

90.17

Avg. Journey Duration (mins)

64

Total Overall Routes

18

No. of Routes Consistently Later than Advertised

28.13%

Routes Later than Advertised

Man-Lee

Latest Route on Average

Routes With Longest Average Journey Times

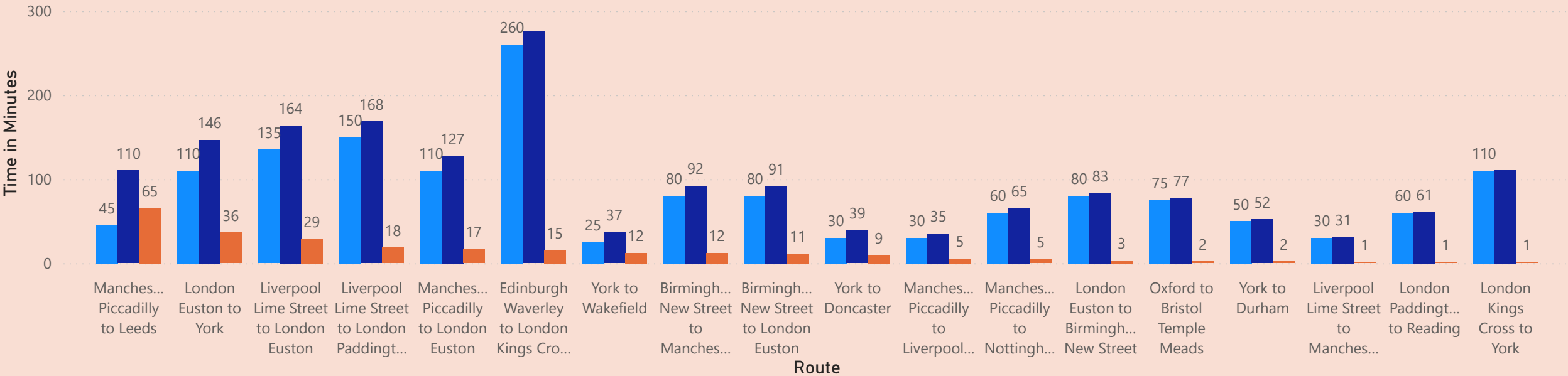
Route	Avg. Actual Journey Duration (mins)	Avg. Advertised Journey Duration (mins)
Edinburgh Waverley to London Kings Cross	275.27	260.00
Birmingham New Street to Edinburgh Waverley	270.00	270.00
London Kings Cross to Edinburgh Waverley	260.00	260.00
Liverpool Lime Street to London Paddington	168.48	150.00
Liverpool Lime Street to London Euston	163.59	135.00
Liverpool Lime Street to London St Pancras	150.00	150.00

Routes With Shortest Average Journey Times

Route	Avg. Actual Journey Duration (mins)	Avg. Advertised Journey Duration (mins)
Birmingham New Street to Wolverhampton	15.00	15.00
Reading to Didcot	15.00	15.00
Birmingham New Street to Coventry	20.00	20.00
Birmingham New Street to Nuneaton	20.00	20.00
Birmingham New Street to Tamworth	20.00	20.00
Manchester Piccadilly to Warrington	20.00	20.00
Bristol Temple Meads to Cardiff Central	25.00	25.00

Routes Where Average Journey Durations Are Longer Than Advertised

● Average Advertised Journey Duration In Minutes ● Average Actual Journey Duration in Minutes ● Difference Between Actual and Advertised Journey Duration



31.65K

Total Overall Ticket Sales (Journeys)

16.39K

Overall Journeys Made During Peak Hours

8987

Total Weekend Journeys

22.67K

Total Weekday Journeys

28.39%

Proportion of Journeys Made at Weekend

Wednesday

Busiest Day for Travel

Friday

Least Busy Day for Travel

Heatmap Showing Hourly and Daily Ticket Sales Across All Routes

Hour of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
0	115.00	119.00	121.00	141.00	104.00	134.00	119.00	853.00
1	100.00	79.00	83.00	104.00	93.00	102.00	83.00	644.00
2	133.00	125.00	136.00	132.00	130.00	131.00	155.00	942.00
3	65.00	76.00	81.00	95.00	69.00	77.00	80.00	543.00
4	126.00	153.00	143.00	162.00	143.00	166.00	148.00	1041.00
5	97.00	121.00	106.00	114.00	91.00	103.00	93.00	725.00
6	458.00	453.00	452.00	455.00	442.00	417.00	435.00	3112.00
7	386.00	416.00	411.00	361.00	396.00	399.00	426.00	2795.00
8	302.00	302.00	335.00	319.00	323.00	304.00	294.00	2179.00
9	180.00	187.00	149.00	189.00	179.00	164.00	182.00	1230.00
10	61.00	82.00	66.00	88.00	81.00	72.00	75.00	525.00
11	146.00	157.00	177.00	165.00	181.00	158.00	159.00	1143.00
12	116.00	99.00	123.00	112.00	90.00	112.00	121.00	773.00
13	170.00	184.00	218.00	160.00	175.00	185.00	184.00	1276.00
14	156.00	119.00	117.00	125.00	112.00	109.00	117.00	855.00
15	173.00	171.00	166.00	196.00	171.00	159.00	184.00	1220.00
16	336.00	340.00	354.00	310.00	334.00	300.00	327.00	2301.00
17	407.00	419.00	428.00	445.00	385.00	395.00	409.00	2888.00
18	417.00	496.00	486.00	432.00	374.00	433.00	475.00	3113.00
19	60.00	70.00	69.00	43.00	68.00	55.00	73.00	438.00
20	151.00	143.00	159.00	141.00	144.00	162.00	158.00	1058.00
21	80.00	83.00	92.00	78.00	78.00	75.00	84.00	570.00
22	109.00	115.00	122.00	120.00	96.00	112.00	114.00	788.00
23	92.00	98.00	98.00	93.00	92.00	83.00	85.00	641.00
Total	4436.00	4607.00	4692.00	4580.00	4351.00	4407.00	4580.00	31653.00

