



Toman Bike Shop

2021

2022

Sum of riders

3M



Profit Margin

0.45



Identifying Peak Sales Hours for Optimal Profitability

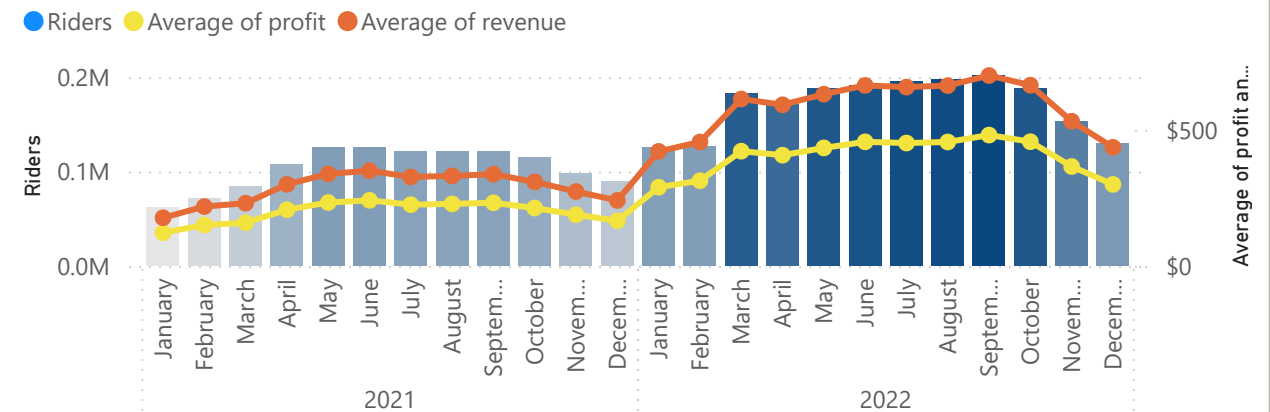
This table presents hourly sales data throughout the week, revealing peak earnings during midday and early evening, particularly between 10 AM and 3 PM. This suggests these timeframes are the most profitable. Additionally, there is a notable spike in sales on days like Wednesday and Friday, highlighting variability in 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

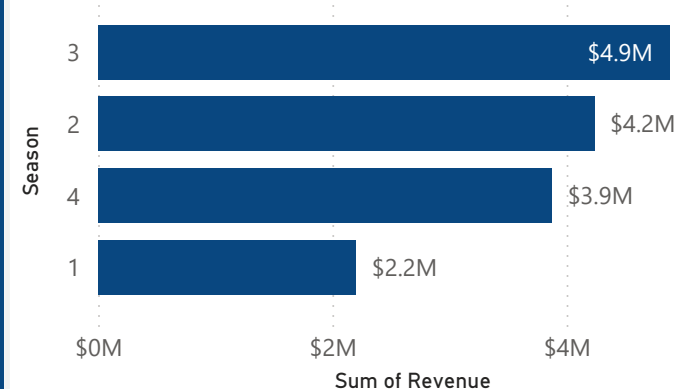
Revenue
\$15M

Profit
10.45M

KPI over Time



Sum of Revenue by Season



Sum of riders by rider_type

