

NATIONAL RAIL (UK)

Revenue Analysis

Time Analysis

Route Analysis

Sale Analysis

31,653

Ticket Sold

1,118

Ticket Cancel

£7,41,921

Total Revenue

£38,702

Cancelled Amount

90.00%

On-Time Arrival %

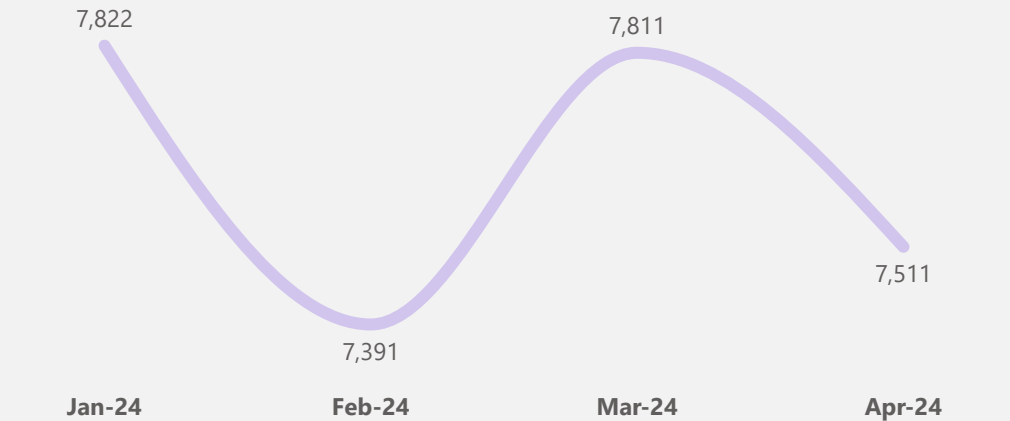
3.53%

Cancellation %

£703K

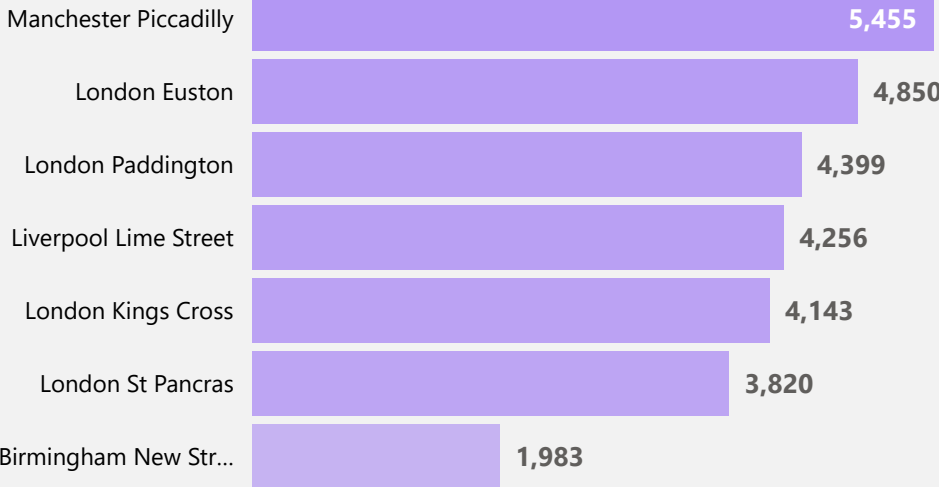
Total Net Revenue

What is the Trend of Passenger Journey?

