

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

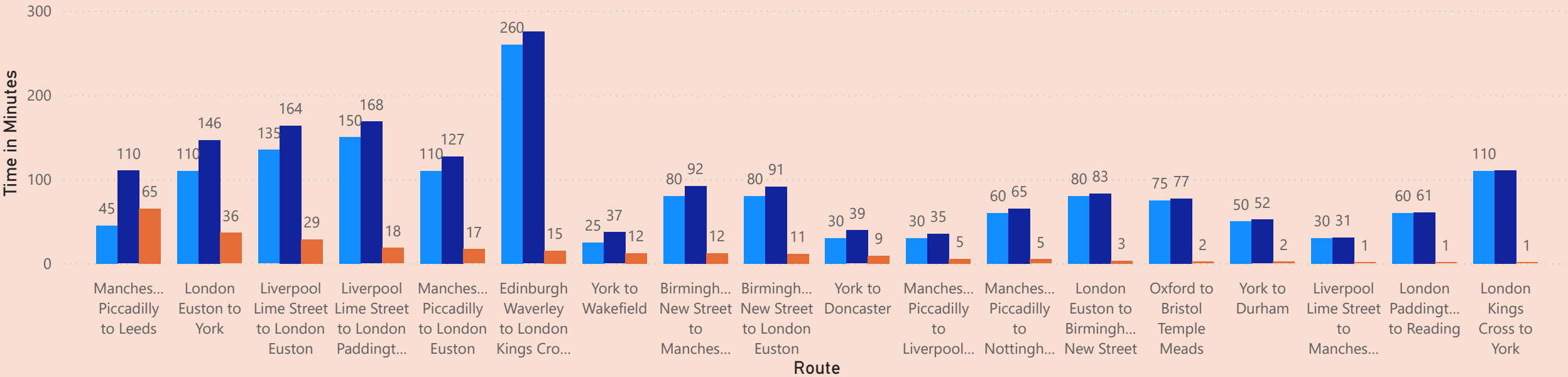
| Route | Avg. Actual Journey Duration (mins) | Avg. Advertised Journey Duration (mins) |
|---|-------------------------------------|---|
| Edinburgh Waverley to London Kings Cross | 275.27 | 260.00 |
| Birmingham New Street to Edinburgh Waverley | 270.00 | 270.00 |
| London Kings Cross to Edinburgh 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

