

Ticket Purchases Trends

Pricing Insights

Passenger Behavior Analysis

Journey & Performance Metrics

refund & Compensation Patterns

Ticket Type Utilization

Arrival Time Analysis

Impact Of Railcard



Ticket Purchases Trends

Date of Journey

1/1/2024

4/30/2024

Ticket Type

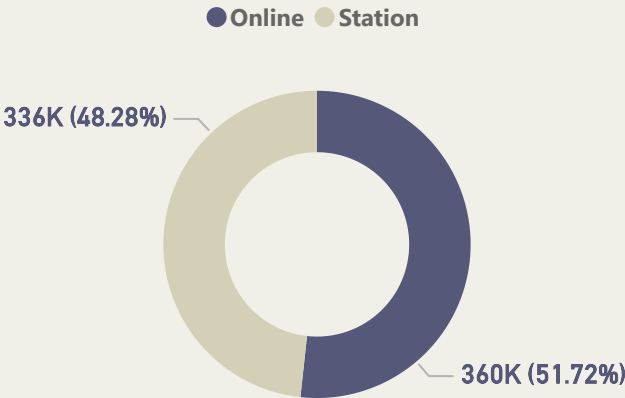
Advance

Anytime

Off-Peak

Payment Method	Purchase Type	T. transaction
Contactless	Online	6061
Contactless	Station	4223
Credit Card	Online	10636
Credit Card	Station	7245
Debit Card	Online	602
Debit Card	Station	1006
Total		29773

T.sales by Purchase Type



T. Sales Over Months

T.transaction by Day VS purchases Type

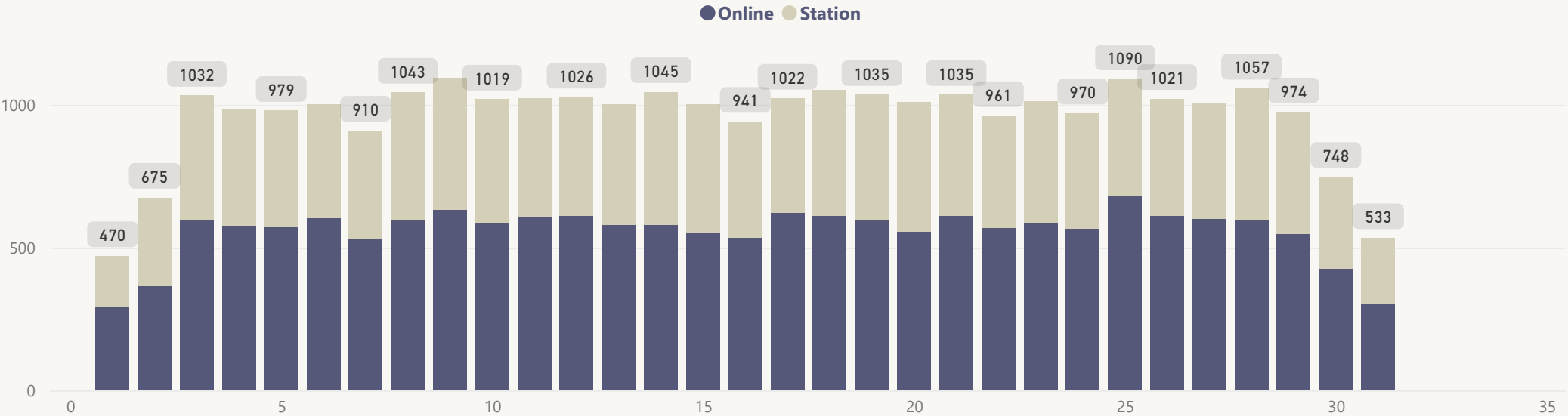
696K
T.sales

360K
Online Sales

336K
Station Sales

7671
Online Peak tickets

T. transaction by Day and Purchase Type



Ticket Type

Advance

Anytime

Off-Peak

Ticket Class

First Class

Standard

Railcard

Adult

None

Disabled

Senior

Pricing Insights



Railcard	Advance	Anytime	Off-Peak	Total
Adult	13.55	28.49	20.78	18.02
Disabled	12.04	33.75	14.59	16.67
None	20.53	47.20	29.51	27.32
Senior	8.17	14.69	13.41	10.76
Total	17.55	39.19	25.56	23.39