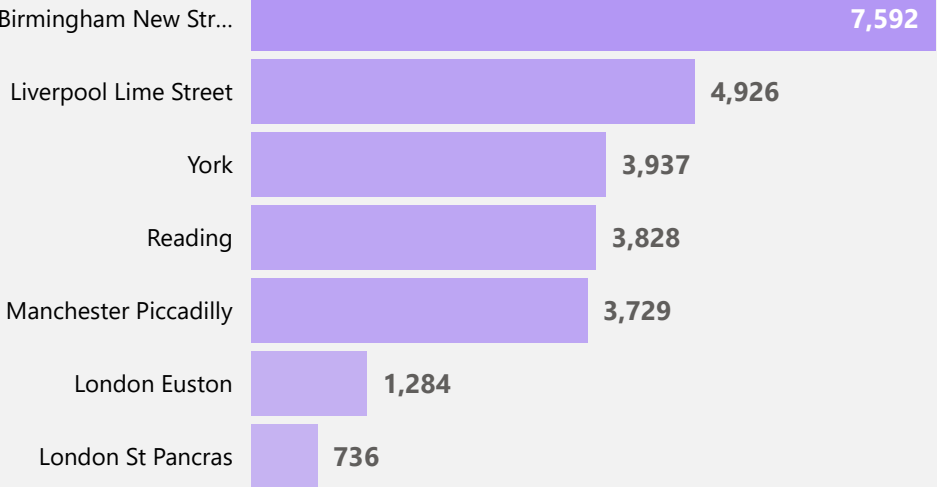


From Jan to April 2024, the total actual passenger rail journey were At 7,822, Jan-24 had the highest Customer Travel and was 5.83% higher than Feb-24, which had the lowest Total Customer Travel at 7,391.

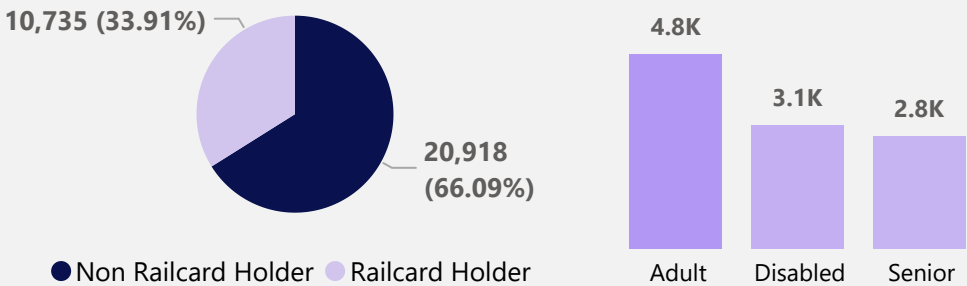
Top 7 Departure Station



Top 7 ArrivalStation

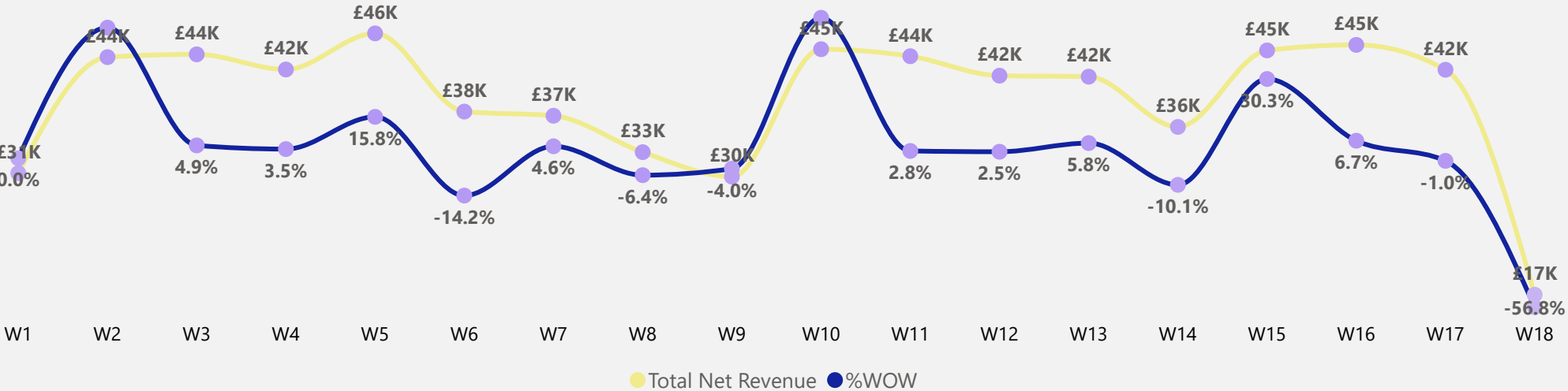


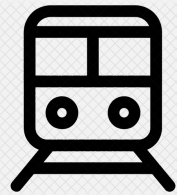
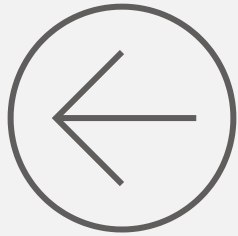
What is the Railcard and Non Railcard Holder Distribution ?



The 2/3 of the passenger do not use a railcard and the adult railcard holders are the most popular among the railcard holders.