☐ 8

☐ 9

☐ 10

☐ 11

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☐ 19

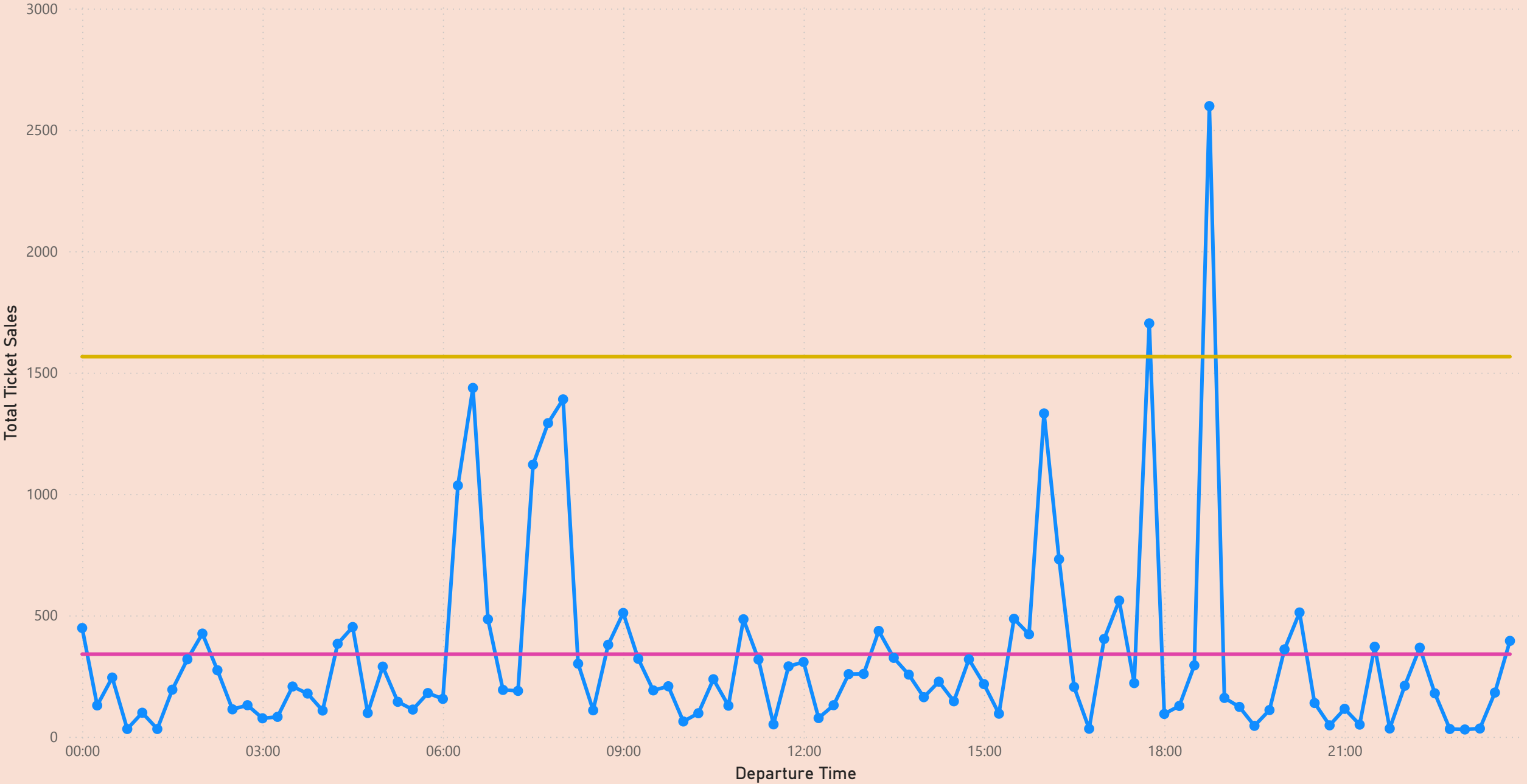
☐ 20

☐ 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

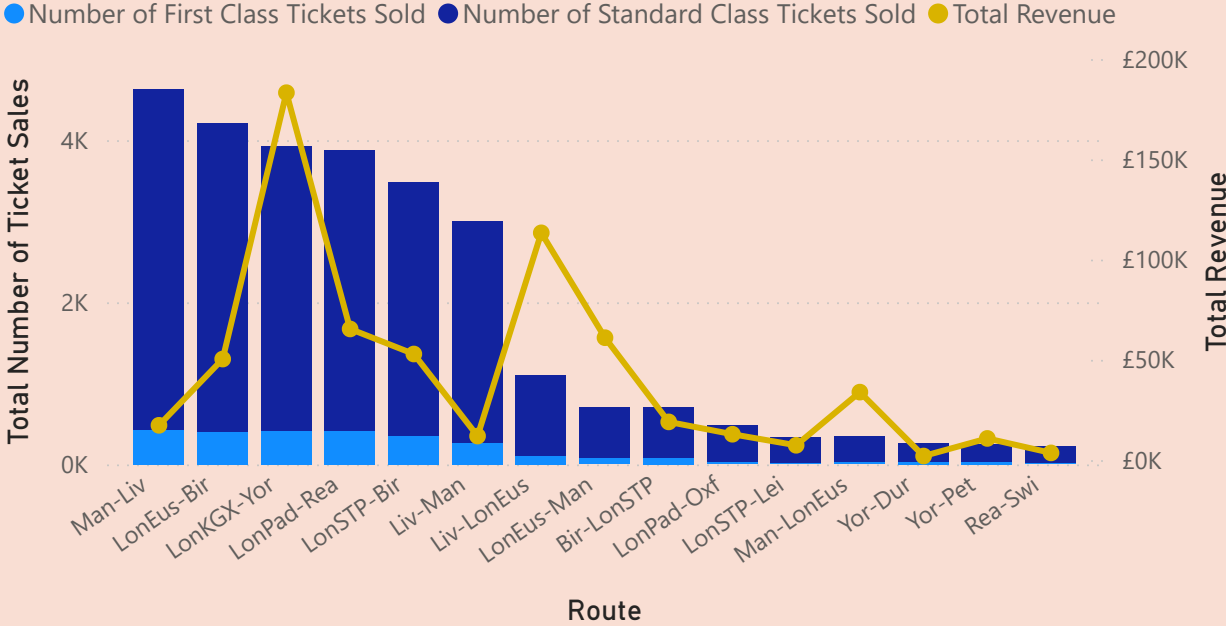
£29.90

Avg. Standard Class Price