Breakdown by Hour

Hour of Day

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

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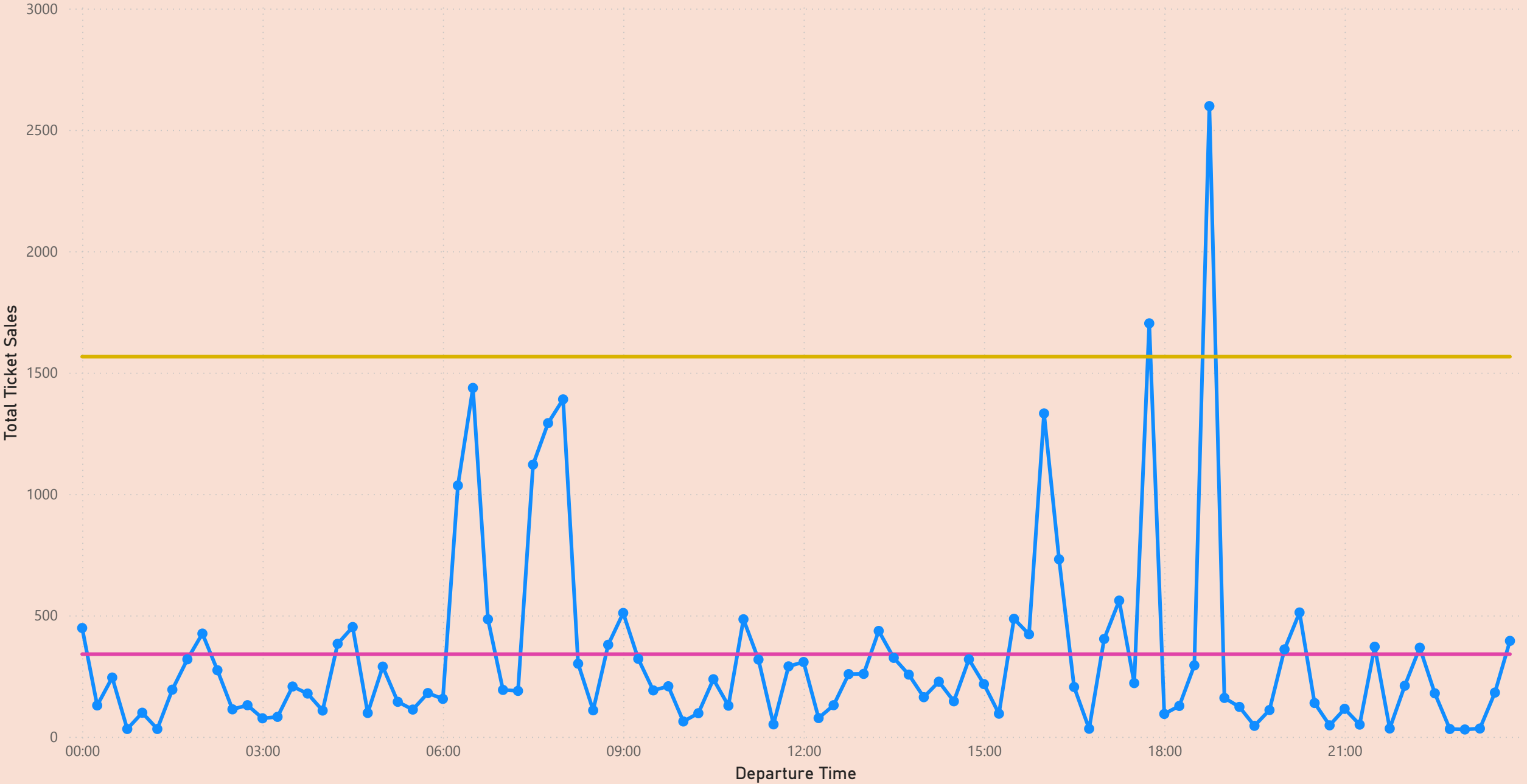
☐ 20

