

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 Transactions

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.

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.

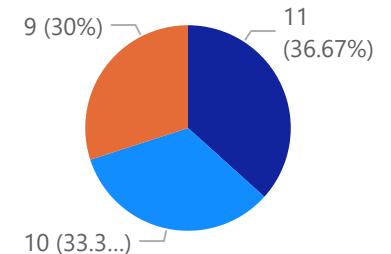
Delay Reasons



Delay Reasons

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

Count of Departure Station by Payment Method



Payment Method

- Credit Card
- Contactless
- Debit Card

Ticket Sales by Payment Method

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



Menu

Key Insights

KPIs

Purchases
and...Journey
AnalysisTicket Type
and ClassRefund
Requests...Station and
Journey...Ticket Price
Analysis

Clear all slicers

Ticket Class

 First Class Standard

Payment Method

 Contactless Credit Card Debit Card

Date of Journey

01/01/2024

30/04/2024

Total Refund Requests

1118

Avg Ticket Price(£)

£23.44

Total Revenue(£)

£741.92K

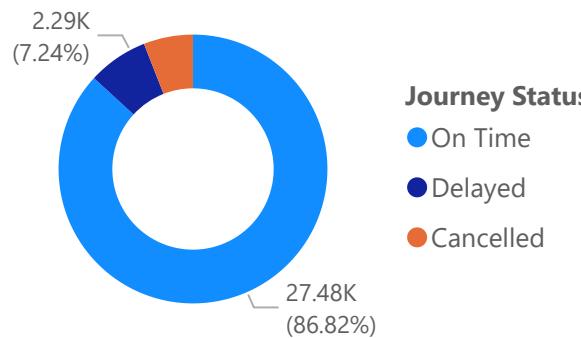
Total Transactions

32K

Avg Delay Duration

97K

Journeys on Time vs Delayed



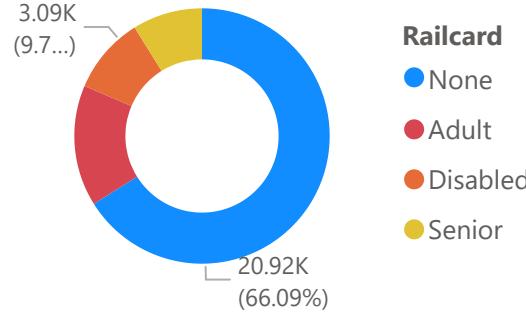
Revenue by Ticket Class

Journey Status ● Cancelled ● Delayed ● On Time

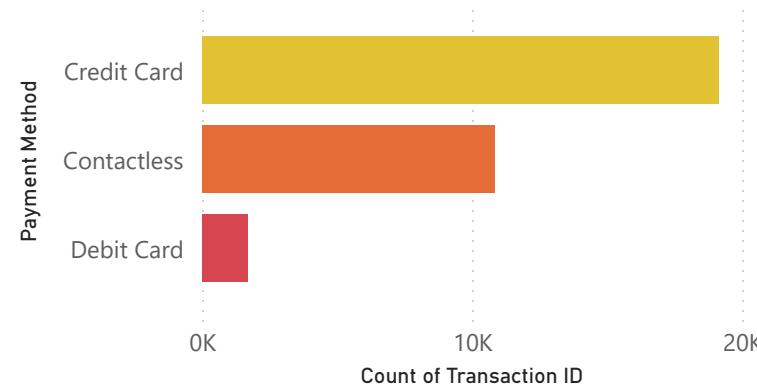




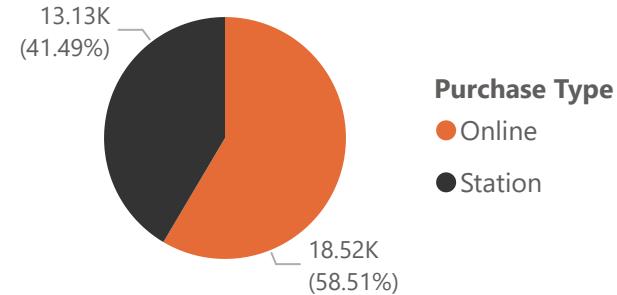
Railcard Usage



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



Menu

Key Insights

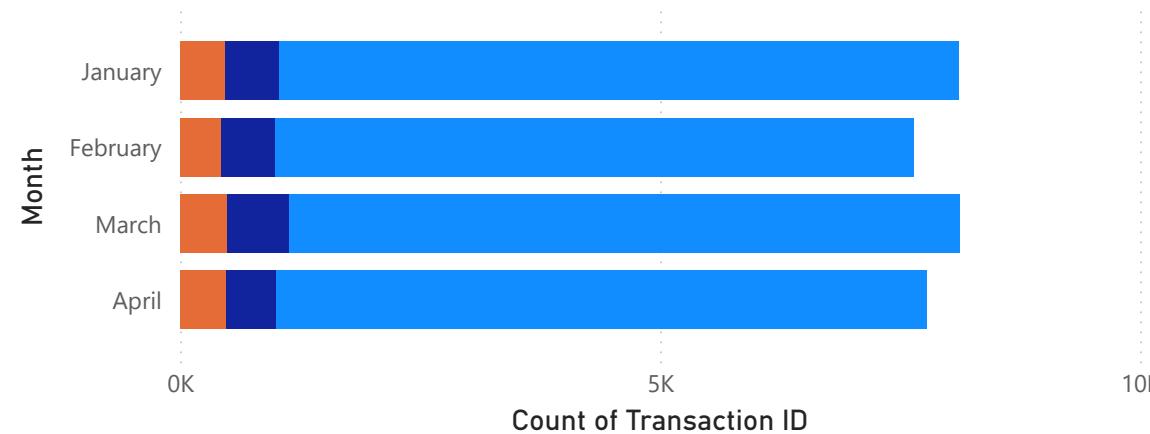
KPIs

Purchases
and...Journey
AnalysisTicket Type
and ClassRefund
Requests...Station and
Journey...Ticket Price
Analysis