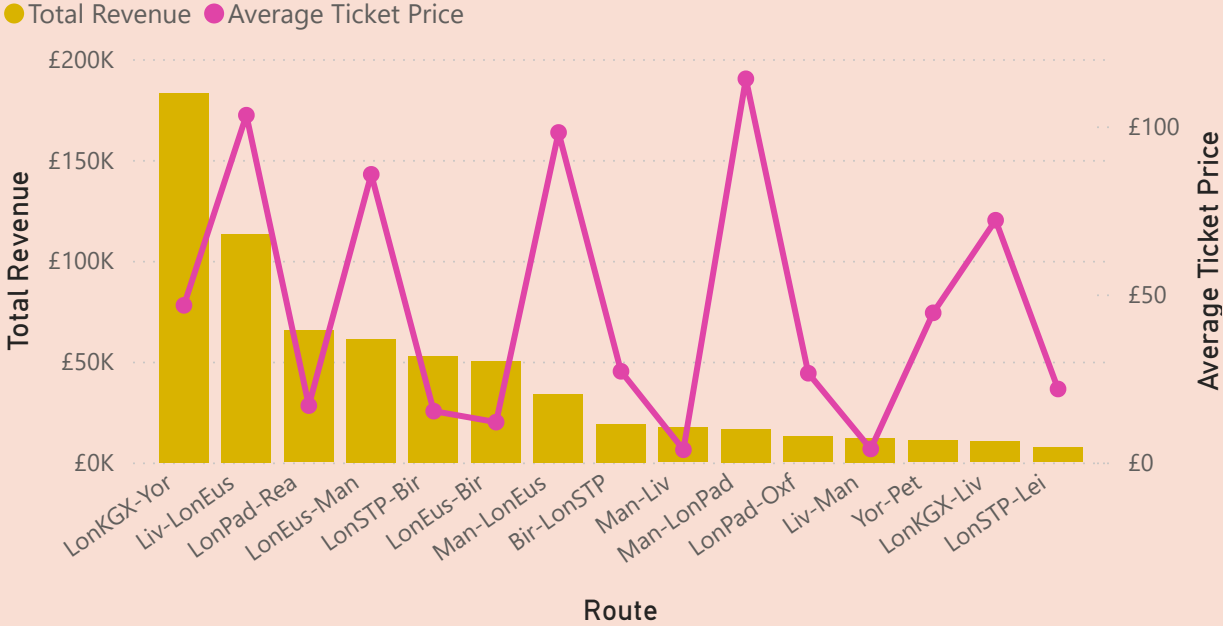
£149.40K

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

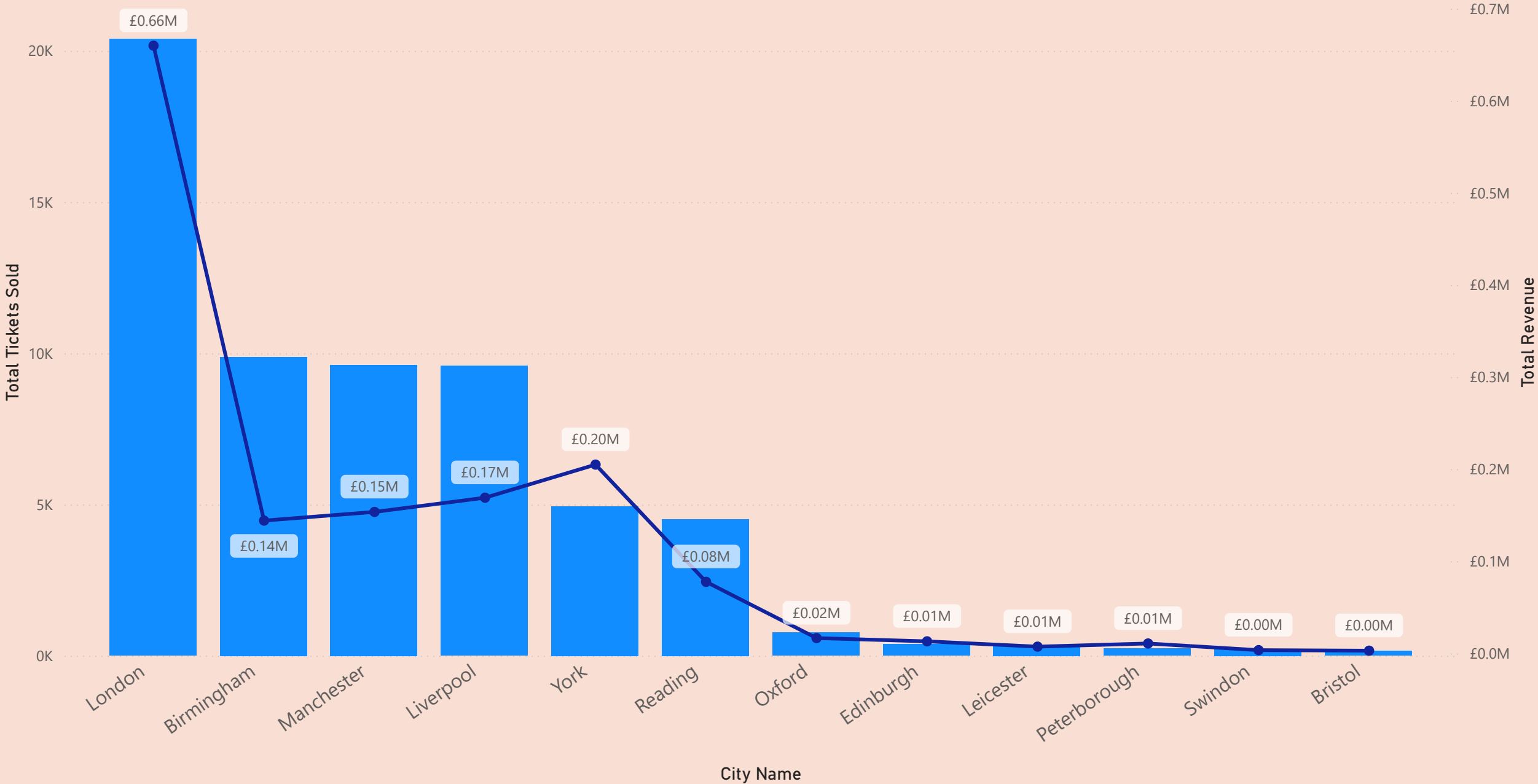
| Route | Sales | Revenue | Avg Price |
|--|-------|---------|-----------|
| Liverpool Lime Street to Birmingham New Street | 14.00 | £436.00 | £31.14 |
| Manchester Piccadilly to Warrington | 15.00 | £53.00 | £3.53 |
| Manchester Piccadilly to York | 15.00 | £212.00 | £14.13 |
| York to Edinburgh Waverley | 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

