***Dataset.(INFO)***

**Railcard (Adult, Disabled, Senior):**

**It means that if someone has a railcard, they get a 33% discount on their train ticket price.**

**For example:**

* **If a ticket costs £30, a railcard holder would pay £20 instead (because £30 × 1/3 = £10 discount).**
* **If a ticket costs £15, they would pay £10 (£15 - £5 discount).**

**Railcards are usually available for students, seniors, disabled passengers, or frequent travelers. Different railcards have different eligibility requirements.**

**Ticket Type (Advance, Off-Peak, Anytime):**

** Advance Tickets 🏷️**

* **Discount: 50% off (1/2 off)**
* **Condition: Must be purchased at least a day before departure.**
* **Flexibility: Least flexible, as they are tied to a specific train.**

** Off-Peak Tickets ⏳**

* **Discount: 25% off (1/4 off)**
* **Condition: Can only be used outside peak hours (i.e., not valid on weekdays between 6-8 AM and 4-6 PM).**
* **Flexibility: More flexible than advance tickets but with time restrictions.**

** Anytime Tickets ⏰**

* **Discount: No discount (full price)**
* **Condition: Can be bought and used anytime.**
* **Flexibility: Most flexible, as there are no restrictions on when you can travel.**

***Business Questions:***

**Ticket Sales & Revenue Analysis**

* **What are the total ticket sales over a given period?**
* **How do ticket sales vary by purchase type (Online vs. Station)?**
* **What is the average ticket price across different ticket classes and payment methods?**
* **What are the top departure and arrival stations based on ticket sales?**

**Passenger Behavior & Journey Analysis**

* **What is the most common ticket type purchased (e.g., Advance, Off-Peak)?**
* **How does the Railcard usage affect ticket sales?**
* **What are the peak purchase times for train tickets?**
* **What is the most frequently traveled route?**

**Punctuality & Delay Analysis**

* **What percentage of trains arrive on time vs. delayed?**
* **What are the main reasons for delays?**
* **Which stations/routes have the most frequent delays?**
* **What is the average delay time across different routes?**

**Refund & Customer Satisfaction Analysis**

* **How many refund requests are made due to delays?**
* **What is the correlation between delay reasons and refund requests?**
* **What is the financial impact of refunds on revenue?**