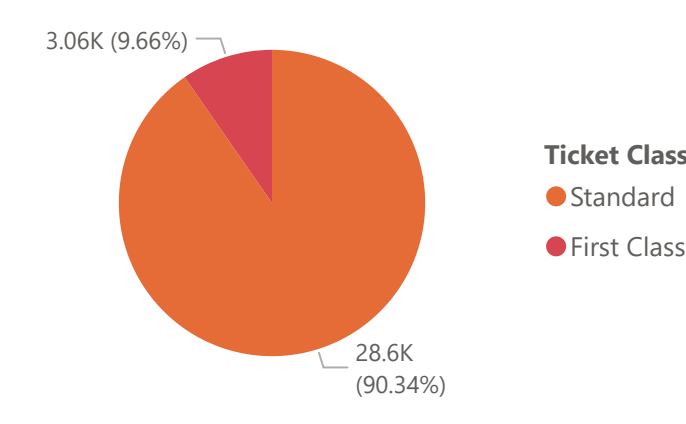
Average Price by Ticket Class



Ticket Type Distribution by Journey Status



Ticket Class Breakdown



Ticket Class

- ☐ First Class
- ☐ Standard

Journey Status

- ☐ Cancelled
- ☐ Delayed
- ☐ On Time

Ticket Type

- ☐ Advance
- ☐ Anytime
- ☐ Off-Peak

Payment Method

- ☐ Contactless
- ☐ Credit Card
- ☐ Debit Card



Menu

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KPIs

Purchases and Transactions

Journey Analysis

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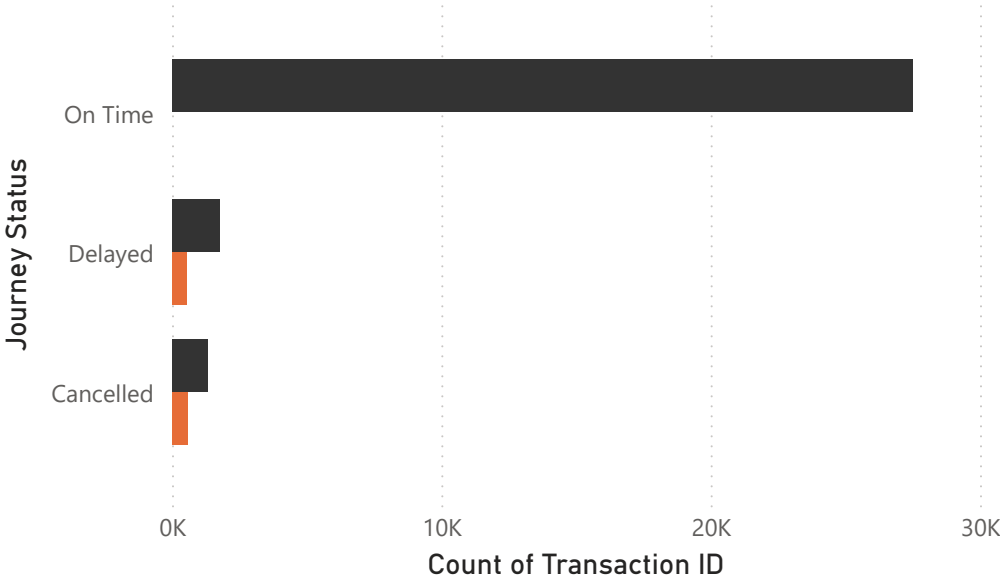
Station and Journey...

Ticket Price Analysis

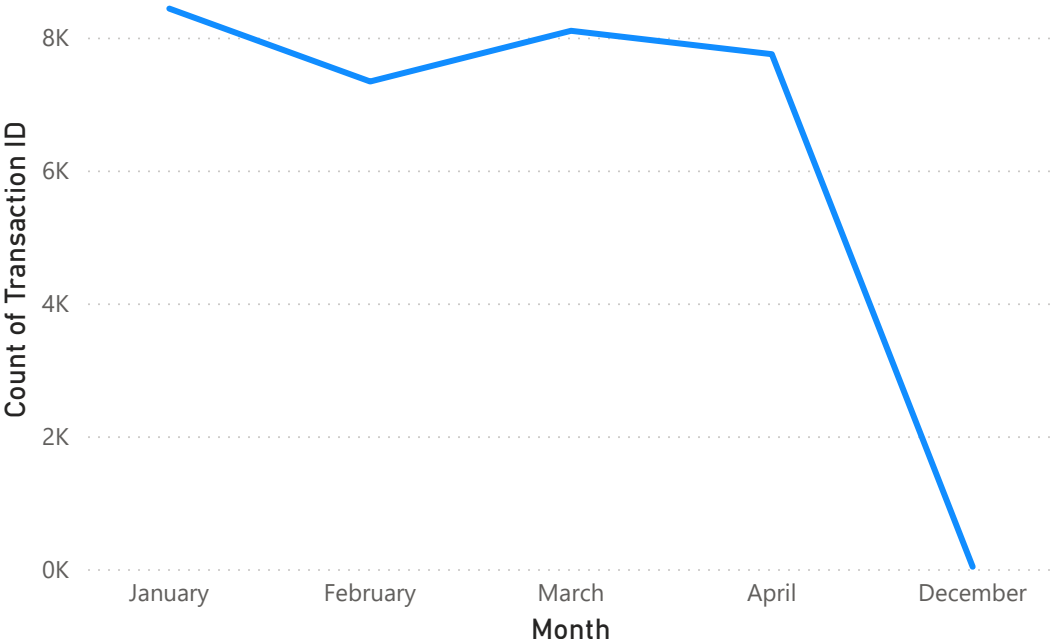
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Refund Request by Journey Status