Clear all slicers

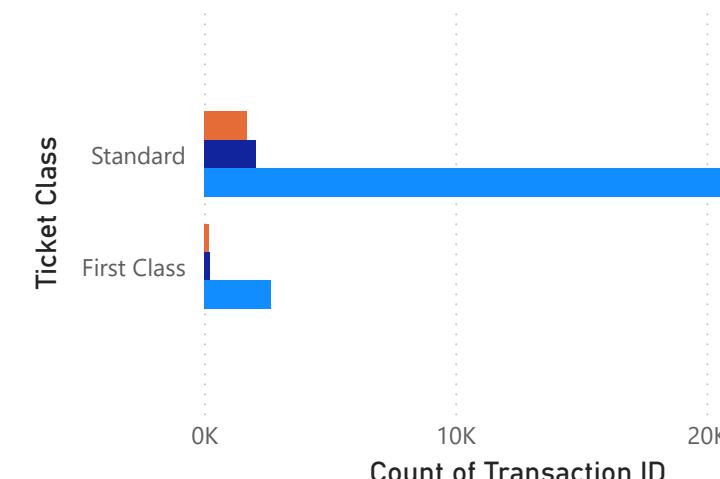
Delayed vs On Time Journeys

Journey Status ● Cancelled ● Delayed ● On Time

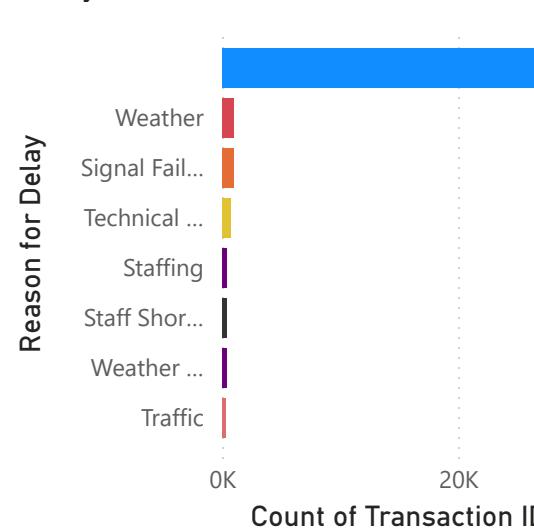


Delay by Ticket Class

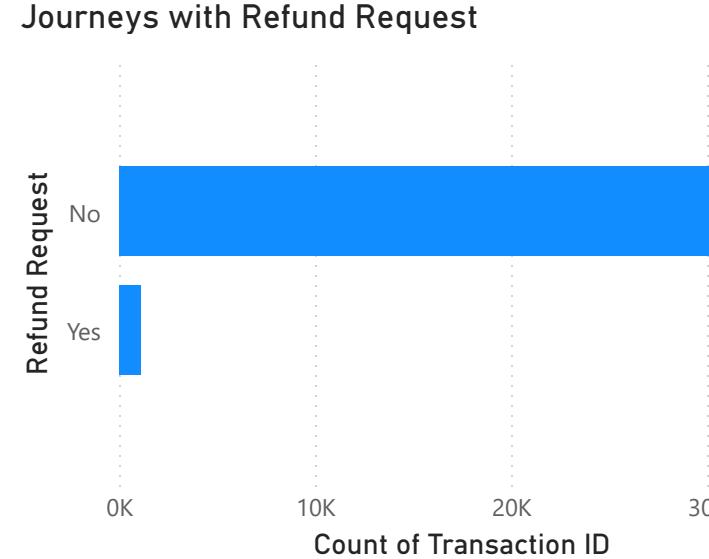
Journey Status ● Cancelled ● Delayed ● On Time