Avg By Departure

23.39

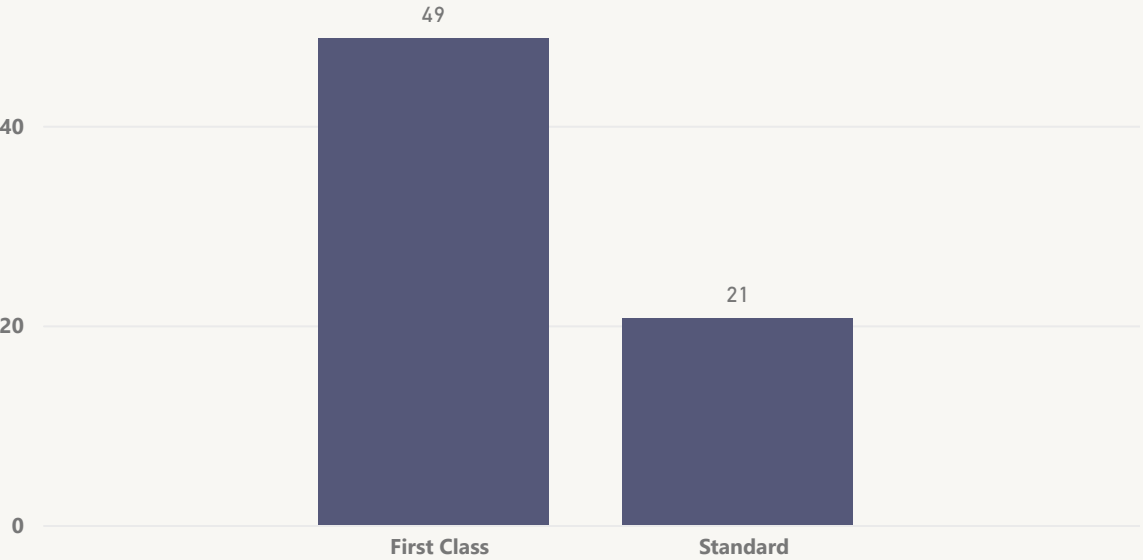
AvgPrice

Avg By Arrival

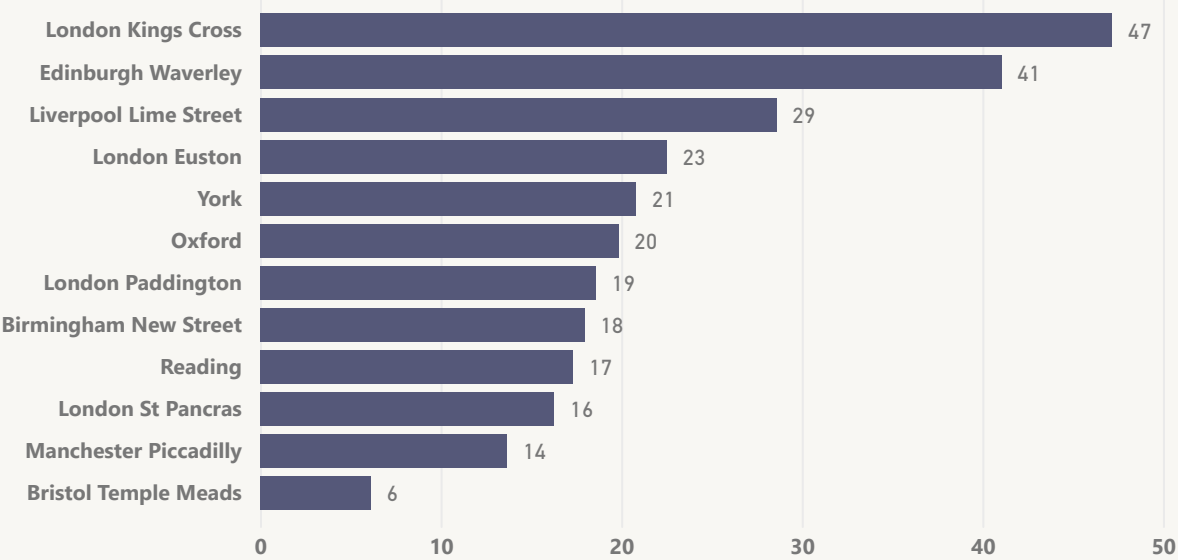
696K

T.Price

Avg by class by Ticket Class



Avg by departure by Departure Station



Passenger Behavior Analysis

Ticket Type

Advance

Anytime

Off-Peak

Ticket Class

First Class

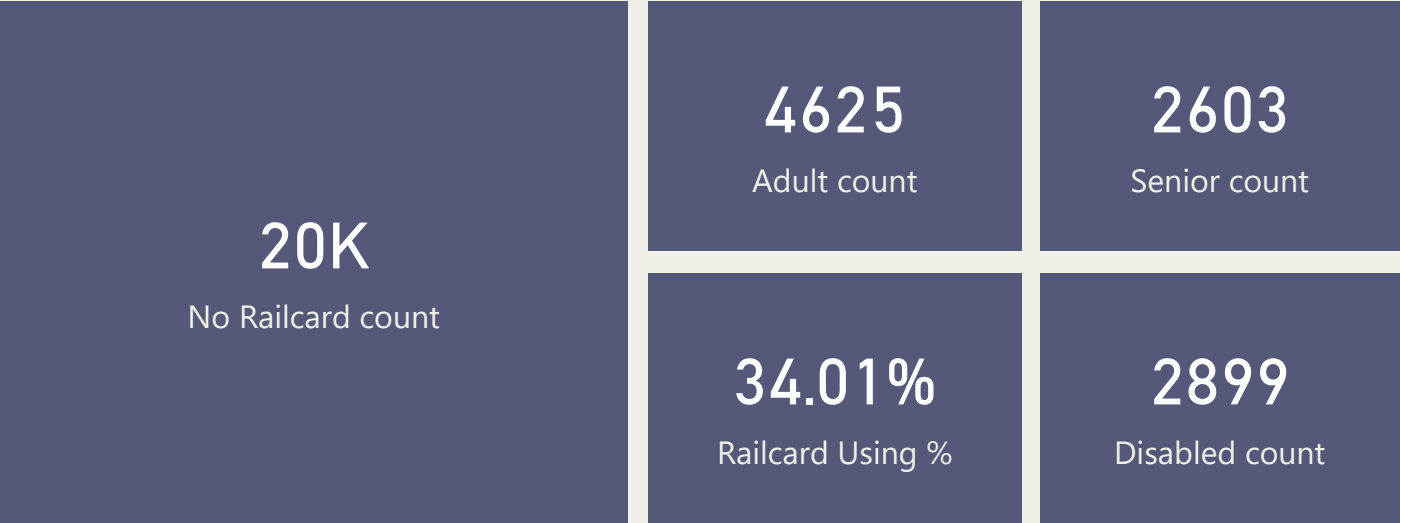
