

Total Ticket Sales

31.7K



Total Revenue

£741.9K



Average Price

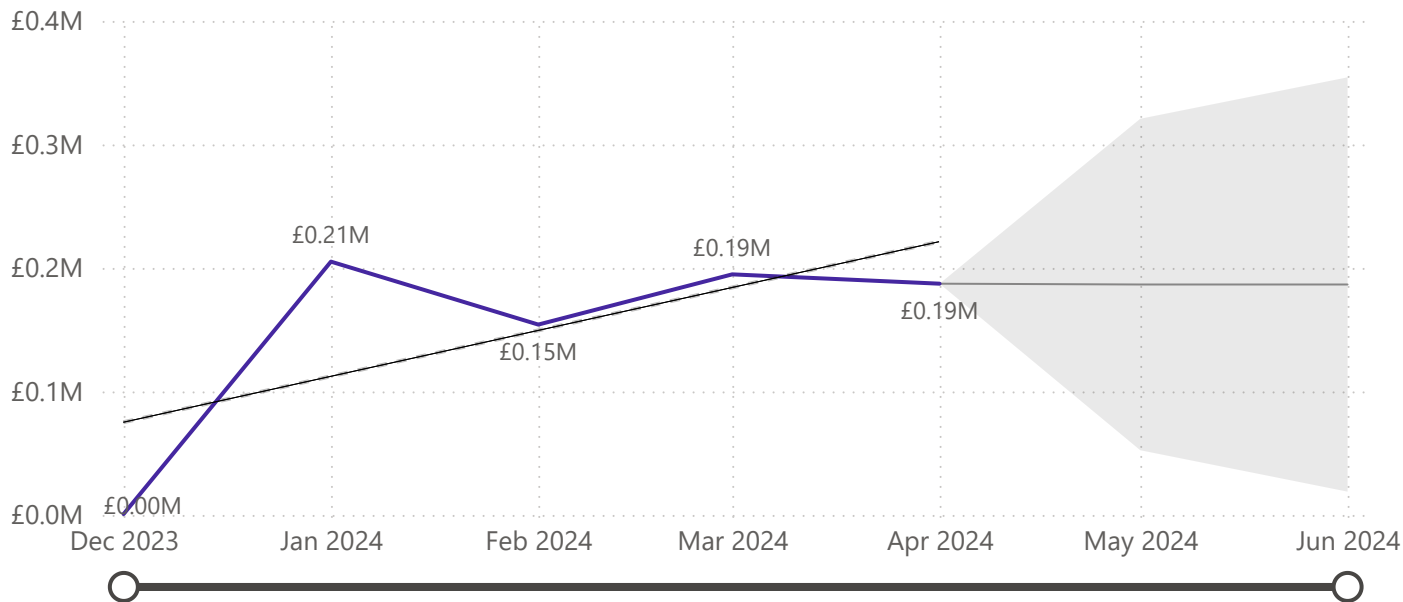
£23.4



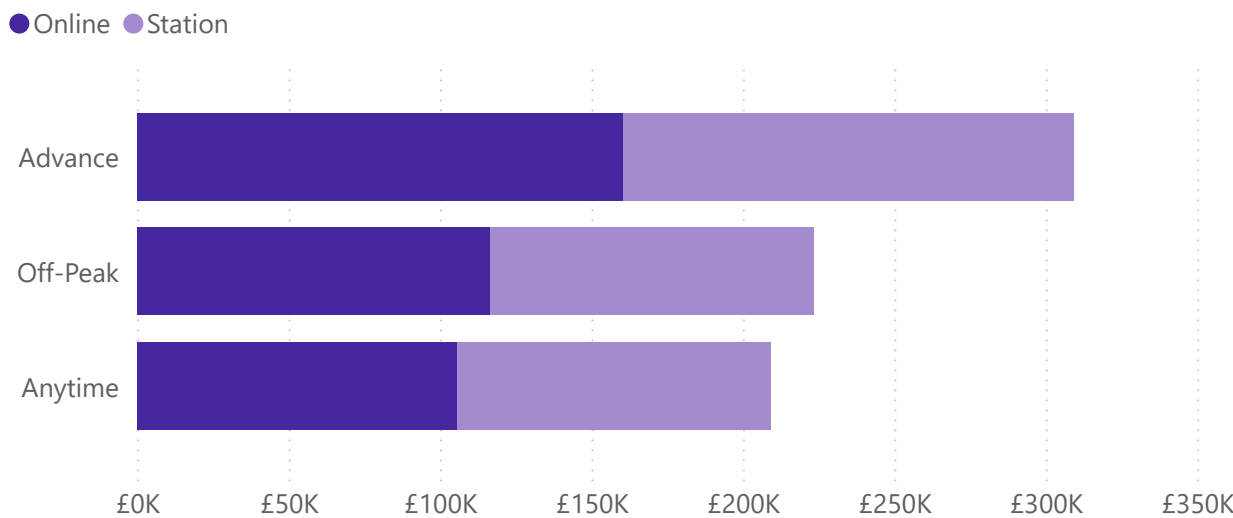
% On Time Journeys

86.8%

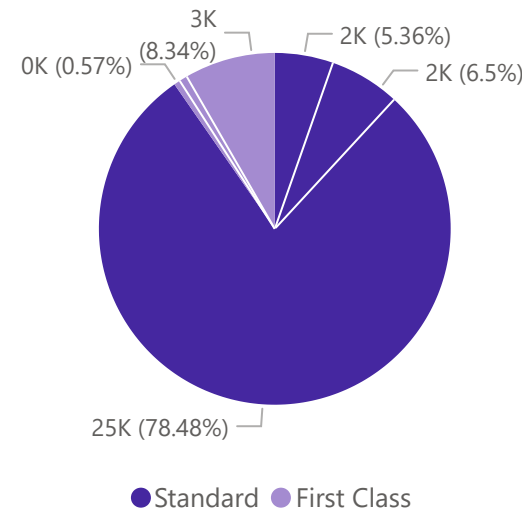
Revenue Trending



Revenue by Ticket & Purchase Type