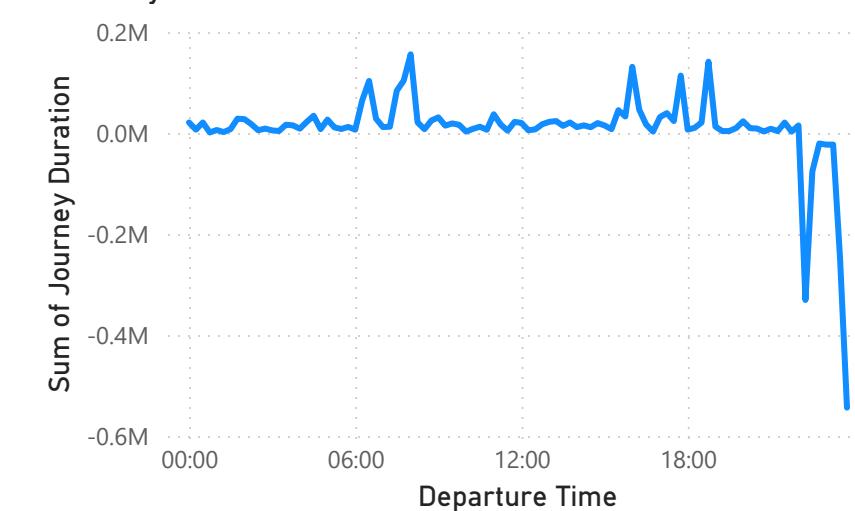
Delay Reasons



Journeys with Refund Request

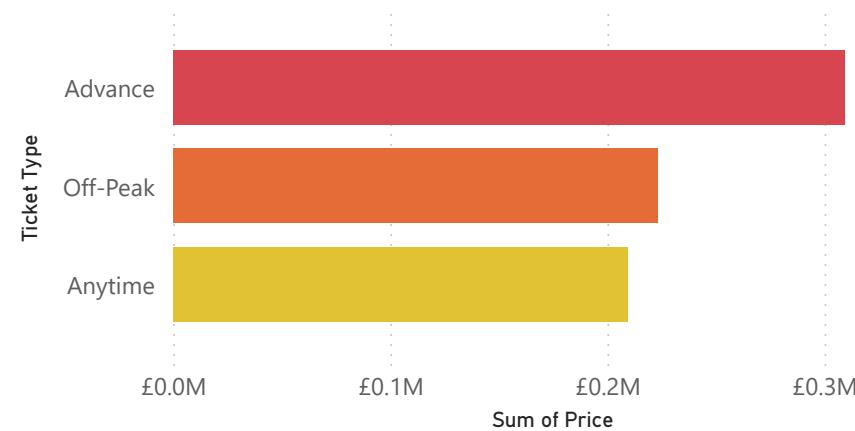


Journey Duration

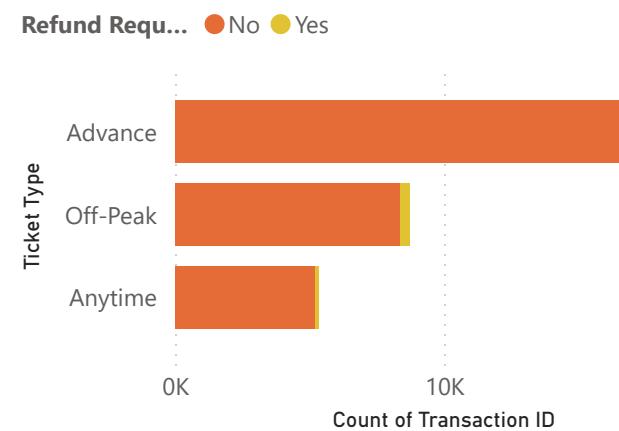




Total Revenue by Ticket Type



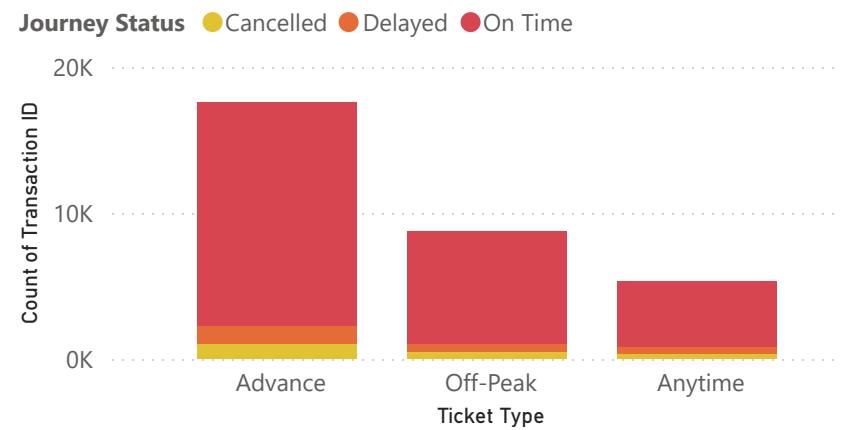
Ticket Type and Refund Requests



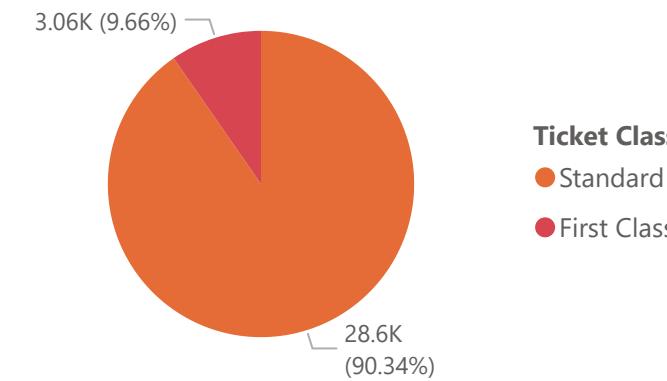