☐ 21

☐ 22

SPC Chart: Total Journeys Made - Plotted for Each Departure Time

● Total Ticket Sales ● Mean Ticket Sales ● Upper Control Limit (Mean + 3*Standard Deviation)



£741.92K

Total Revenue

31.65K

Total Ticket Sales

£592.52K

Total Standard Class Revenue

3.06K

Total First Class Sales

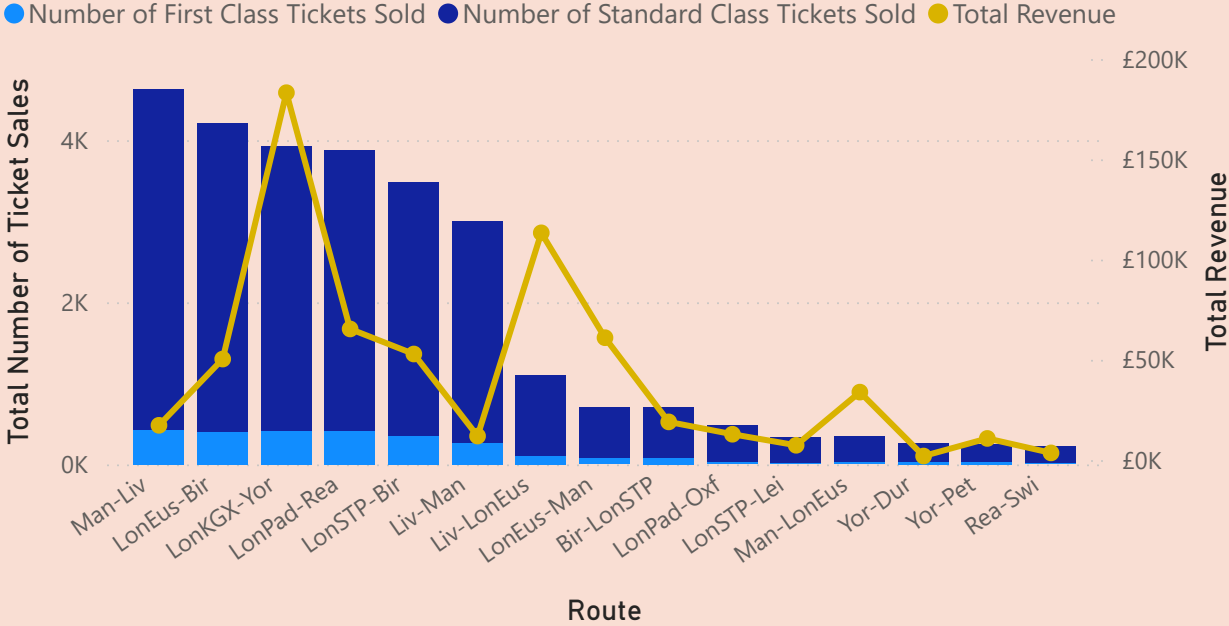
£29.90

Avg. Standard Class Price

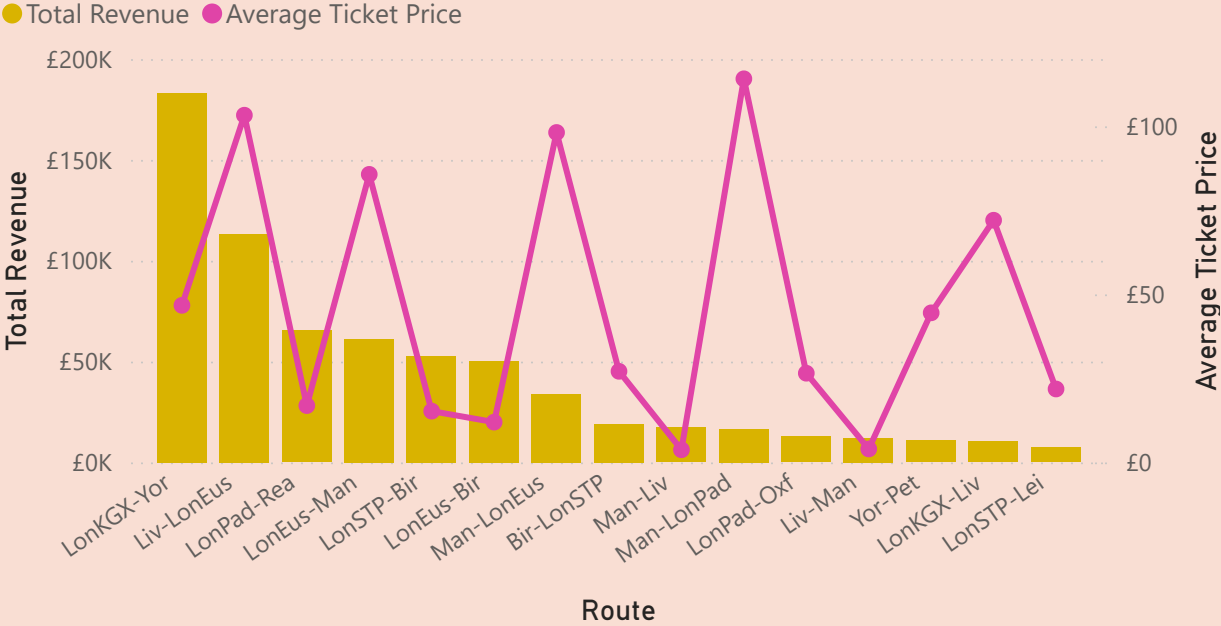
£149.40K

First Class Revenue

Top 15 Routes by Total Ticket Sales



Top 15 Routes by Total Revenue Generated



Routes With Higher Than Average Ticket prices

Route	Sales	Revenue	Avg Price
Manchester Piccadilly to London Paddington	144.00	£16,432.00	£114.11