Standard

Purchase Type

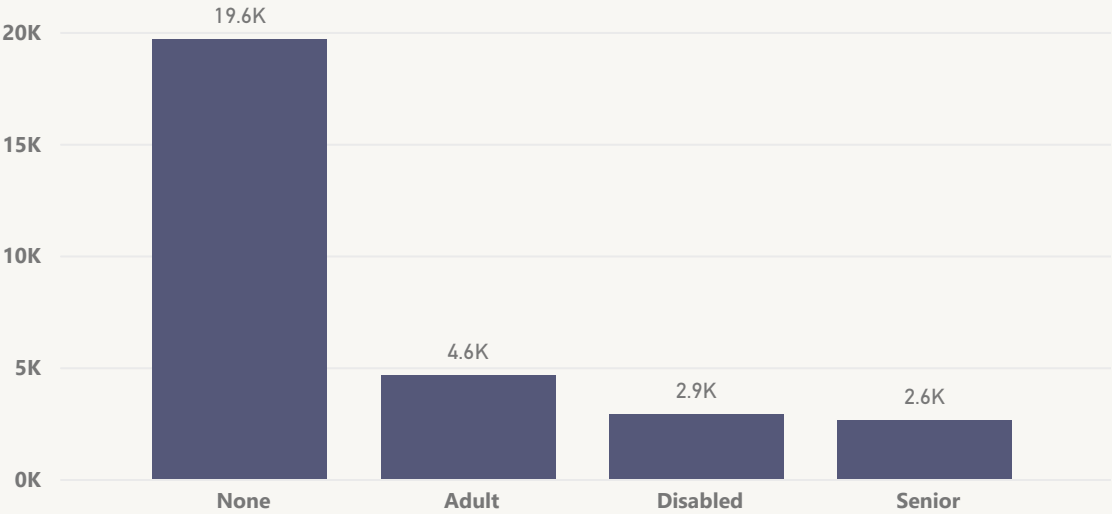
Online

Station

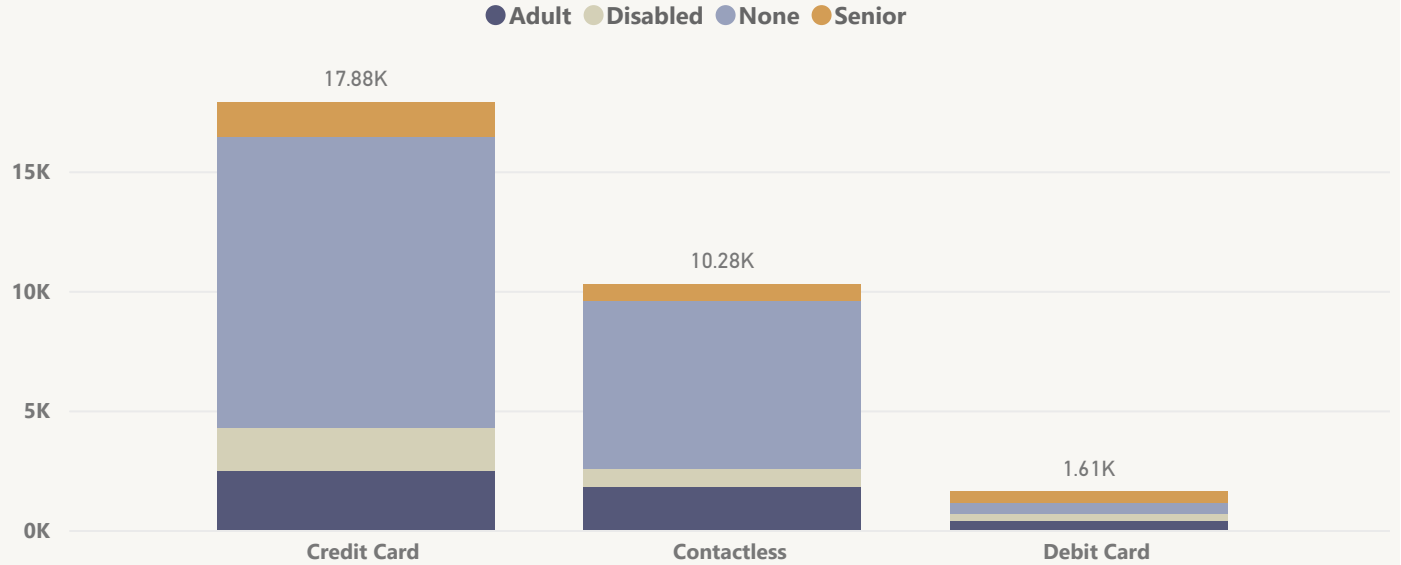
Payment Method	Adult	Disabled	None	Senior	Total
Contactless	1791	749	7065	679	10284
Credit Card	2452	1831	12154	1444	17881
Debit Card	382	319	427	480	1608
Total	4625	2899	19646	2603	29773



T. Transaction by Railcard



T. Transaction by Payment Method & Railcard



Journey & Performance Metrics

Arrival Destination	Delayed Journeys
Birmingham New Street	242
Bristol Temple Meads	15
Doncaster	27
Durham	16
Leeds	64
Liverpool Lime Street	354
London Euston	1064
London Kings Cross	51
London Paddington	13
Manchester Piccadilly	203
Nottingham	14
Reading	66
Wakefield	15
York	148
Total	2292