Average Price by Ticket Class



Ticket Type Distribution by Journey Status



Ticket Class Breakdown

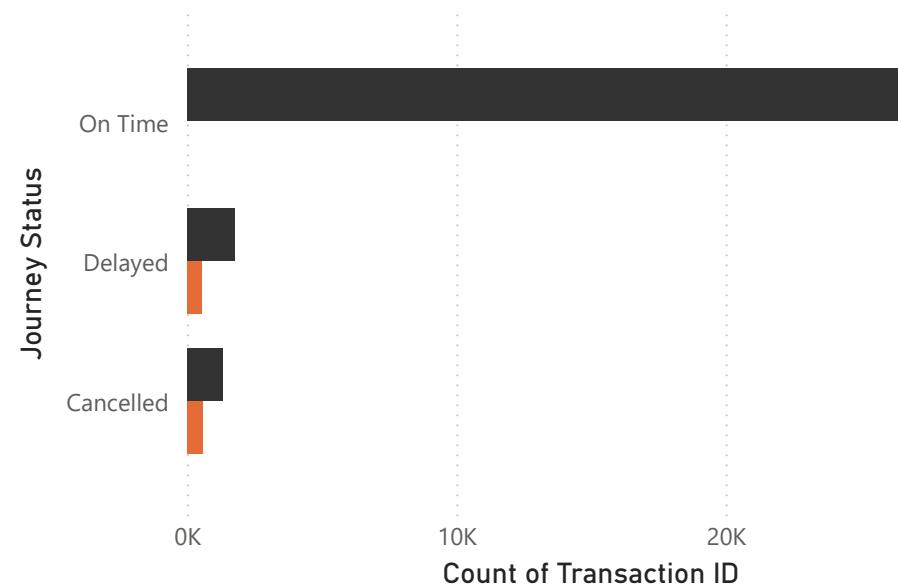


- Ticket Class** First Class Standard
- Journey Status** Cancelled Delayed On Time
- Ticket Type** Advance Anytime Off-Peak
- Payment Method** Contactless Credit Card Debit Card