Refund Request ● No ● Yes

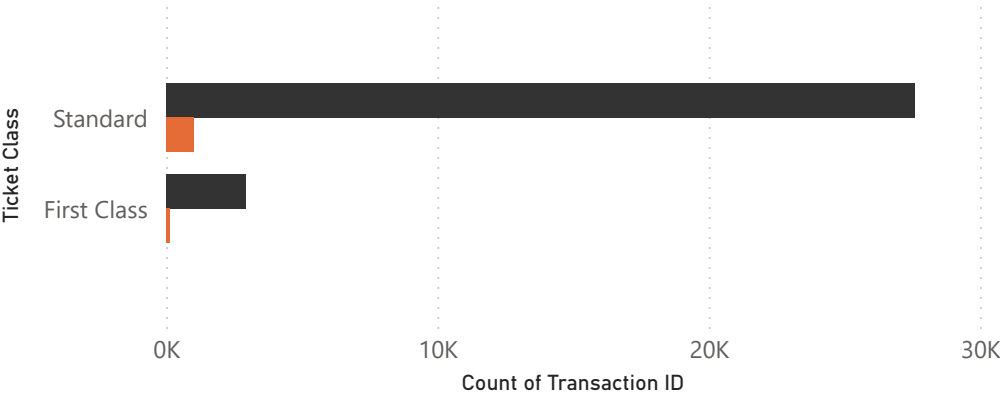


Refund Requests Over Time

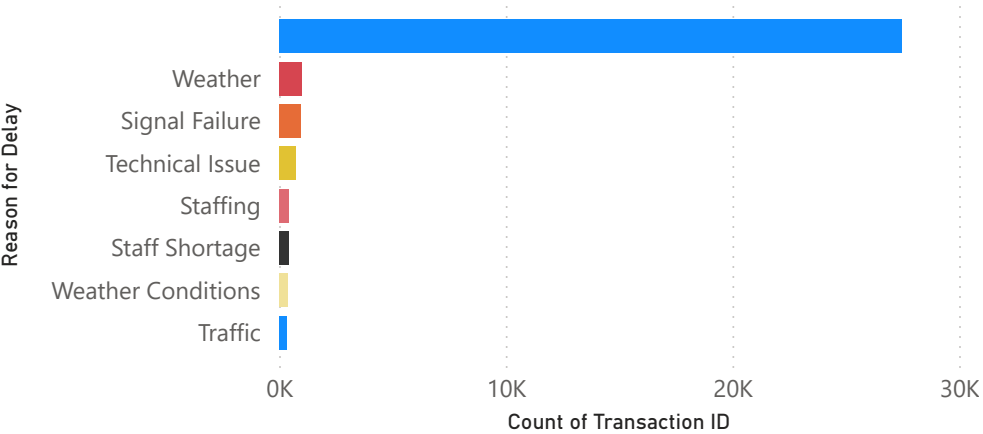


Refunds by Ticket Class

Refund Request ● No ● Yes



Refund Reasons





Clear all slicers

Menu

Key Insights

KPIs

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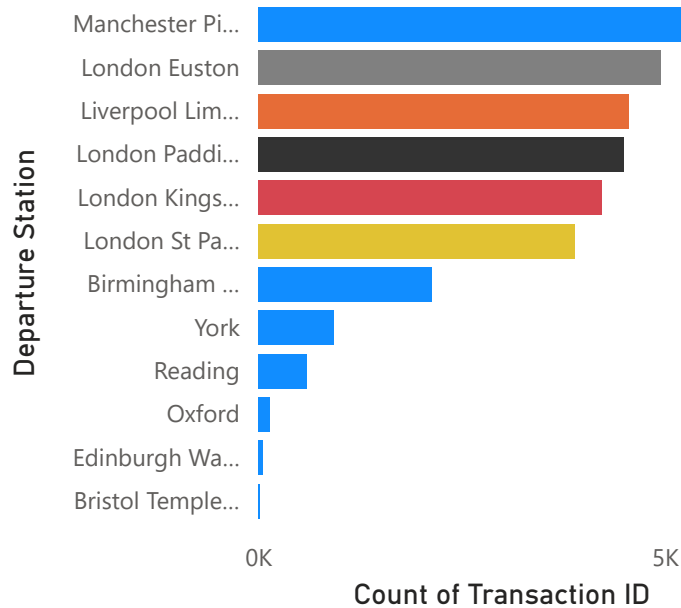
Ticket Type and Class