2292
Delayed Journeys

Departure Station

All

Ticket Class

First Class

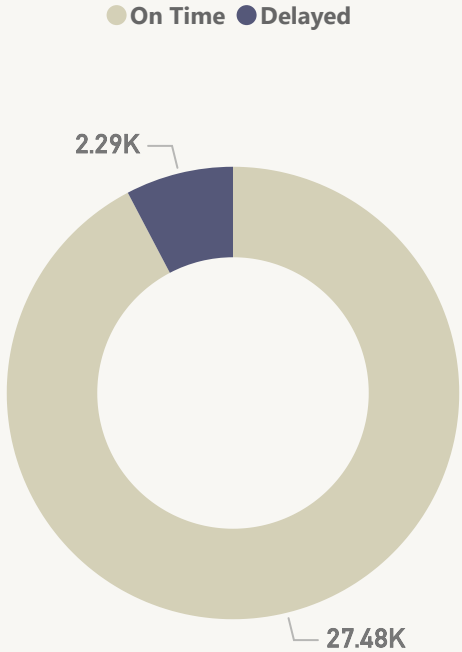
Standard

Journey Status

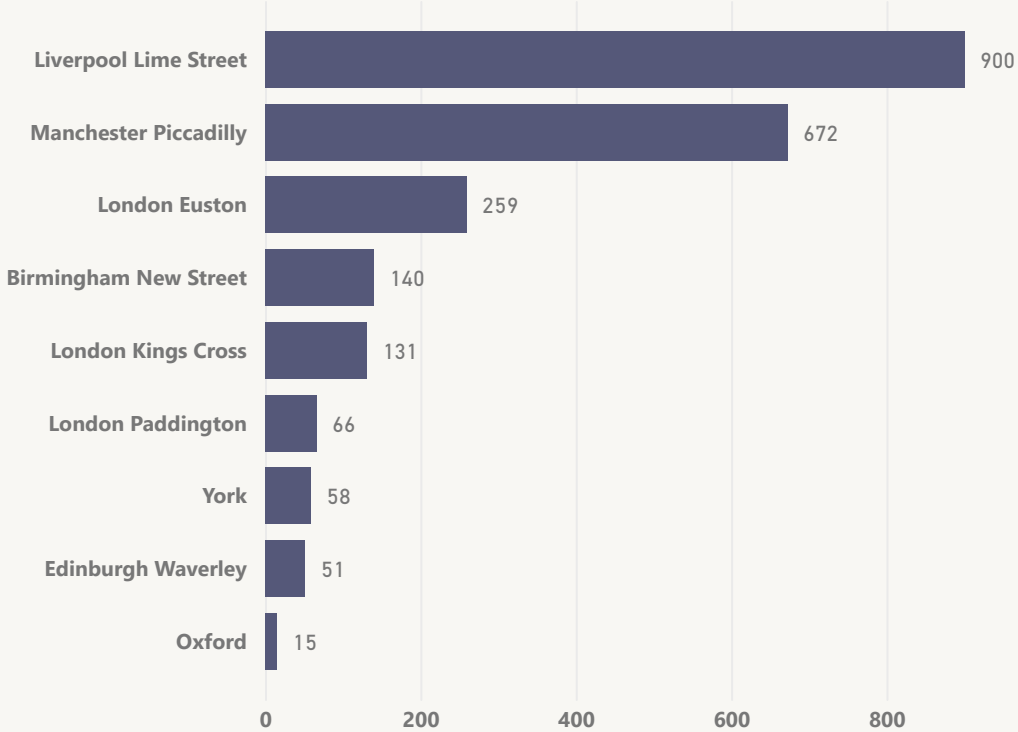
Delayed

On Time

Count of Transaction ID by Journey Status



Delayed Journeys by Departure Station



Departure Station	Refund Request	T. Transaction
Birmingham New Street	No	1899
Birmingham New Street	Yes	109
Bristol Temple Meads	No	16
Edinburgh Waverley	Yes	51
Liverpool Lime Street	No	4095
Liverpool Lime Street	Yes	232