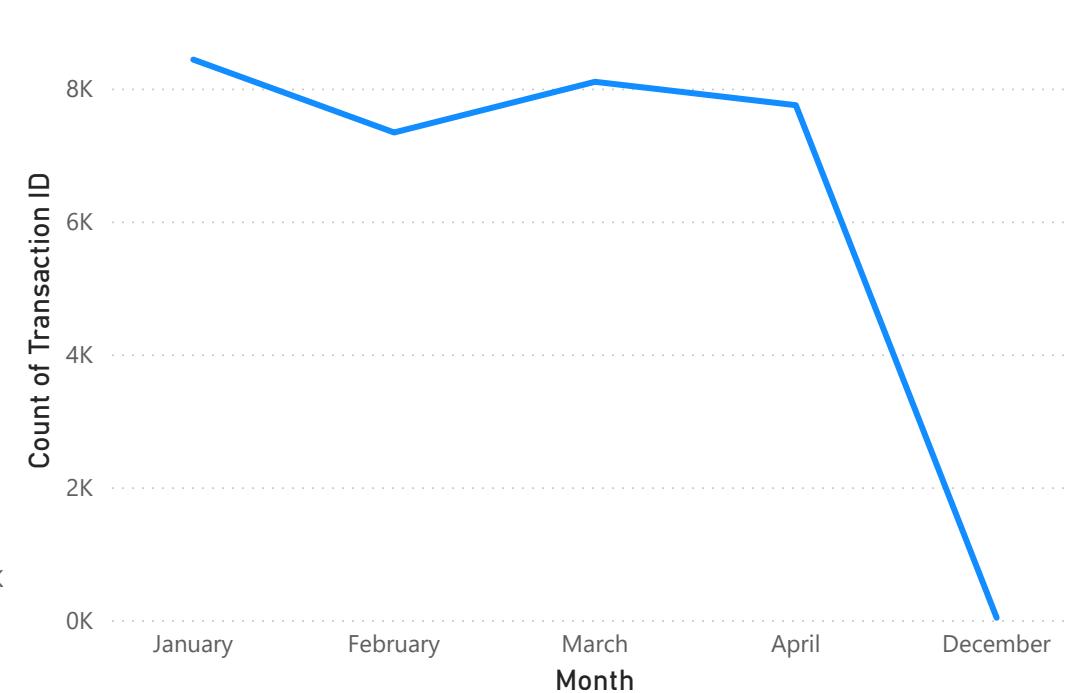
[Menu](#)[Key Insights](#)[KPIs](#)[Purchases and Transactions](#)[Journey Analysis](#)[Ticket Type and Class](#)[Refund Requests Analysis](#)[Station and Journey...](#)[Ticket Price Analysis](#)[Clear all slicers](#)