Liverpool Lime Street to London St Pancras	31.00	£3,248.00	£104.77
Liverpool Lime Street to London Euston	1097.00	£113,299.00	£103.28
Liverpool Lime Street to London Paddington	27.00	£2,699.00	£99.96
Manchester Piccadilly to London Euston	16.00	£1,592.00	£99.56

10 Least Popular Routes by Ticket Sales

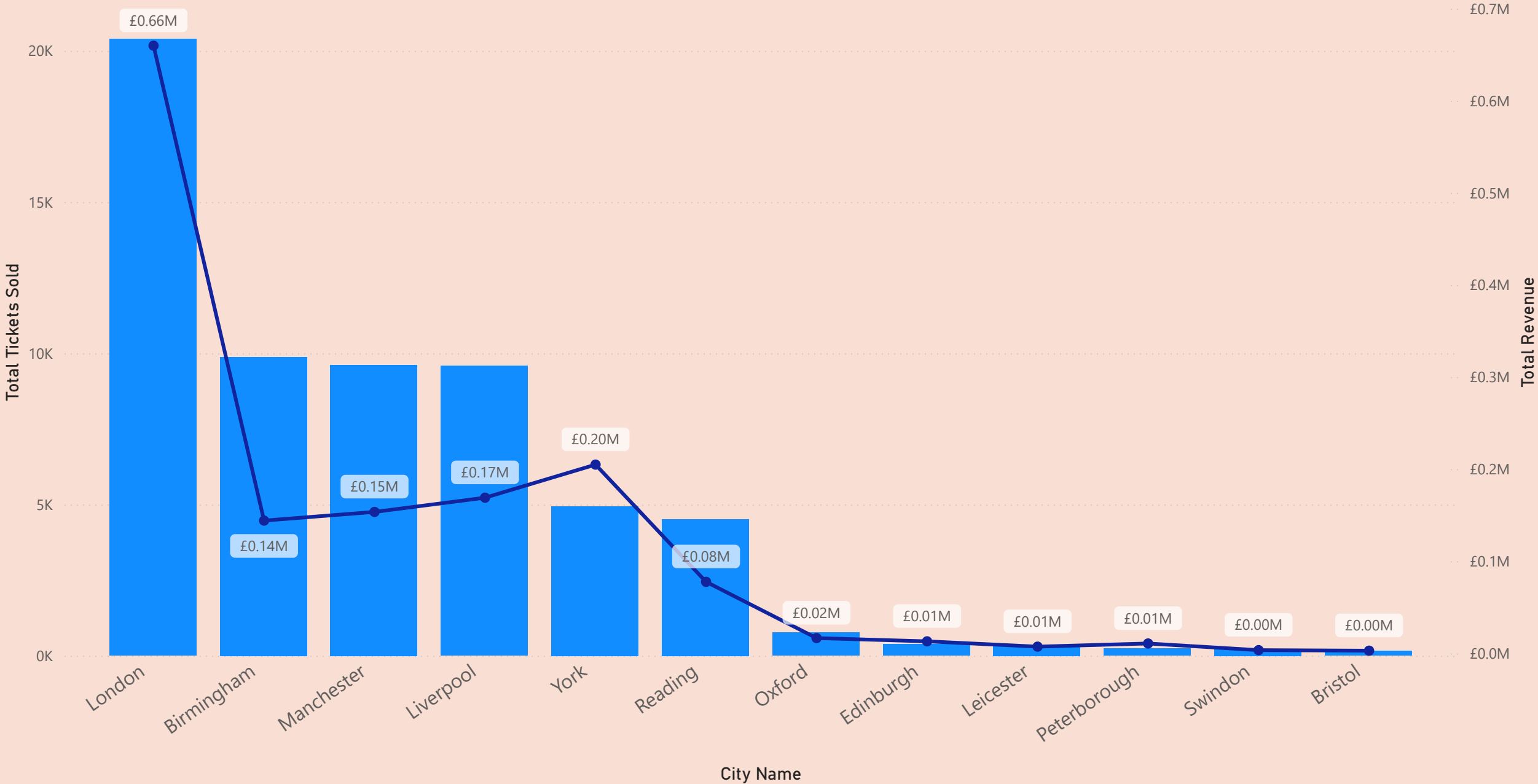
Route	Sales	Revenue	Avg Price
Liverpool Lime Street to Birmingham New Street	14.00	£436.00	£31.14
Manchester Piccadilly to Warrington	15.00	£53.00	£3.53
Manchester Piccadilly to York	15.00	£212.00	£14.13
York to Edinburgh Waverley	15.00	£404.00	£26.93
York to Liverpool Lime Street	15.00	£323.00	£21.53
York to Wakefield	15.00	£148.00	£9.87