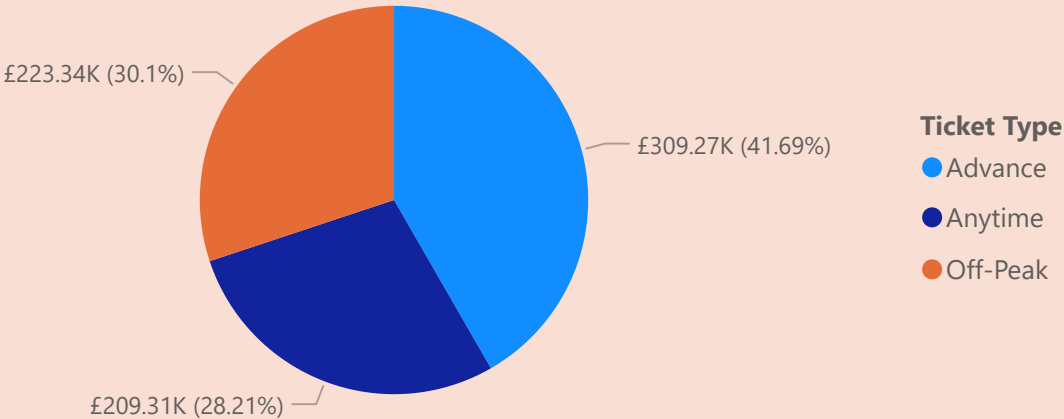
£573.70K

Revenue Without Railcard

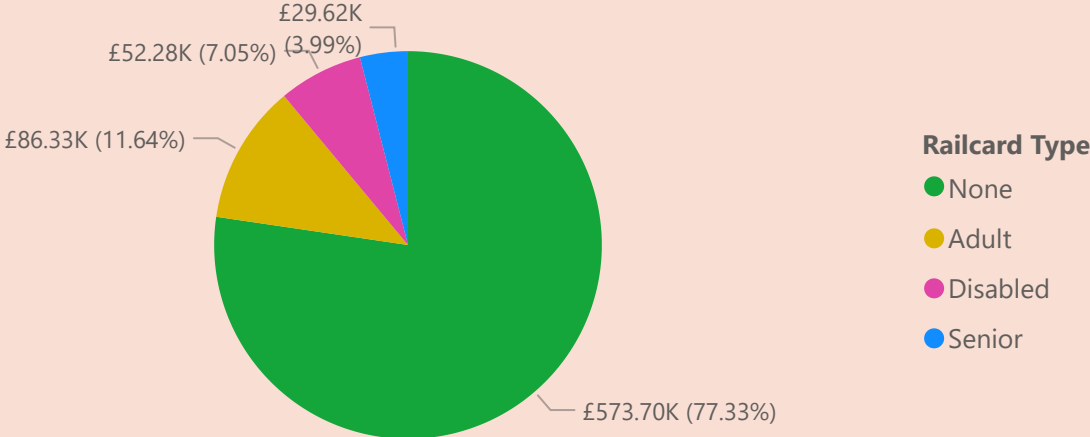
£168.22K

Revenue With Railcards

Total Revenue for Each Ticket Type

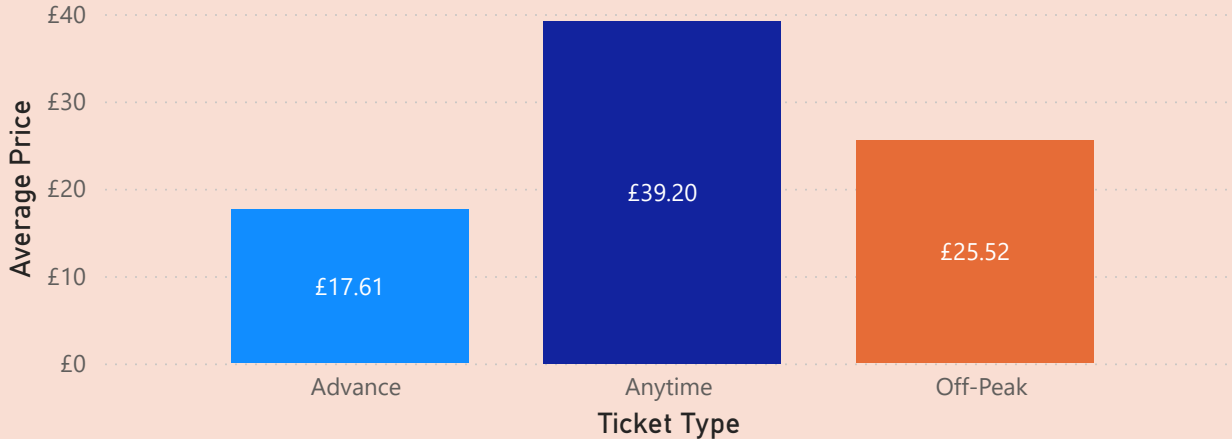


Total Revenue by Railcard Type



