



## Toman Bike Shop

Years

2021

2022

Riders

3M

Profit Margin

0,45



### When are we Making Money?



The table displays hourly sales data across a week, with higher earnings in midday and early evening hours, particularly around 10h to 15h, suggesting these are the most profitable times. Days like Wednesday and Friday notably higher sales, indicating variable profitability across the week.

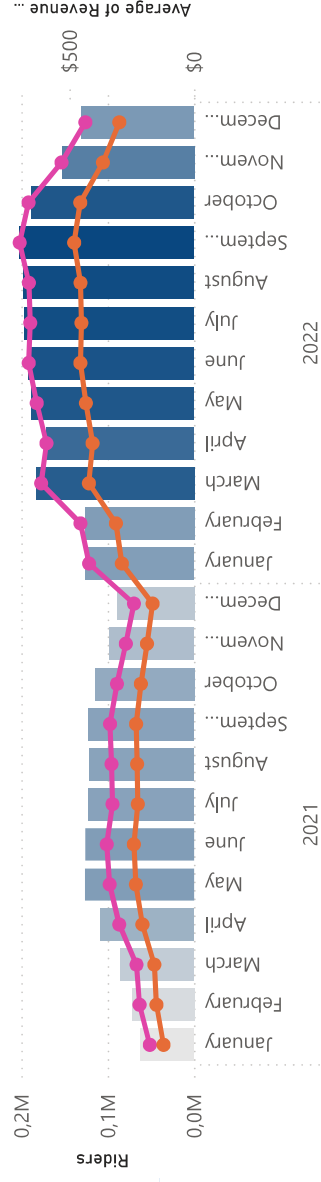
hr	0	1	2	3	4	5	6
8	\$194	\$952	\$1 087	\$1 131	\$1 132	\$1 068	\$265
9	\$360	\$503	\$546	\$552	\$556	\$598	\$433
10	\$594	\$319	\$297	\$306	\$306	\$365	\$610
11	\$725	\$376	\$338	\$353	\$367	\$434	\$761
12	\$857	\$477	\$422	\$449	\$461	\$549	\$868
13	\$860	\$472	\$422	\$431	\$455	\$558	\$892
14	\$835	\$443	\$388	\$395	\$410	\$530	\$882
15	\$812	\$466	\$431	\$422	\$456	\$584	\$883
16	\$816	\$654	\$662	\$632	\$664	\$765	\$844
17	\$732	\$1 153	\$1 254	\$1 185	\$1 222	\$1 136	\$771
18	\$625	\$1 105	\$1 192	\$1 144	\$1 165	\$971	\$671
19	\$516	\$791	\$815	\$827	\$832	\$698	\$551
20	\$385	\$555	\$582	\$595	\$622	\$492	\$415

### KPI Over Time

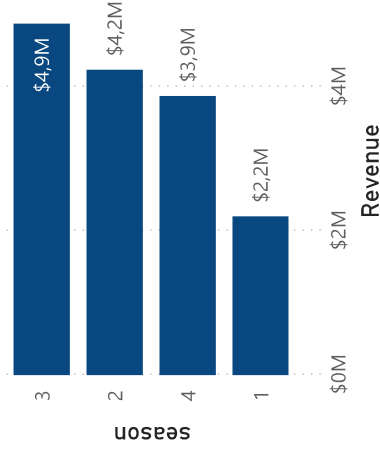
● Riders ● Average of Revenue ● Average of Profit

Revenue  
**\$15M**

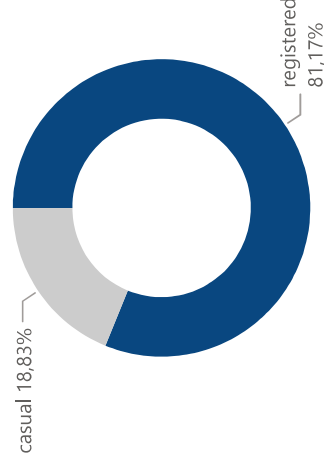
Profit  
**10,45M**



### Revenue by season



### Rider Demographic



Years	Sum of riders	Sum of Revenue	Sum of Profit	Average of price
2021	1243103	\$4 959 981	3 418 533,25	3,99
2022	2049576	\$10 227 384	7 030 045,68	4,99
<b>Total</b>	<b>3292679</b>	<b>\$15 187 365</b>	<b>10 448 578,93</b>	<b>4,49</b>