10 Lowest Performing Routes By Revenue

Route	Sales	Revenue	Avg Price
London Euston to Oxford	16.00	£41.00	£2.56
Manchester Piccadilly to Warrington	15.00	£53.00	£3.53
York to Leeds	17.00	£78.00	£4.59
Bristol Temple Meads to Cardiff Central	16.00	£98.00	£6.13
York to Wakefield	15.00	£148.00	£9.87
Manchester Piccadilly to London Euston	15.00	£212.00	£14.13

Total Ticket Sales and Revenue for Journeys Involving Each City (Departures and Arrivals)

● Total Tickets Sold ● Total Revenue



31.65K

Total Ticket Sales

20.92K

Tickets Sold Without Railcard

£741.92K

Total Revenue

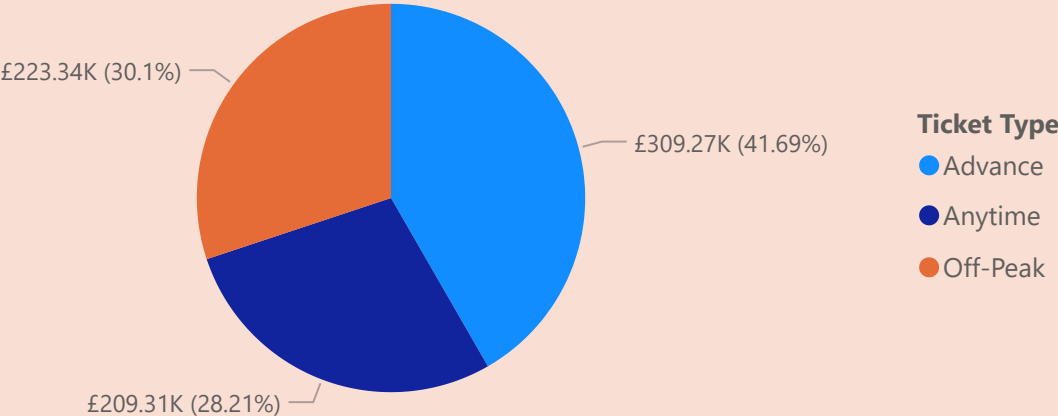
£573.70K

Revenue Without Railcard

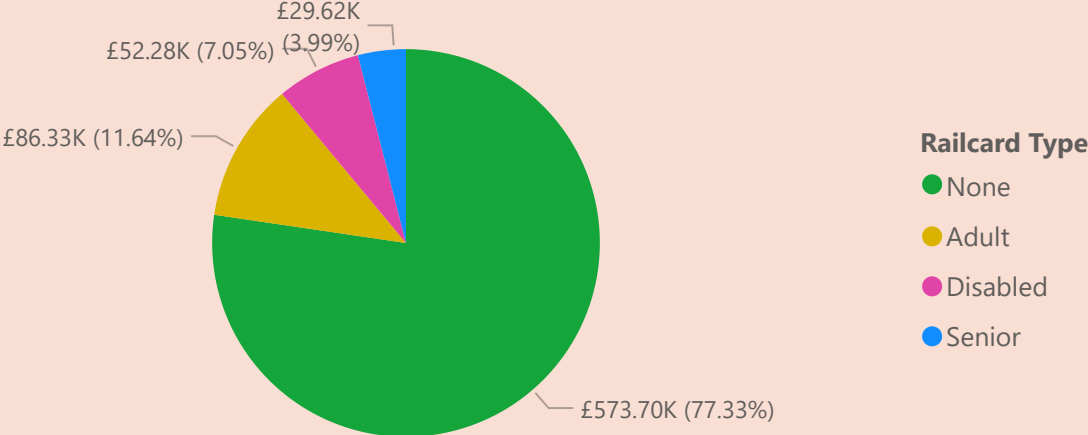
£168.22K

Revenue With Railcards

Total Revenue for Each Ticket Type

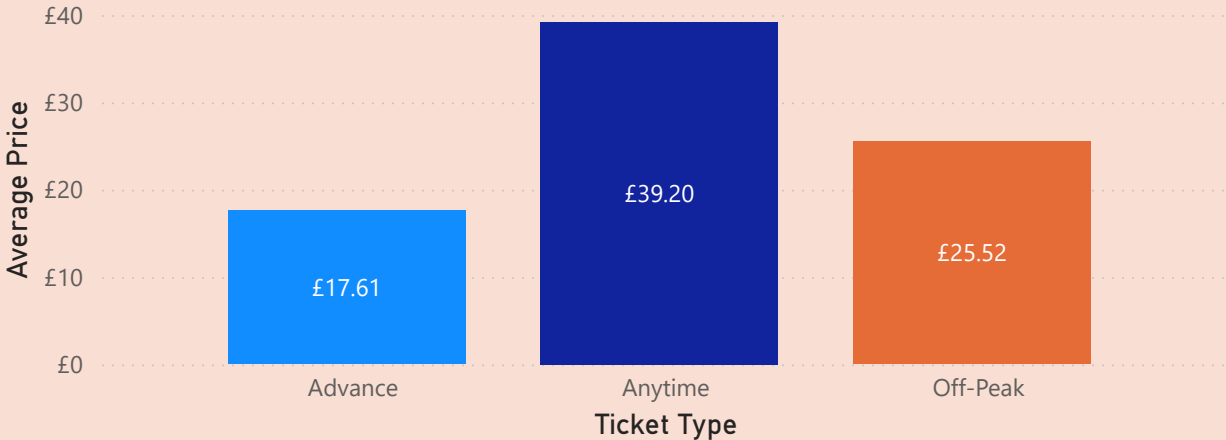


Total Revenue by Railcard Type



Average Price for Each Ticket Type