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

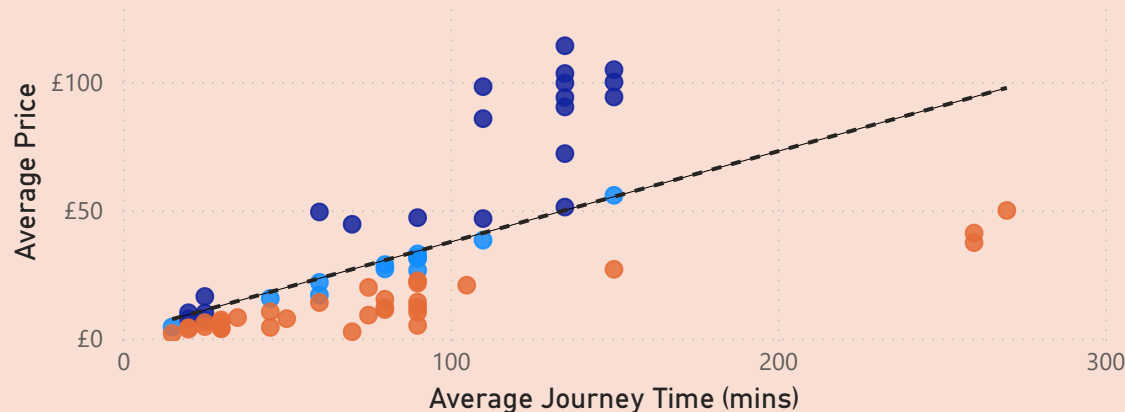
Overall Avg. Price

£28.44

Avg. Expected Price

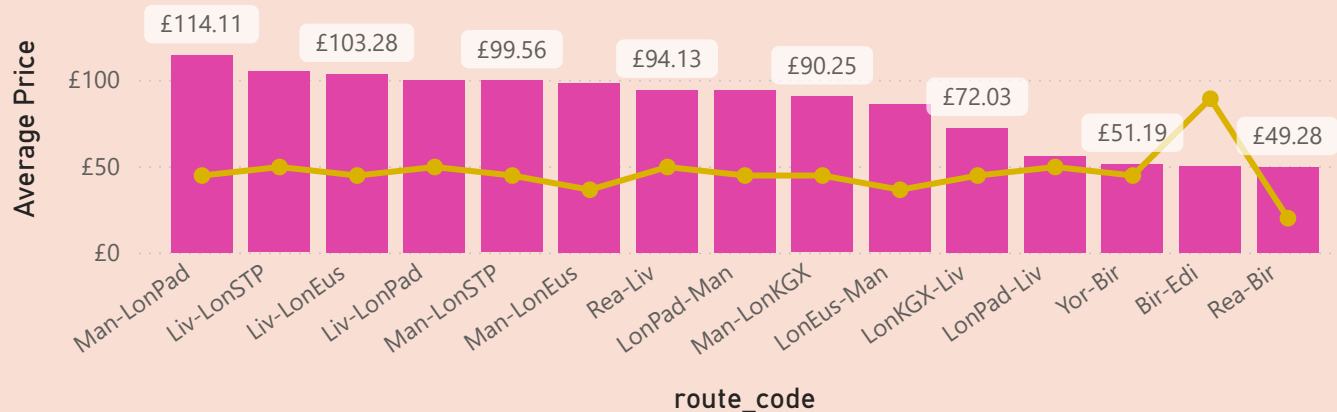
Plot of Average Price Against Journey Time for All Routes

