



Ella's Bike Shop



Riders

2M



Profit Margin

0.45



When are we making money?

The table display hourly sales data across a week, with higher earnings in midday and early evening hours, suggesting these are the most profitable times. Days like Friday and Wednesday show notably higher sales, indicating variable profitability across the week.

hr	0	1	2	3	4	5	6
8	\$261	\$1,293	\$1,459	\$1,568	\$1,554	\$1,459	\$371
9	\$474	\$672	\$738	\$755	\$747	\$807	\$607
10	\$777	\$414	\$395	\$425	\$414	\$498	\$848
11	\$943	\$490	\$463	\$488	\$497	\$590	\$1,064
12	\$1,117	\$624	\$579	\$625	\$626	\$750	\$1,197
13	\$1,106	\$620	\$573	\$600	\$620	\$761	\$1,244
14	\$1,080	\$583	\$516	\$548	\$551	\$720	\$1,219
15	\$1,051	\$620	\$576	\$598	\$630	\$797	\$1,205
16	\$1,055	\$863	\$898	\$877	\$925	\$1,041	\$1,140
17	\$952	\$1,504	\$1,681	\$1,613	\$1,699	\$1,530	\$1,043
18	\$806	\$1,449	\$1,592	\$1,563	\$1,629	\$1,313	\$882
19	\$657	\$1,036	\$1,090	\$1,126	\$1,163	\$956	\$724
20	\$495	\$723	\$769	\$822	\$857	\$668	\$538

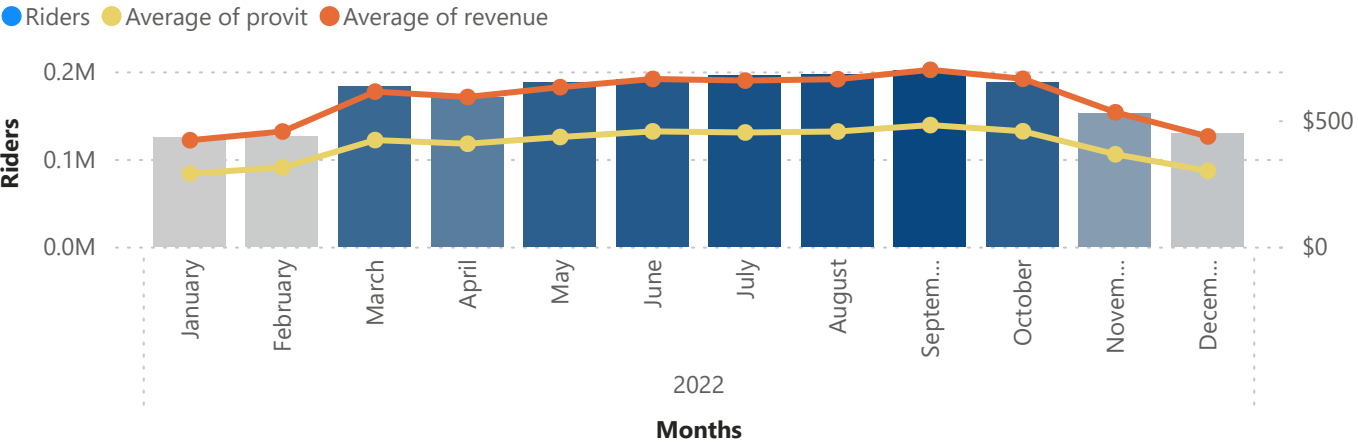
Sum of revenue

\$10M

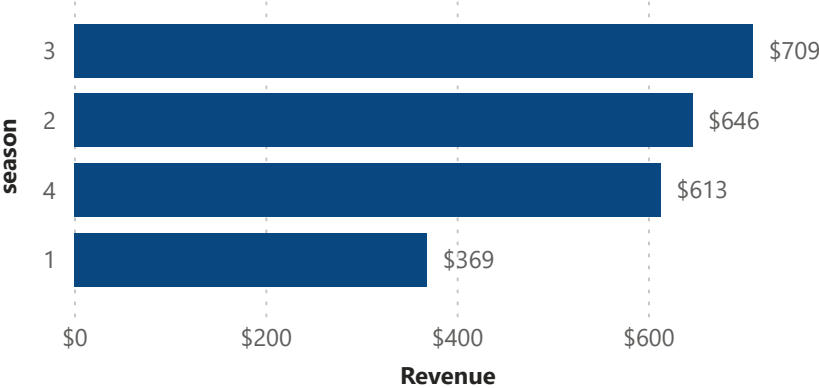
Average of provit

402.45

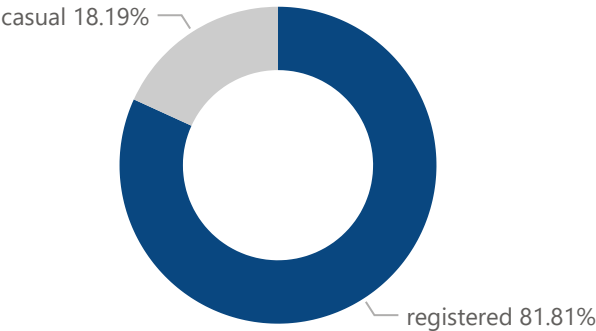
KPI over Time



Revenue by season



Rider Demographic



Years	Sum of riders	Sum of revenue	Sum of provit	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
Total	3292679	\$15,187,365	10,448,578.93	4.49