Ticket Type Advance Anytime Off-Peak



Breakdown for Each Railcard And Ticket Type

Railcard	Ticket Type	Revenue	Average Price	# Each Railcard Type
None	Advance	£239,833.00	£17.61	20918
None	Off-Peak	£175,100.00	£25.52	20918
None	Anytime	£158,764.00	£39.20	20918
Adult	Advance	£36,380.00	£17.61	4846
Adult	Off-Peak	£27,163.00	£25.52	4846
Adult	Anytime	£22,787.00	£39.20	4846
Disabled	Advance	£20,533.00	£17.61	3089
Disabled	Anytime	£18,763.00	£39.20	3089
Disabled	Off-Peak	£12,982.00	£25.52	3089
Senior	Advance	£12,528.00	£17.61	2800
Total		£741,921.00		

15.00

Min Avg. Journey Time (Mins)

270.00

Max Avg. Journey Time (Mins)

86.33

Overall Avg. Journey Time (Mins)

£32.71

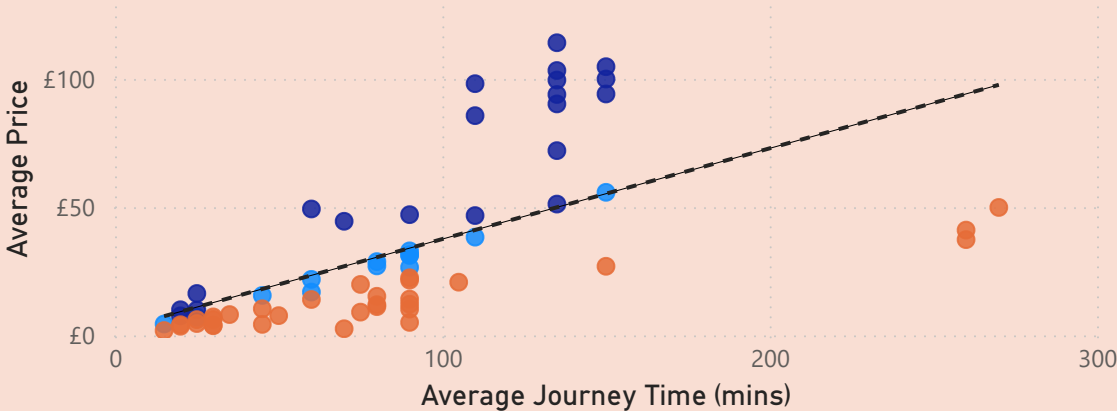
Overall Avg. Price

£28.44

Avg. Expected Price

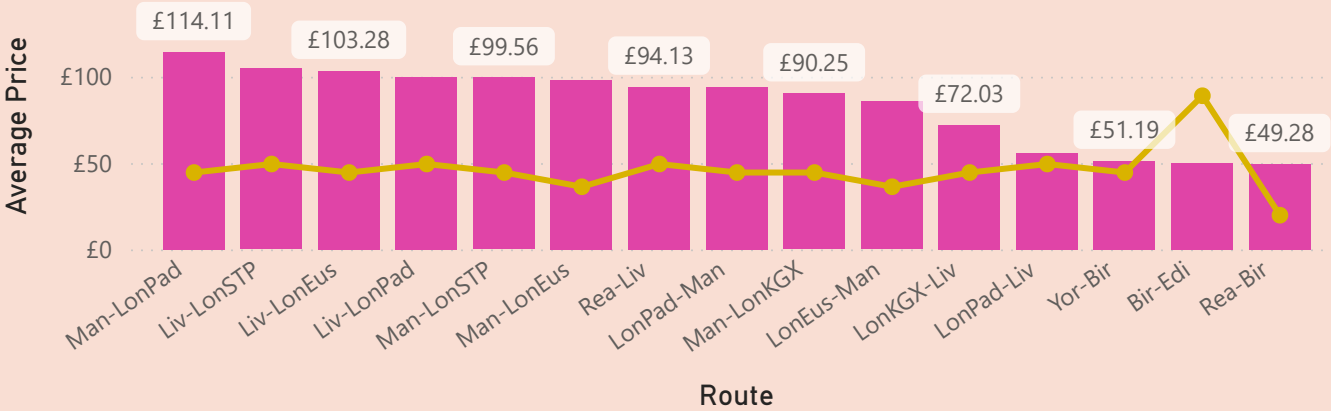
Plot of Average Price Against Journey Time for All Routes