London Euston	No	4681
London Euston	Yes	17
London Kings Cross	No	4007
London Kings Cross	Yes	14
London Paddington	No	4143
London St Pancras	No	3601
Manchester Piccadilly	No	5227
Manchester Piccadilly	Yes	108
Oxford	No	123
Oxford	Yes	15
Reading	No	565
York	No	870
Total		29773

Refund & Compensation Patterns

Railcard

AdultDisabledNoneSenior

Ticket Type

AdvanceAnytimeOff-Peak

Journey Status

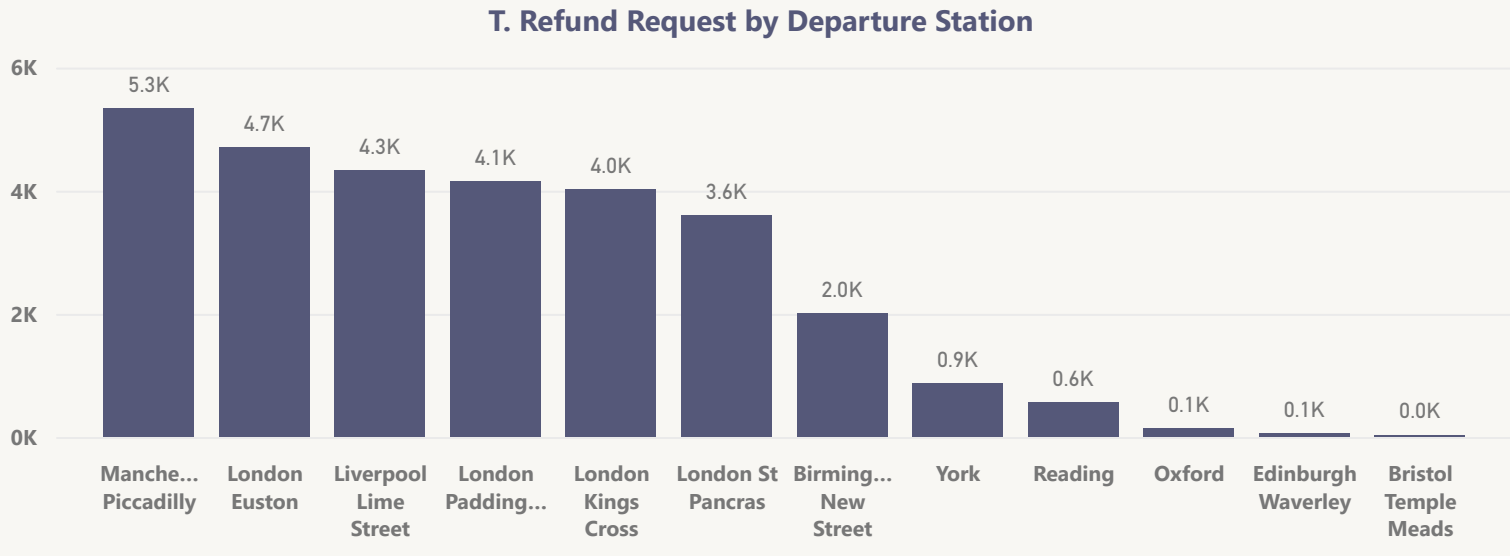
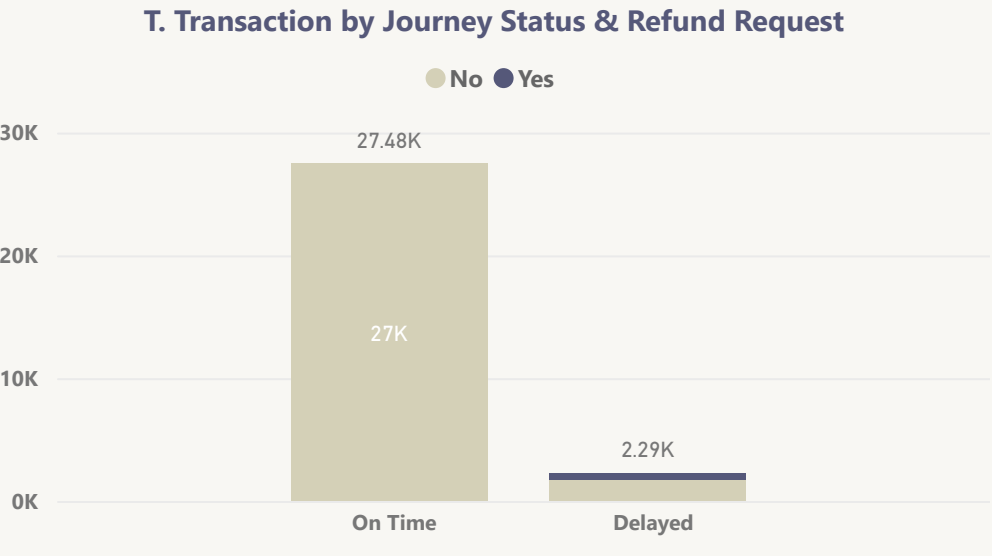
DelayedOn Time