Weekly Net Revenue and WOW Growth





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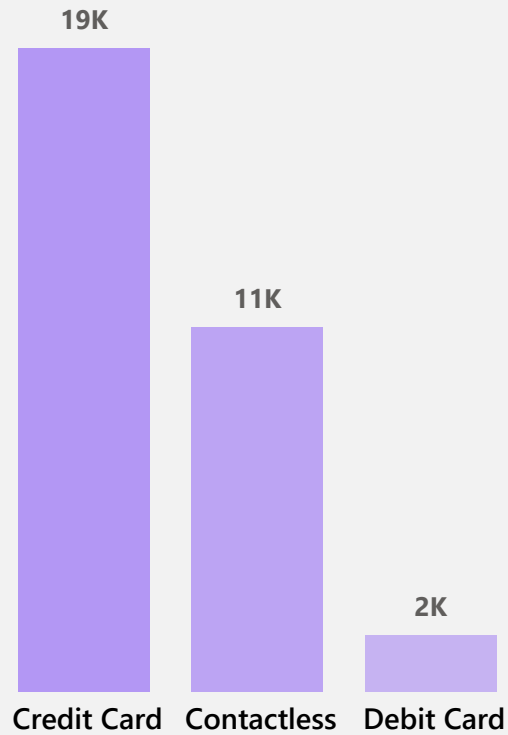
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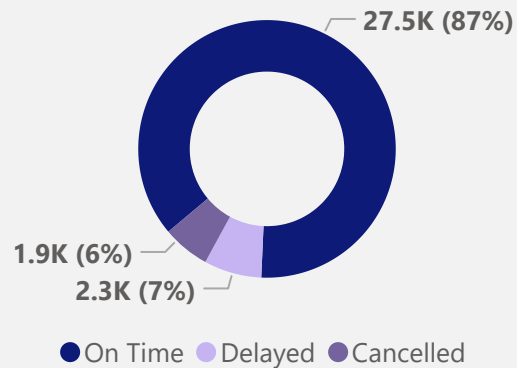
£703K

Total Net Revenue

Customer by Payment Method

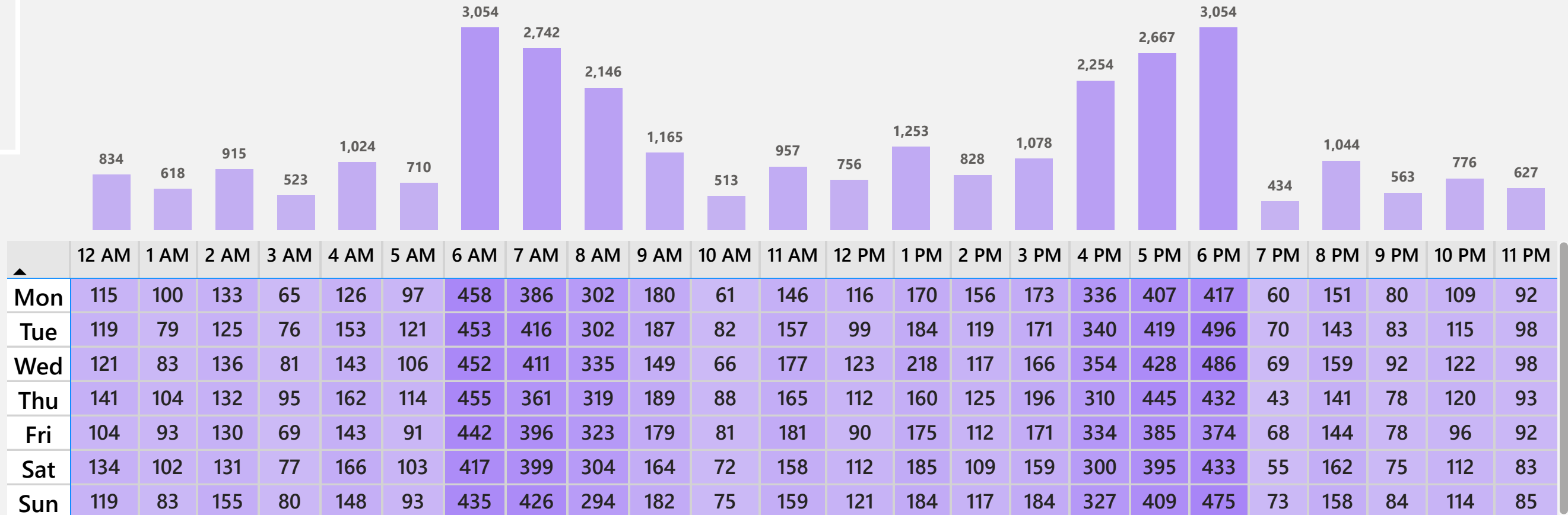


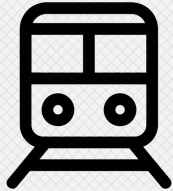
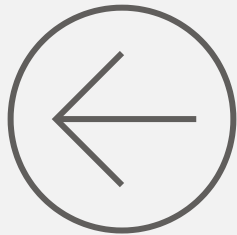
Customer by Journey Status