Price Comparison As expected Higher than expected Lower than expected



Average Price and Expected Price for Top 15 Most Expensive Routes

Average Price Expected Price

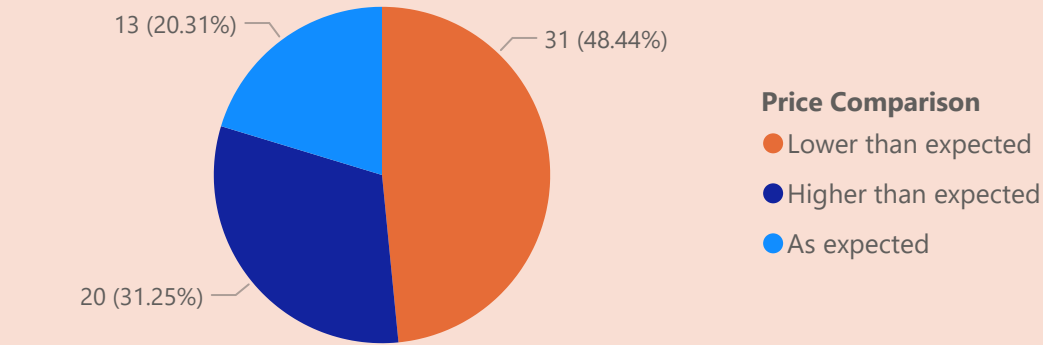


Breakdown of Each Route By Average Price, Expected Price and Journey Time

Route	Expected Price	Avg. Price	Difference	Avg. Journey Time (mins)	Price Comparison
Birmingham New Street to Edinburgh Waverley	£88.94	£49.88	−£39.06	270.00	Lower than expected
Edinburgh Waverley to London Kings Cross	£85.64	£41.04	−£44.60	260.00	Lower than expected
London Kings Cross to Edinburgh Waverley	£85.64	£37.33	−£48.32	260.00	Lower than expected
Liverpool Lime Street to London Paddington	£49.41	£99.96	£50.55	150.00	Higher than expected
Liverpool Lime Street to London St Pancras	£49.41	£104.77	£55.36	150.00	Higher than expected
London Paddington to Liverpool Lime Street	£49.41	£55.77	£6.36	150.00	As expected
Reading to Liverpool Lime Street	£49.41	£94.13	£44.72	150.00	Higher than expected
York to Edinburgh Waverley	£49.41	£26.93	−£22.48	150.00	Lower than expected

Proportion of Routes That are Priced Lower, Higher or as Expected

('As expected' meaning average price within +-15% of the average expected price)