Journey Status by Ticket Class



Monthly Revenue

£187.23K

Last Month **£194,789.00**
Target **£214,267.90** -£27,037 ↓

Monthly Ticket Sales

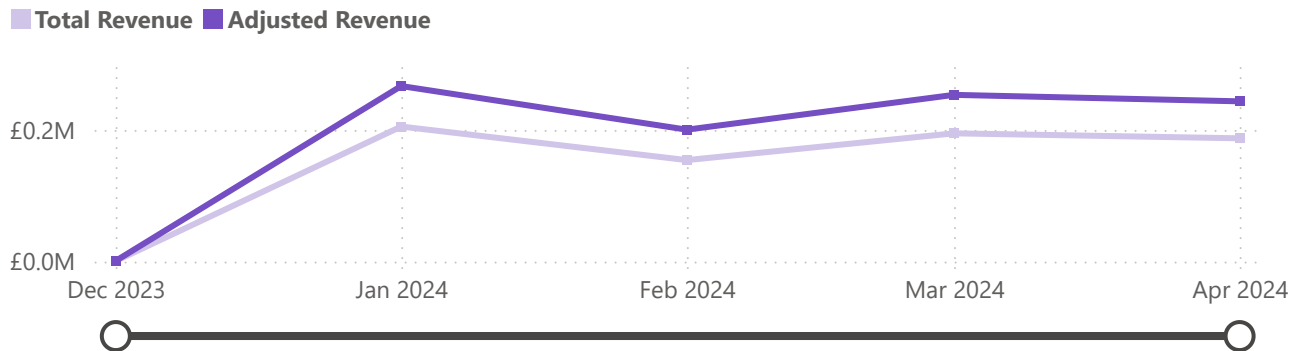
7.7K

Previous Month **8100**
Target **8,910.00** -£1,162 ↓

Price Adjustment (%)