1.83%

Refund Rate %

546

Refunds after DelayOrCancel



Ticket Type Utilization

16.71%

Anytime Ticket %

27.80%

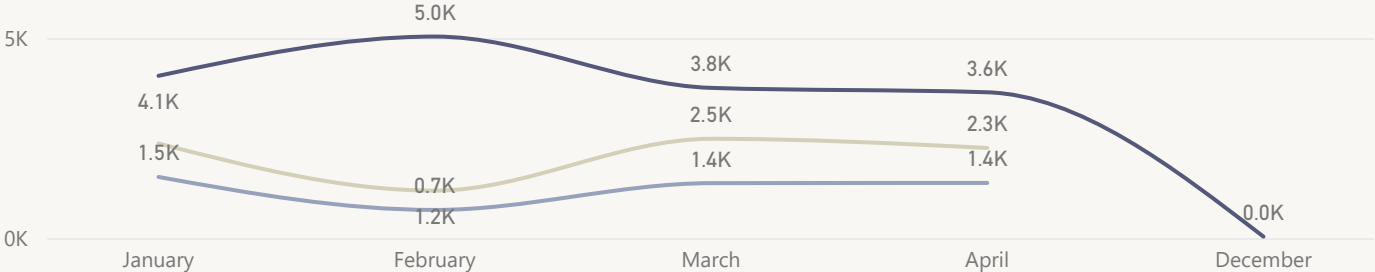
OffPeak Ticket %

55.49%

Advance Ticket %

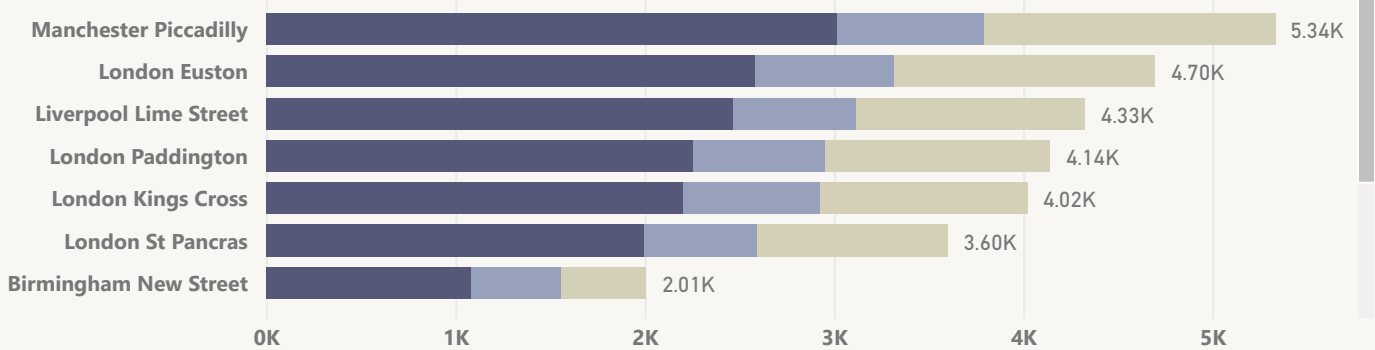
T. Transaction by Month & Ticket Type

● Advance ● Anytime ● Off-Peak



T. Transaction by Departure Station & Ticket Type

● Advance ● Anytime ● Off-Peak



Railcard

Adult

Disabled

None

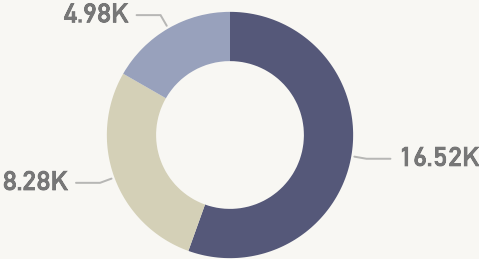
Ticket Class

First Class

Standard

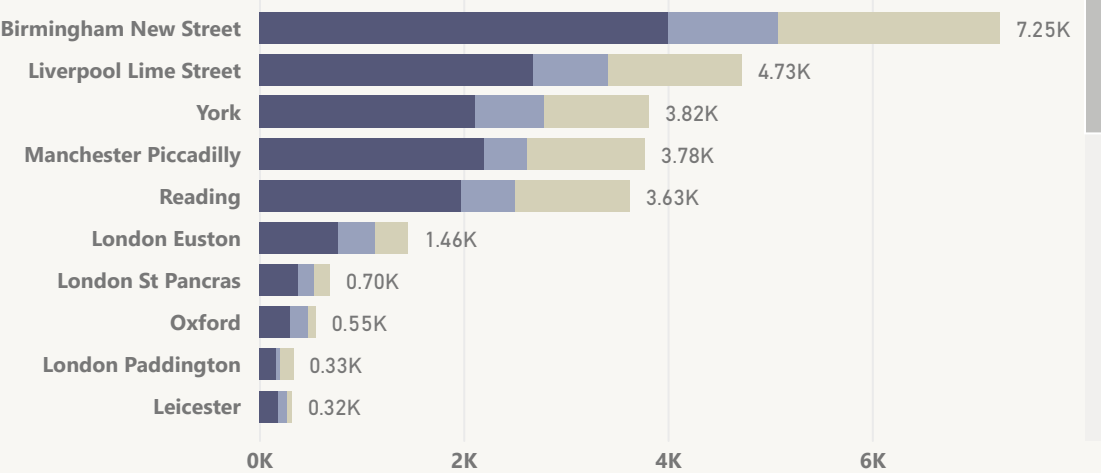
T. Transaction by Ticket Type

● Advance ● Off-Peak ● Anytime

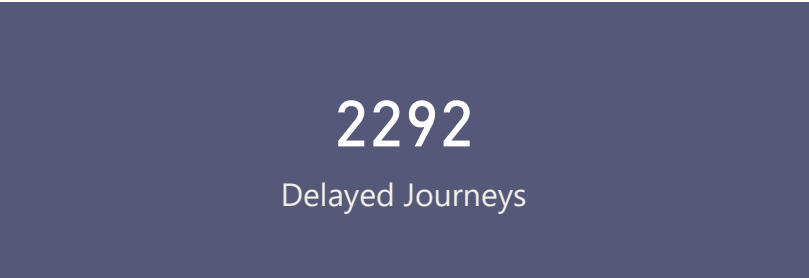
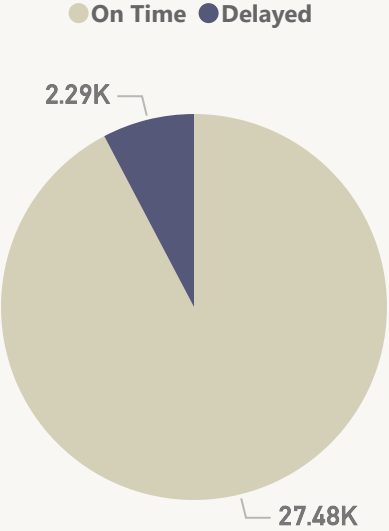