Period	Passenger	MOM	Total Revenue	MOM Revenue	On-Time (%)	Total Cancelled	%MOMCANCELLED	Ticket Cancelled (%)
Jan-24	7,822	Start	£1,99,618	Start	90.48%	289	0.00%	3.56%
Feb-24	7,391	↓ -5.76%	£1,59,374	↓ -19.66%	89.99%	253	↑ -12.46%	3.31%
Mar-24	7,811	↑ 6.19%	£1,95,147	↑ 21.82%	89.36%	306	↓ 20.95%	3.77%
Apr-24	7,511	↓ -4.14%	£1,87,782	↓ -3.31%	90.17%	270	↑ -11.76%	3.47%

What are the Peak Hours for Passenger Journey in a Day





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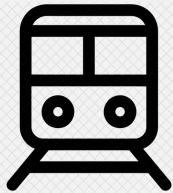
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Total Net Revenue

Location	Revenue Per Trip	Total Net Revenue	Refund Amount	%Revenue	Customer Travel	Cancelled Amount	On-Time
☐ Bristol							
Bristol Temple Meads --> Cardiff Central	£6	£98			16		100.00%
☐ Manchester							
Manchester Piccadilly --> Warrington	£4	£53			15		100.00%
Manchester Piccadilly --> Liverpool Lime Street	£4	£16,976	£334	1.93%	4,537	91	87.81%
Manchester Piccadilly --> Sheffield	£4	£726	£5	0.68%	170	1	100.00%
Manchester Piccadilly --> Leeds	£10	£1,471			142		54.23%
Manchester Piccadilly --> Nottingham	£14	£2,150	£58	2.63%	154	4	85.71%
Manchester Piccadilly --> York	£14	£212			15		100.00%
Manchester Piccadilly --> London Kings Cross	£90	£1,444			16		100.00%
Manchester Piccadilly --> London Euston	£98	£25,136	£8,724	25.76%	249	96	40.96%
Manchester Piccadilly --> London St Pancras	£100	£1,593			16		100.00%
Manchester Piccadilly --> London Paddington	£114	£16,090	£342	2.08%	141	3	96.45%
☐ Reading							
Reading --> Didcot	£4	£191	£21	9.91%	43	5	97.67%
Reading --> Oxford	£7	£851	£17	1.96%	120	2	96.67%

Reason for Delay	Customer Travel	TotalRoute	%Route	Avg Delayed
Weather	926	26	40%	46:60
Signal Failure	755	31	48%	51:49
Staff Shortage	320	23	35%	74:56
Technical Issue	319	24	37%	25:21
Weather Conditions	313	24	37%	31:06
Staffing	228	27	42%	26:22
Traffic	193	21	32%	32:43

- **High Impact Areas:** Focus on signal failures, staff shortages, and weather conditions, as these are major contributors to delays and affect a significant portion of routes and customers.
- **Priority for Improvement:** Address staff shortages and technical issues to reduce the longest delays. Enhance strategies for managing weather-related disruptions to mitigate their substantial impact.
- **Customer Communication:** Improve communication to keep customers informed during delays, especially those caused by severe weather conditions or technical issues.