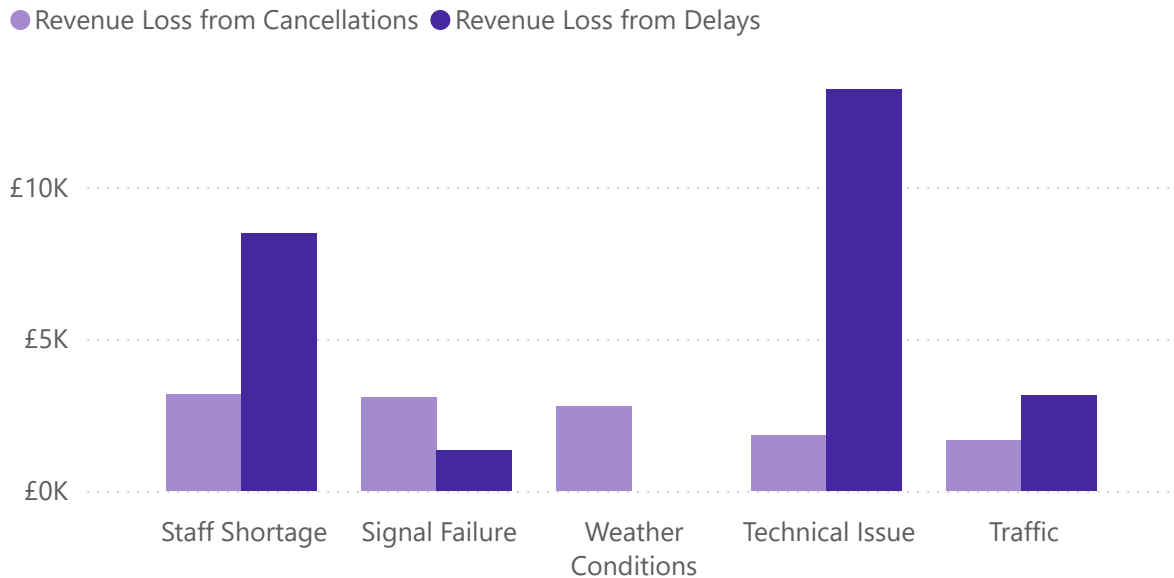


Adjusted Revenue

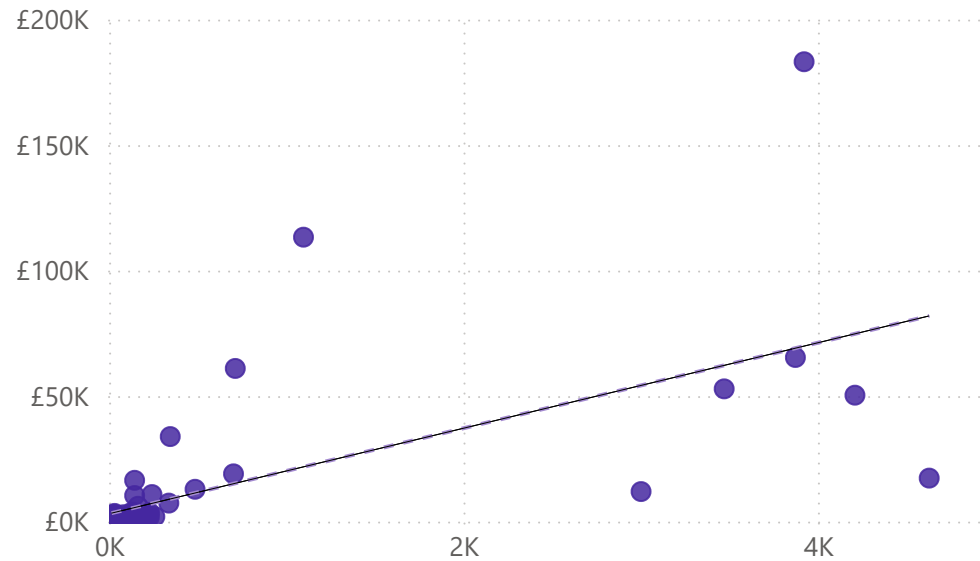


i Overall Weak Correlation. Route: Liverpool Lime Street - London Euston has high revenue despite relatively low ticket sales.