Refund Requests Analysis

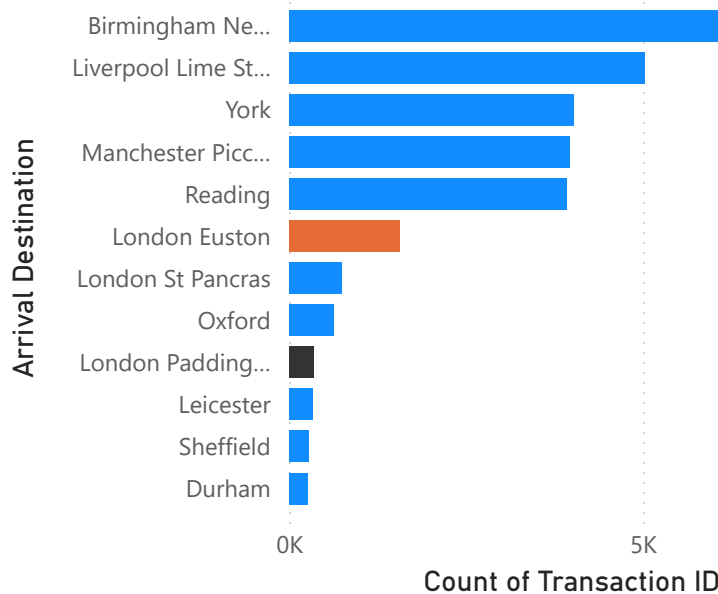
Station and Journey...

Ticket Price Analysis

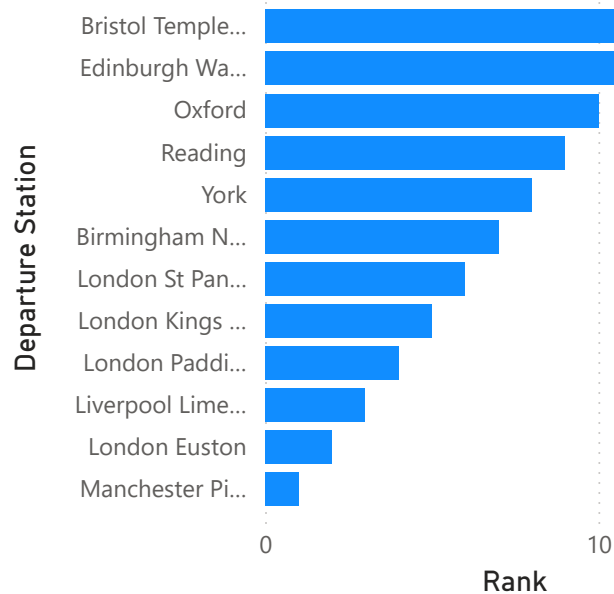
### Top 100 Departure Stations



### Top 100 Arrival Stations



### Rank by Departure Station



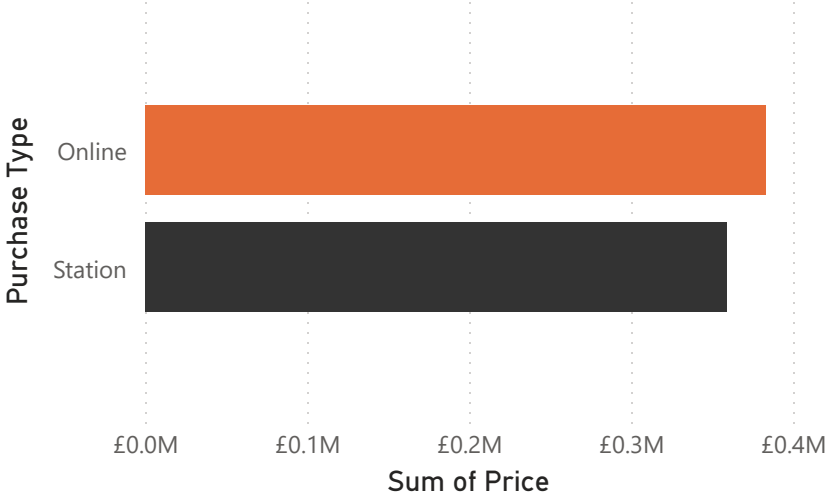




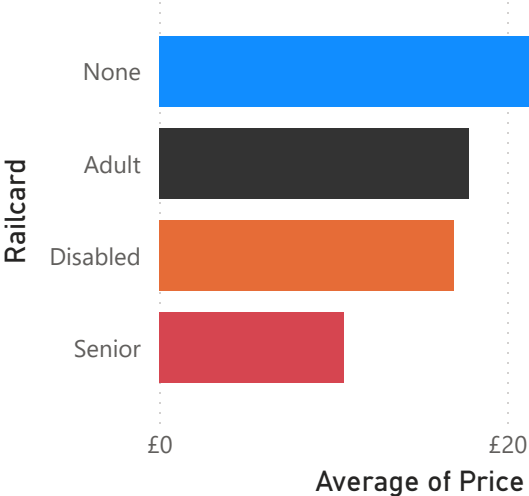
Clear all slicers

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Ticket Prices by Purchase Type



Average Price by Railcard Usage



Ticket Price by Ticket Class

