

Insights

Sales by Ticket Class

- Standard class tickets contribute the most to the total number of tickets sold (around 70%). This might be because standard class tickets are generally cheaper than first class tickets.
- There are fewer online purchases of standard class tickets than station purchases.

Sales by Ticket Type

- Adult tickets make up the most significant portion of ticket sales.
- Concessionary tickets, such as senior or disabled tickets, account for a smaller proportion of sales (around 5%).

Price

- The average ticket price is around \$27.
- The price of tickets varies depending on the month, with the highest average price in March 2024 (\$48.76) and the lowest average price in January 2024 (\$20.68). There could be several reasons for this fluctuation, such as seasonal demand, ticket promotions, and changes in fuel costs.

Profit

- The total profit was \$313,370. This represents 45% of the total cost.
- Ticket sales from standard class contribute the most to the total profit, followed by first class. This is likely because more standard class tickets are sold, and there could be a higher profit margin on standard class tickets compared to first class tickets.

Travel Time

- Delays are highest during peak hours (between 7am and 9am and between 4pm and 6pm), with an average delay time of around 10 minutes. This could be due to congestion on the network during these times.

Purchase Type

- Most ticket purchases are made at the station (around 80%). This suggests that travelers are increasingly comfortable purchasing tickets at the station instead of online.

Customer Satisfaction

- The average satisfaction score is 9.7.