T. Transaction ID by Arrival Destination & Ticket Type

● Advance ● Anytime ● Off-Peak



T. Transaction by Journey Status



Arrival Time Analysis



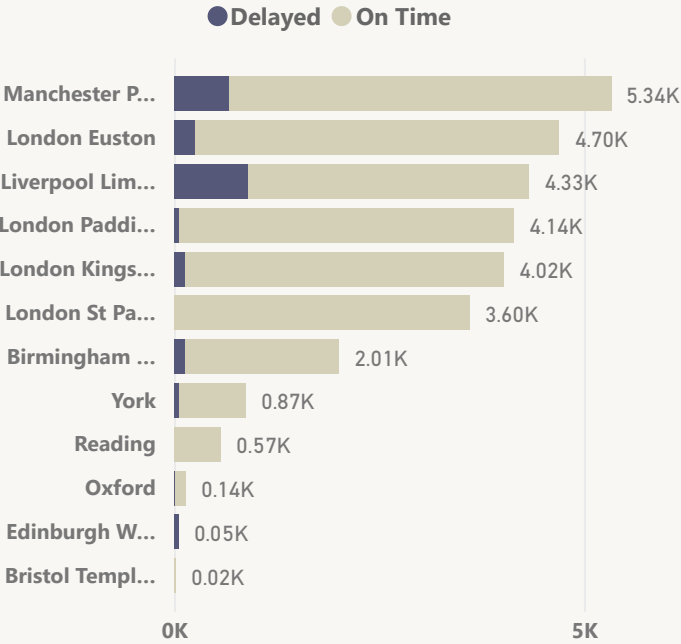
Ticket Type



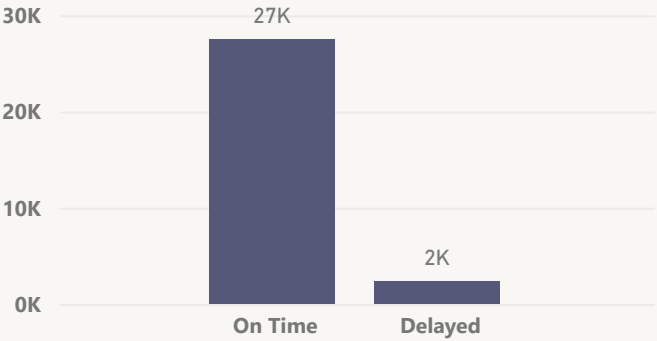
Railcard



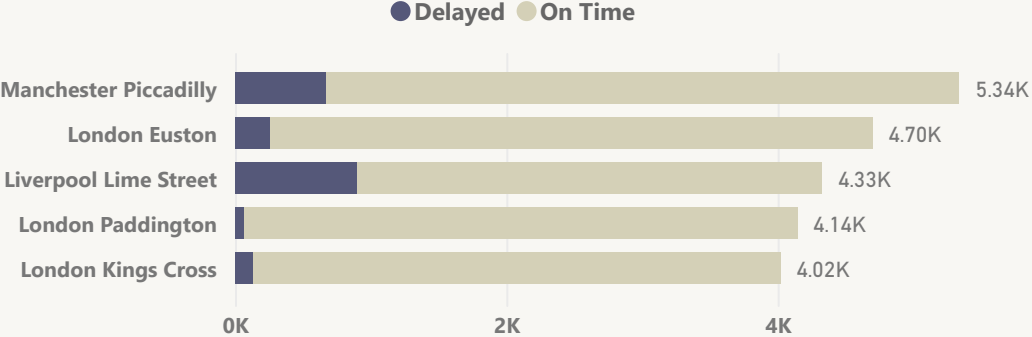
T. Transaction by Departure Station & Journey Status



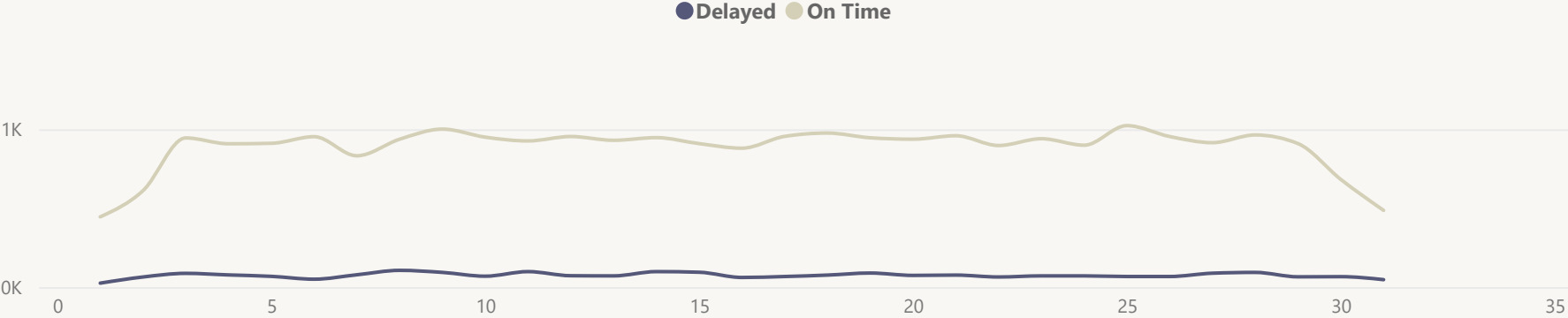
T. Transaction by Journey Status



T. Transaction by Departure Station & Journey Status



T. Transaction by Day & Journey Status



Purchase Type

Online

Station

Ticket Type

Advance

Anytime

Off-Peak

Payment Method

Contactless

Credit Card

Debit Card

Impact Of Railcard



61.06%

Online % With Railcard

160K

Railcard Sales

537K

NonRailcard Sales

T. Transaction by Railcard VS Ticket Class



T. Transaction by Railcard VS Ticket Type