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

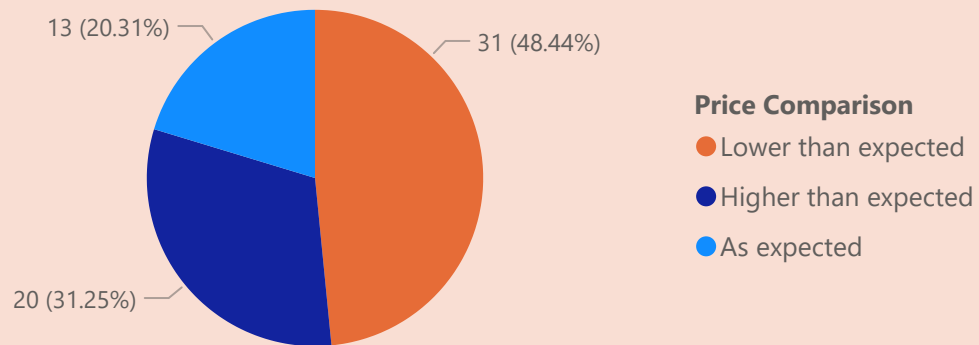


Breakdown of Each Route By Average Price, Expected Price and Journey Time

| 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

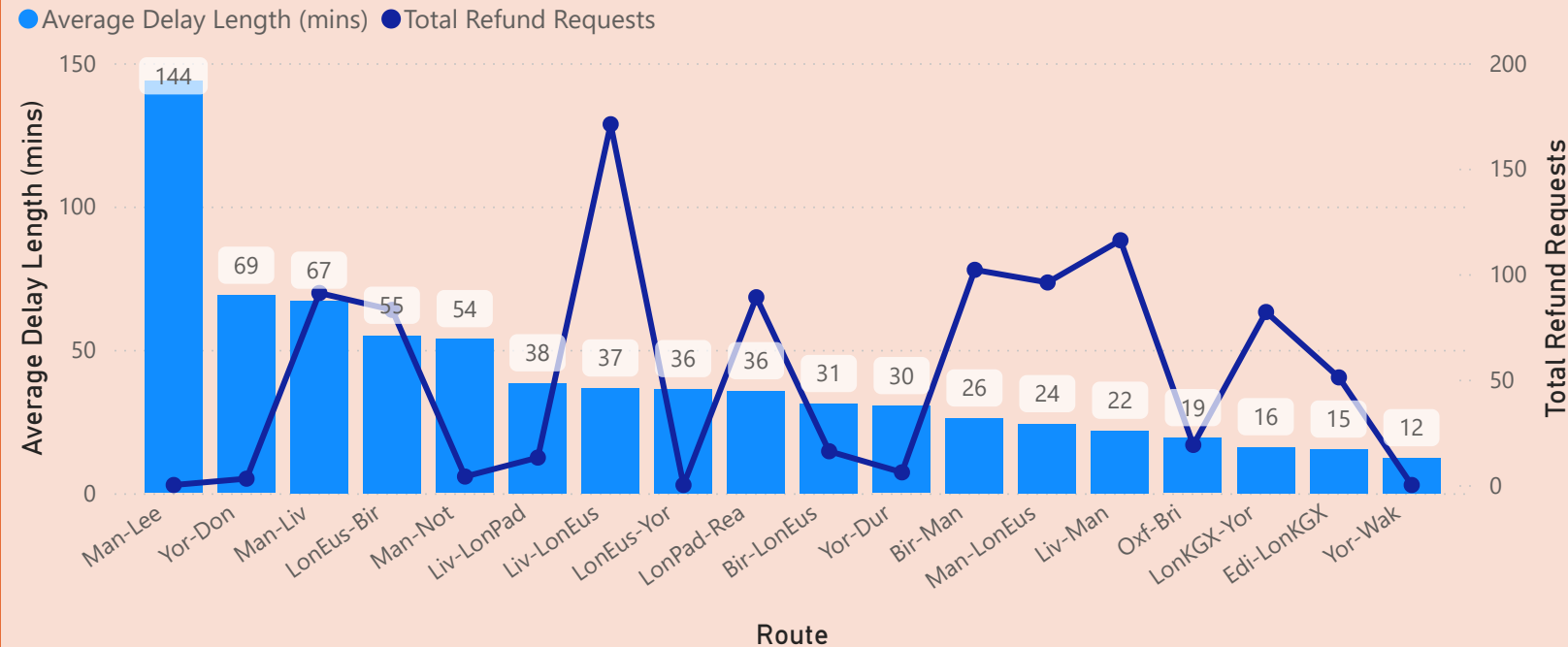
40.67