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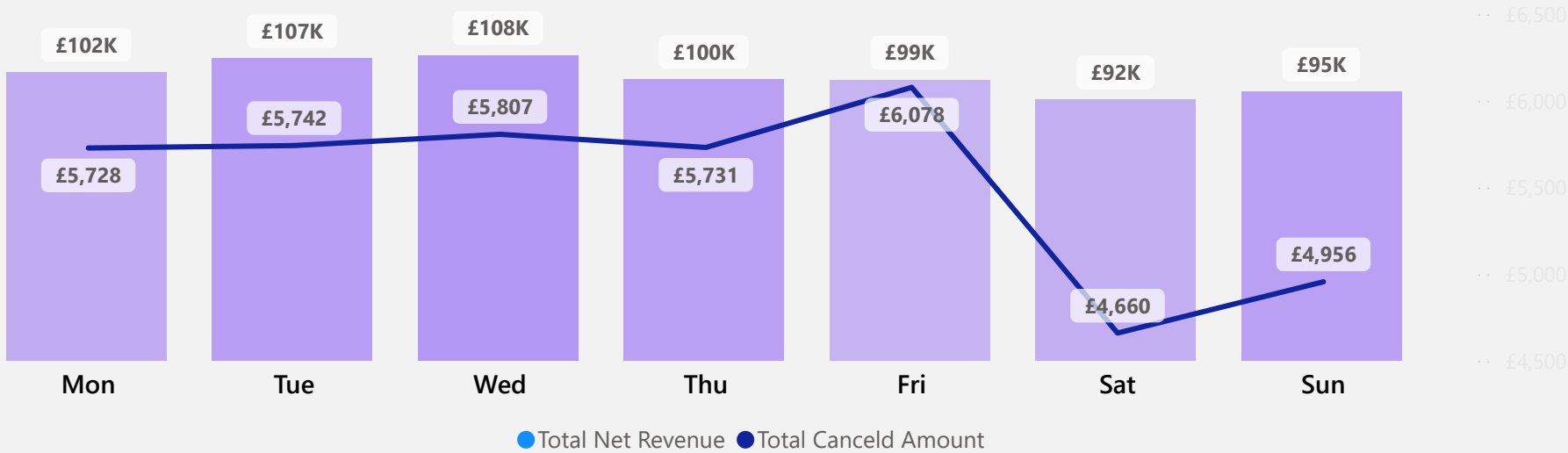
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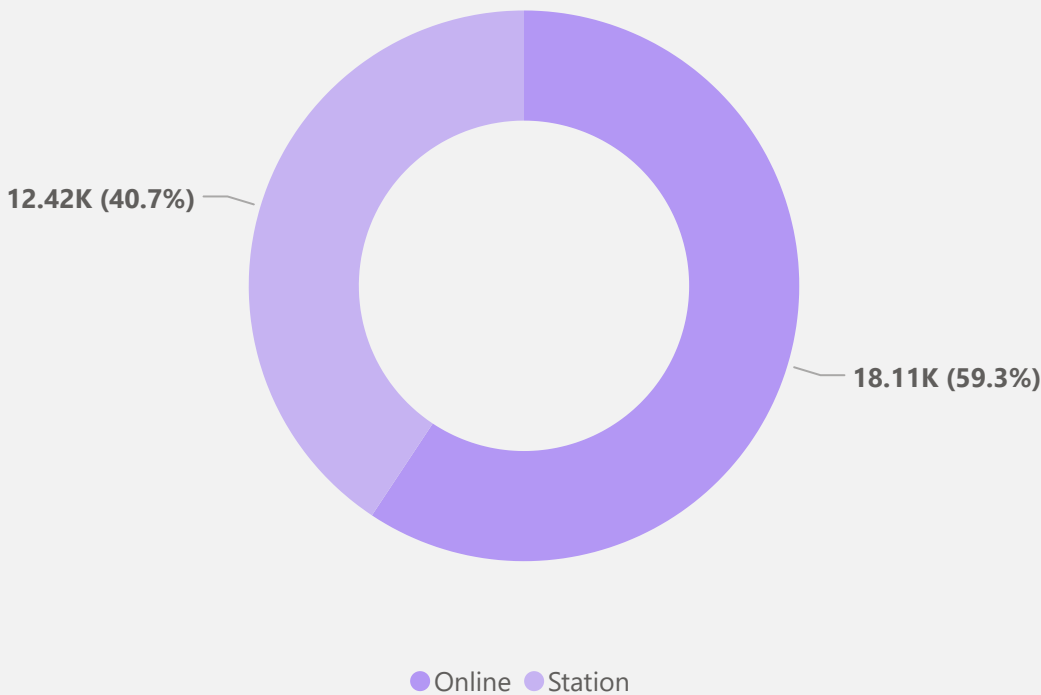
Total Net Revenue

Delay (Minutes)▲	Customer Travel	%Cancelled Customer	%Refund
1-5 Min	46	60.68%	72.98%
6-15 Min	188	40.32%	33.68%
16-30 Min	272	46.14%	48.16%
31-45 Min	435	18.08%	3.43%
46-60 Min	472	2.28%	0.97%
>60 Min	323		

Net Revenue and Cancelled Amount by Week Days



Customer Travel by Purchase Type



Ontime by Hours