Revenue Loss from Cancel. and Delays by Reasons



Ticket Sales vs Revenue





Disrupted Journeys

4172



Total Refund Requests

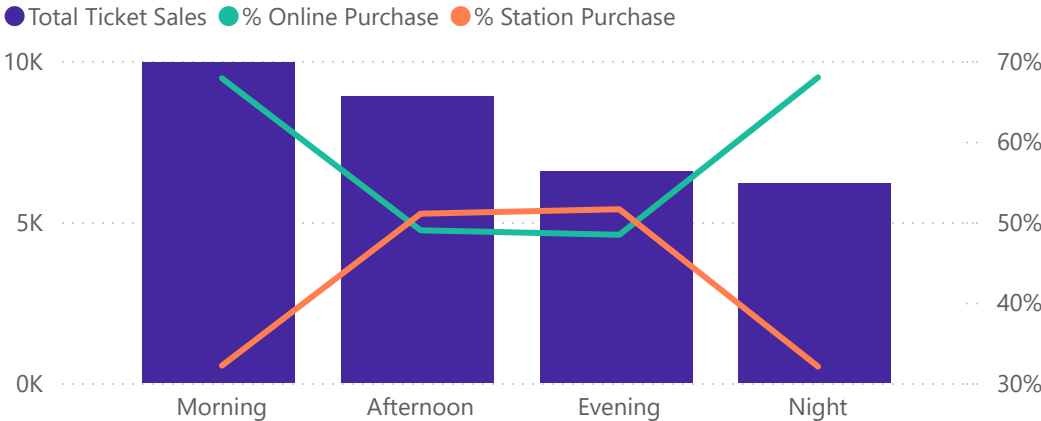
1118



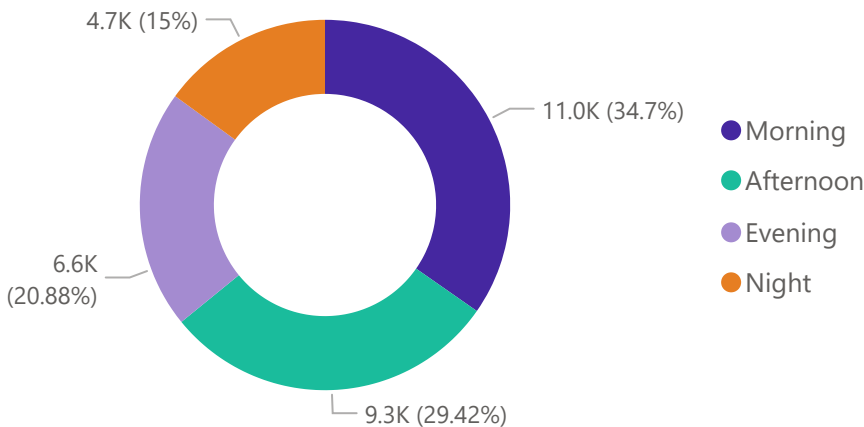
Purchase Type

Online : 58.51%

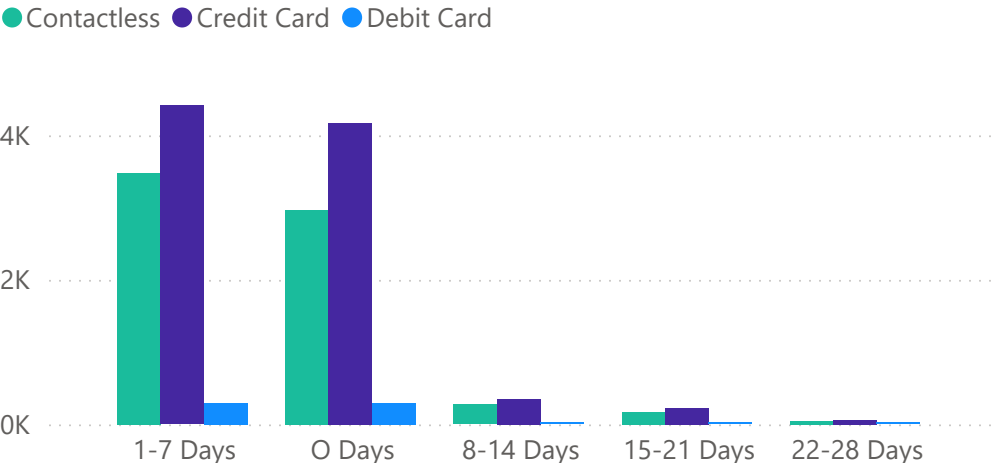
Purchase Time by Type



Travel Times by Total Tickets



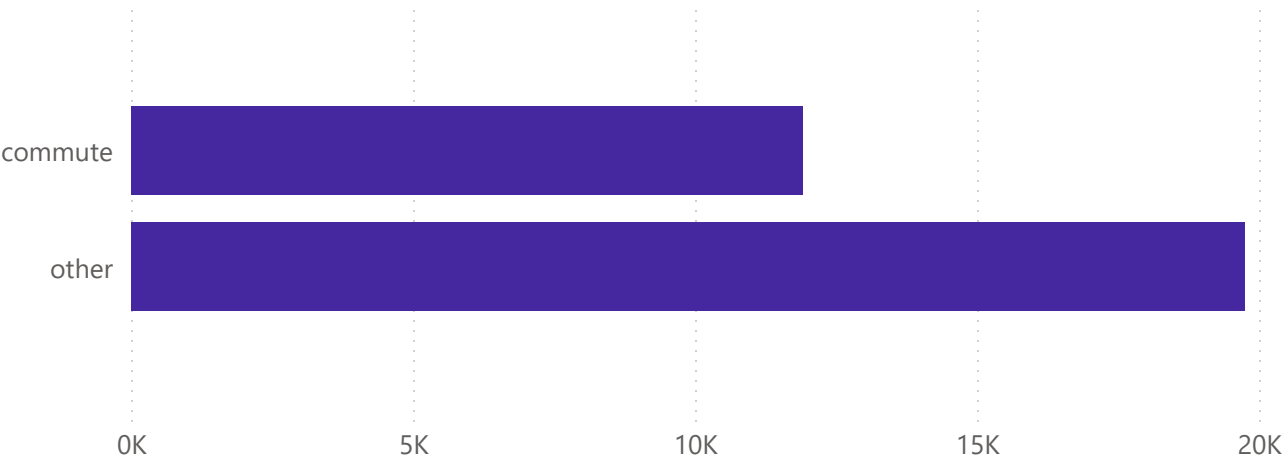
Lead Time by Payment Method



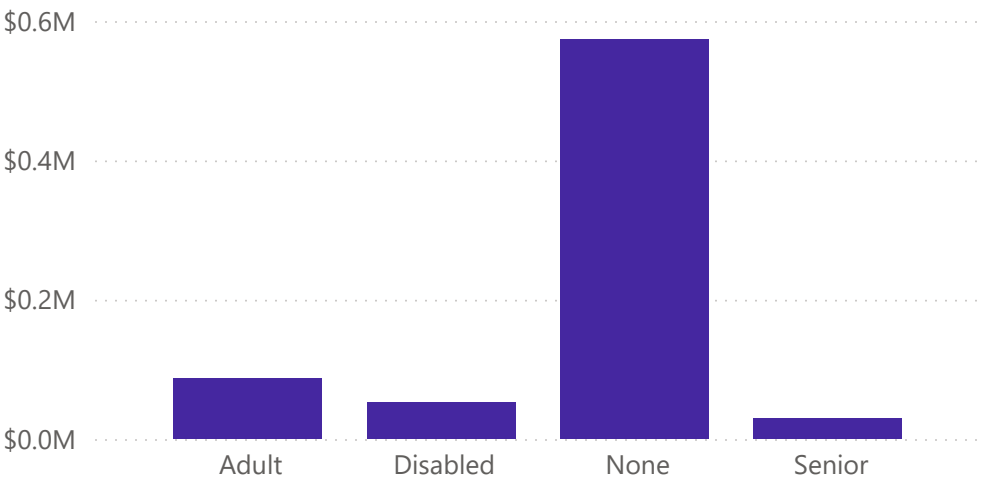
Top 10 Routes

	Total Ticket Sales	On-Time Routes
Manchester Piccadilly - Liverpool Lime Street	4628.0	86.1%
London St Pancras - Birmingham New Street	3471.0	92.1%
London Paddington - Reading	3873.0	90.9%
London Paddington - Oxford	485.0	87.0%
London Kings Cross - York	3922.0	91.6%
London Euston - Manchester Piccadilly	712.0	93.7%
London Euston - Birmingham New Street	4209.0	89.2%
Liverpool Lime Street - Manchester Piccadilly	3002.0	92.3%
Liverpool Lime Street - London Euston	1097.0	19.9%

Ticket Sales by Trip Purpose



Revenue by Railcard



Railcard Holder Departure Stations



Purchase Time Insights:

Distribution: Morning > Afternoon > Evening > Night.

Morning Purchases hit Top:

Total sales: [9964](#) (31.48 % of Total Sales) , [60.81 %](#) higher than Night, which had the lowest sales (6,196).

Online purchases reach their pick in the morning, at [67.84 %](#) while purchases made at stations are more common during the afternoon [51.59 %](#) and evening.

Booking Lead Time Insights:

Performance Insights.

- ① The majority of ticket sales, accounting for 28,595 out of a total of 31,653 tickets sold, are for the Standard class.
- ① Total revenue demonstrated an upward trend
- ① Total revenue was higher for online purchases (£382,754.00) compared to station purchases (£359,167.00)
- ① Relative weak correlation between Sales volume and Revenue.