Refund Request by Journey Status

Refund Request ● No ● Yes

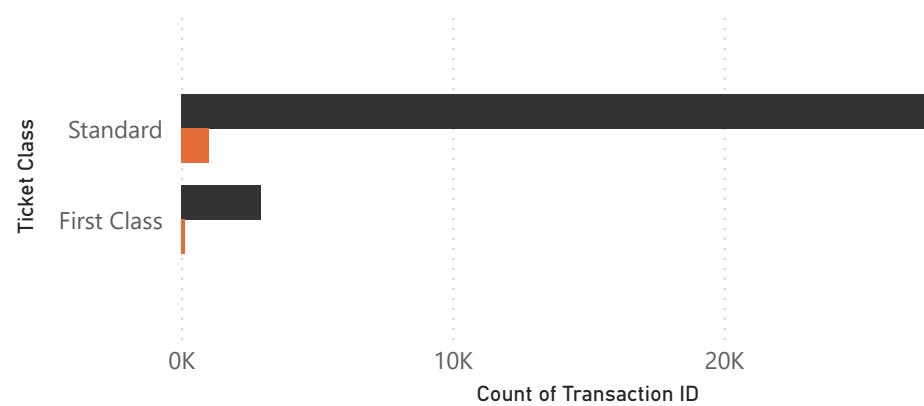


Refund Requests Over Time

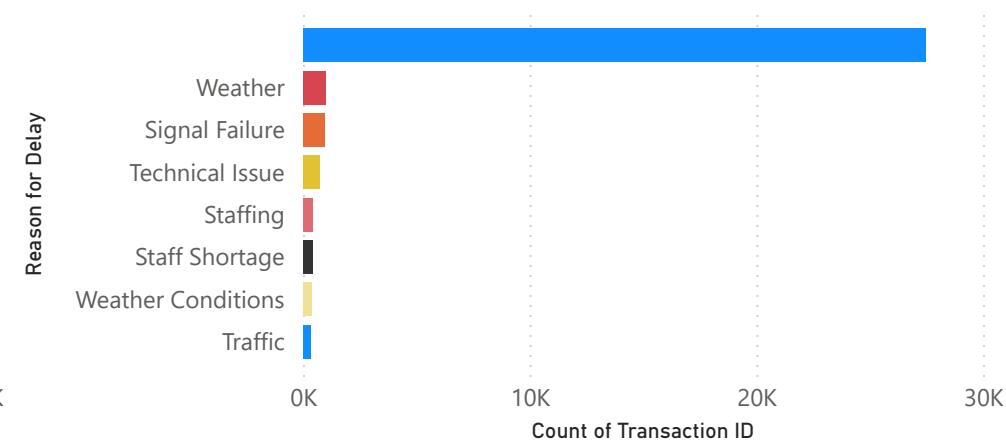


Refunds by Ticket Class

Refund Request ● No ● Yes



Refund Reasons





Clear all slicers

Menu

Key Insights

KPIs

Purchases and Transactions

Journey Analysis

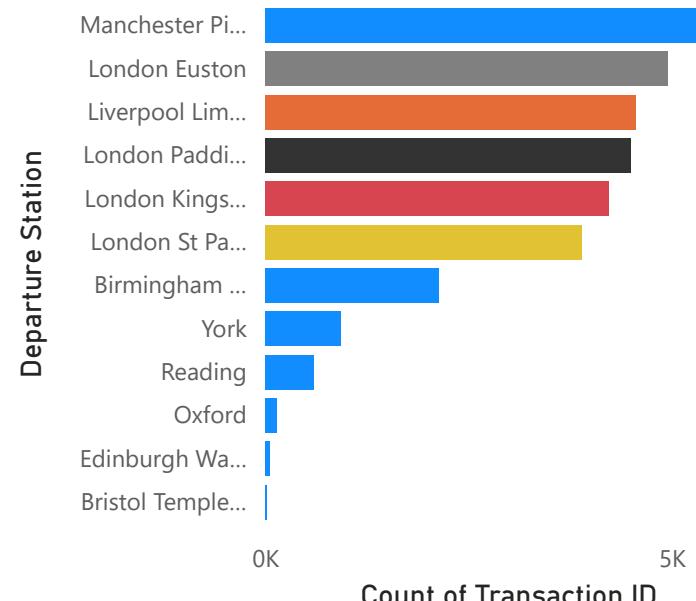
Ticket Type and Class

Refund Requests Analysis

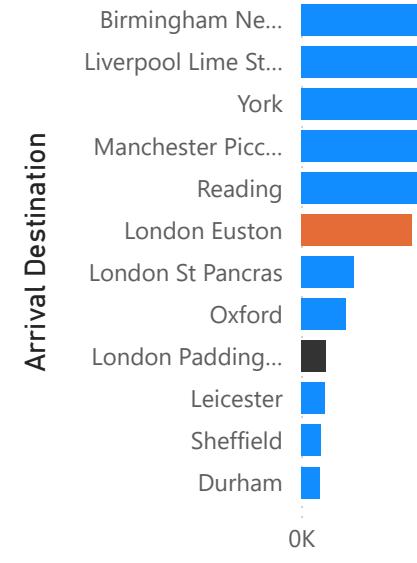
Station and Journey...

