

TOMAN BIKE SHOP

2021

2022



When are We Making Money?

Sales data reveals a consistent peak in activity between 10 AM and 3 PM, with a secondary surge during the early evening hours. These periods consistently drive the highest revenue. A notable disparity in sales performance across the week is evident, with Wednesdays and Fridays emerging as standout days of significantly higher earnings.

hr	0	1	2	3	4	5	6
8	40695	198022	221850	235332	233201	222250	55718
9	75654	104673	111328	114740	114577	124301	90916
10	124835	66334	60690	63598	63127	75838	128159
11	152164	78136	69019	73344	75642	90370	159854
12	179992	99121	86951	93485	95043	114249	182219
13	180581	98244	87887	89636	93655	116069	187380
14	175289	92121	80630	82203	84469	110192	185161
15	170621	96894	89573	87690	93882	121365	185332
16	171311	136017	137697	131561	138088	159038	177158
17	153771	239815	260886	246560	254236	236212	161847
18	131345	229924	247944	235611	242308	202069	139582
19	108426	164586	169580	170407	172985	145271	114661
20	80908	115534	121113	122605	129459	102435	86268

Riders

3M



Profit Margin

68.80%



KPI over Time

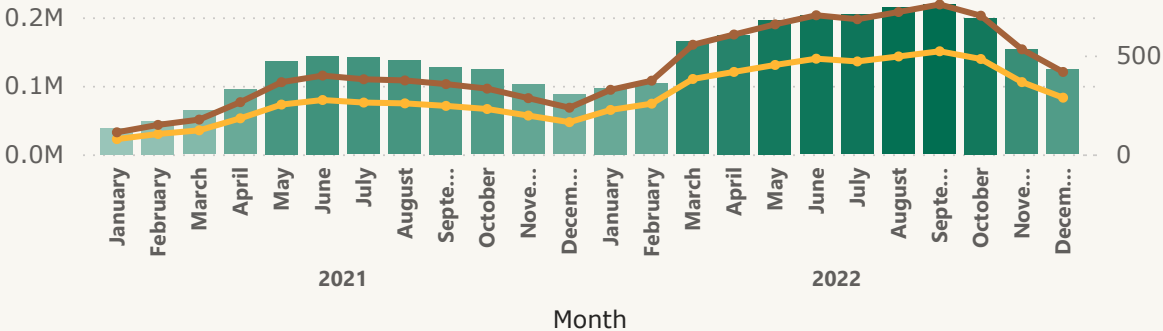
revenue \$

15M

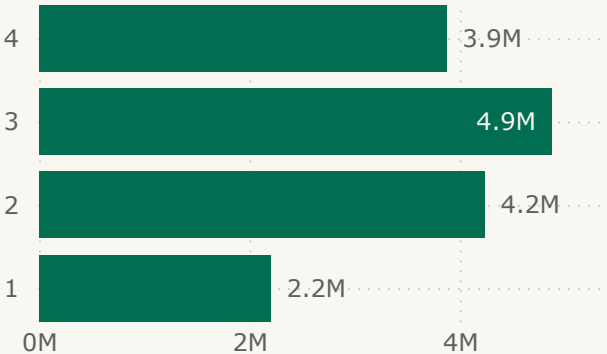
profit \$

10.45M

● riders ● Average of profit ● Average of revenue



revenue by season



riders by rider_type