Avg. Delay Length (mins)

£38.70K

Revenue Lost to Refunds

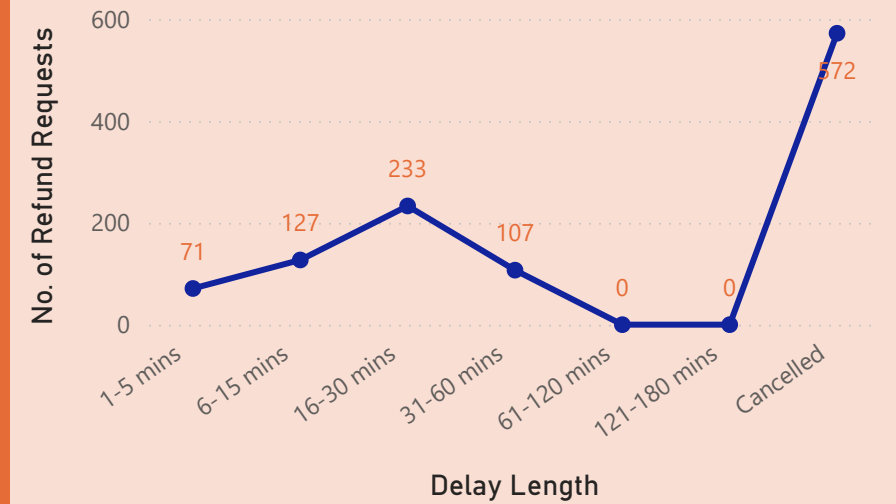
Average Delay Length for All Routes That Experienced Delays



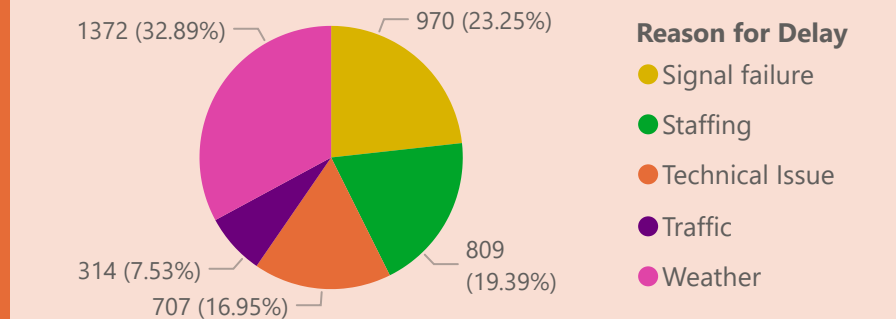
Breakdown by Route

| 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