Ticket Price Analysis

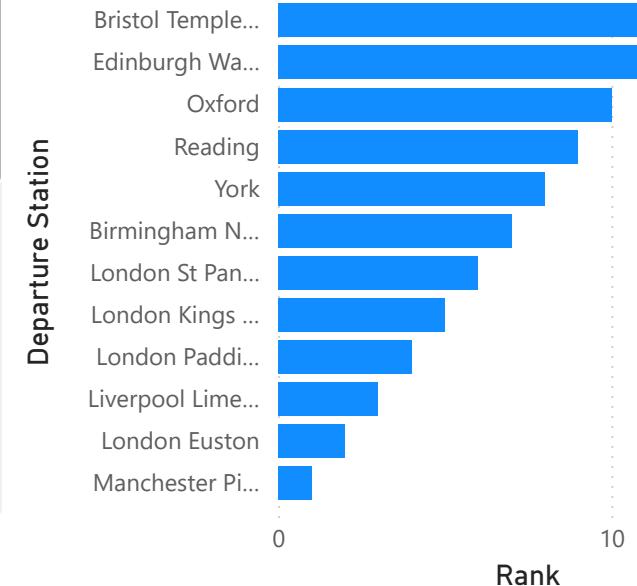
Top 100 Departure Stations



Top 100 Arrival Stations



Rank by Departure Station





Clear all slicers

Menu

Key Insights

KPIs

Purchases and Transactions

Journey Analysis

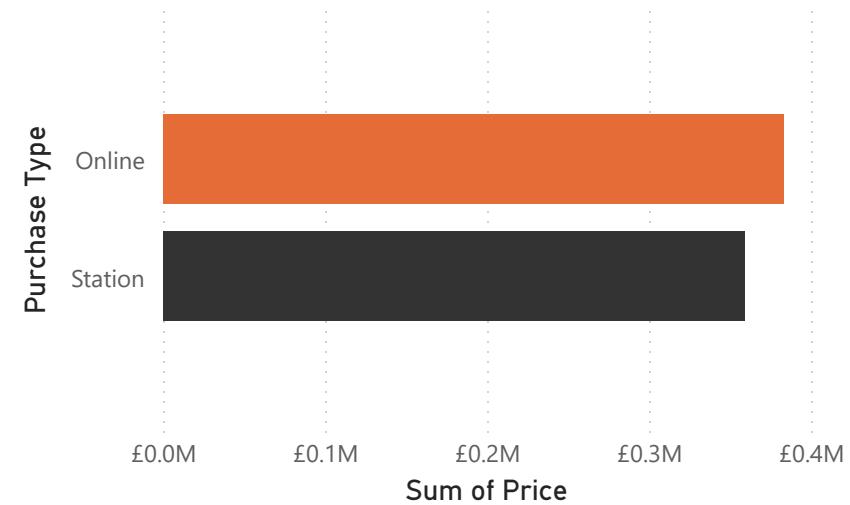
Ticket Type and Class

Refund Requests Analysis

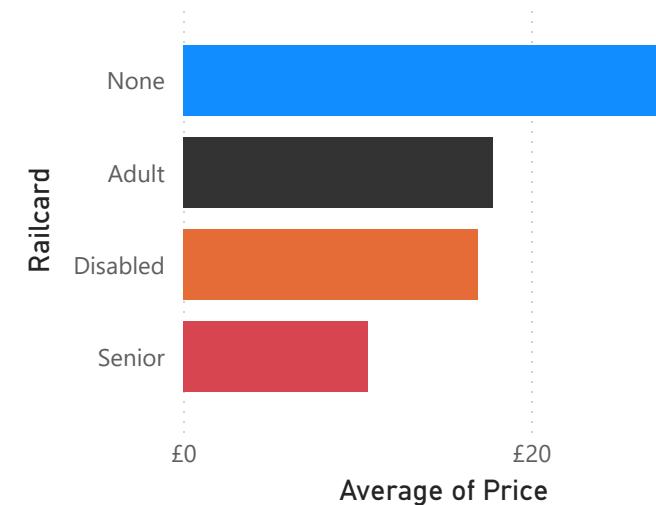
Station and Journey...

Ticket Price Analysis

Ticket Prices by Purchase Type



Average Price by Railcard Usage



Ticket Price by Ticket Class

