

## Chitown Custom Choppers Q3 2024 Sales Summary

Period Covered: July 1, 2024 – September 30, 2024

Location: Rogers Park, Chicago, IL

### 1. Overview

Q3 2024 was our strongest quarter since opening in 2022. Demand for custom chopper bicycles and upgrade kits continued to grow, especially among local riders and Chicago bike club communities.

Total Revenue: \$124,500

Total Orders: 138

Average Ticket Size: \$902

### 2. Product Category Performance

#### - Full Custom Chopper Builds:

- Revenue: \$72,000
- Units: 24
- Notes: Stretch cruisers and lowrider builds were the most requested styles.

#### - Frame & Fork Kits:

- Revenue: \$22,300
- Units: 41
- Notes: Strong interest from DIY builders; many customers sourced parts locally while doing paint and assembly themselves.

#### - Parts & Accessories:

- Revenue: \$18,750
- Units: 286 line items
- Best Sellers: ape hanger bars, banana seats, sissy bars, LED light kits.

#### - Apparel & Merch:

- Revenue: \$11,450
- Units: 164
- Items: shop hoodies, tees, flat brim caps, and winter beanies for preorders.

### 3. Sales by Channel

#### - In-Shop Sales:

- Revenue: \$96,800 (78% of total)
- Notes: Most full builds and high-touch consultations still happen in person.

#### - Online & Social Media Leads:

- Revenue: \$27,700 (22% of total)
- Notes: Instagram DMs and the website form drove several out-of-state frame kit orders and one full build for a customer in Milwaukee.

### 4. Staffing & Operations Notes

- Summer weekends were consistently busy, often requiring 3+ staff on Saturdays.
- Weekday mornings remained lighter and were used for frame prep and wheel builds.
- Bringing on one additional part-time mechanic in August reduced turnaround time for tune-ups and small jobs from 10 days to 5 days.

### 5. Margin & Cost Observations

- Custom labor and fabrication continue to provide the highest margin contribution.
- Rising wholesale prices on chrome parts and tires squeezed margins slightly; we will review pricing on select upgrade packages for Q4.

### 6. Key Wins

- Completed and delivered a 3-bike matching chopper set for a local riding crew, resulting in significant word-of-mouth traffic and social media exposure.
- Successfully piloted a 'Build Night' event where customers could watch their bikes being assembled and learn basic maintenance.

### 7. Risks & Opportunities Going Into Q4 2024

- Risk: Seasonal slowdown as winter approaches; fewer casual riders.
- Opportunity: Emphasize winter build slots, layaway plans, and storage packages to keep the workshop busy even when streets are icy.

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