4172

Delays & Cancellations

1118

Refund Requests

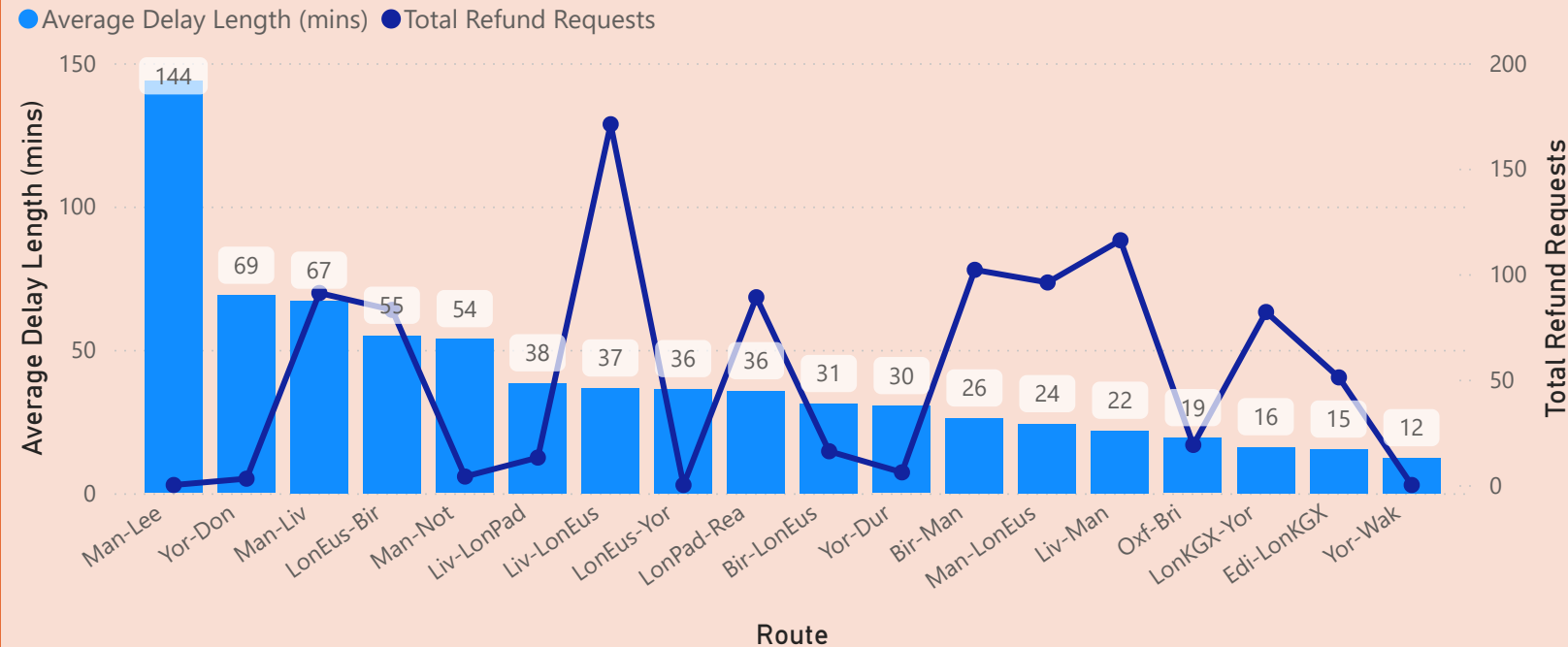
40.67

Avg. Delay Length (mins)

£38.70K

Revenue Lost to Refunds

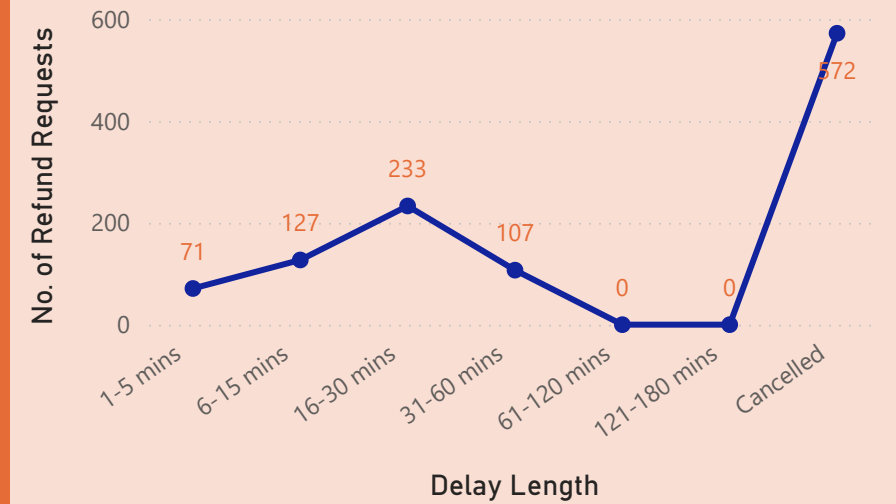
Average Delay Length for All Routes That Experienced Delays



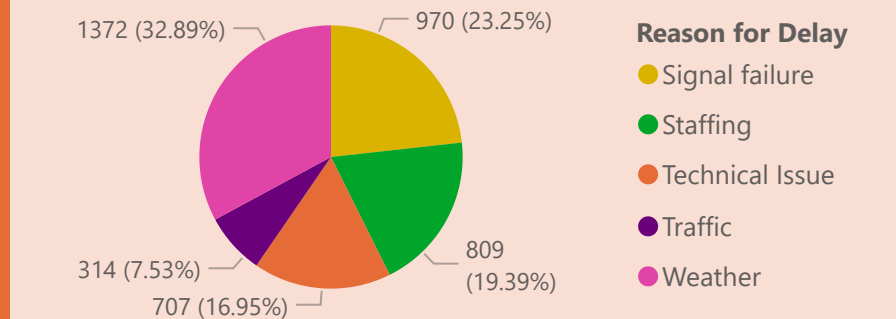
Breakdown by Route

Route	Delays and Cancellations	Avg. Delay Length (mins)	Total Refund Requests	Revenue Refunded
Liverpool Lime Street to London Euston	879	36.58	171	£13,126.00
Manchester Piccadilly to London Euston	243	24.12	96	£8,724.00
London Kings Cross to York	329	16.09	82	£3,695.00
Edinburgh Waverley to London Kings Cross	51	15.27	51	£2,093.00
London Euston to Manchester Piccadilly	45	0.00	21	£1,684.00
London Paddington to Reading	352	35.62	89	£1,527.00

Refund Requests by Length of Delay



Number of Delays or Cancellations



Number of Refund Requests for Each Reason

