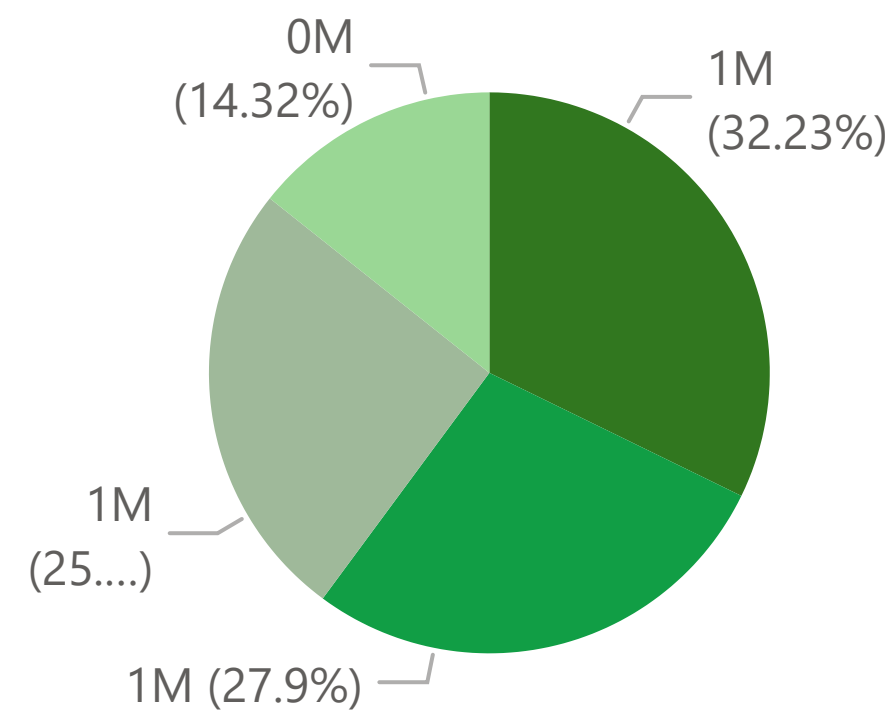




When are we making Money ?

the table displays hourly sales data across a week , with higher earnings in midday and early evening hours , especially around 10 to 15 hours . Wednesday and Friday show notably higher sales

Riders by season



Sum of riders

3M



profit margin

0.45



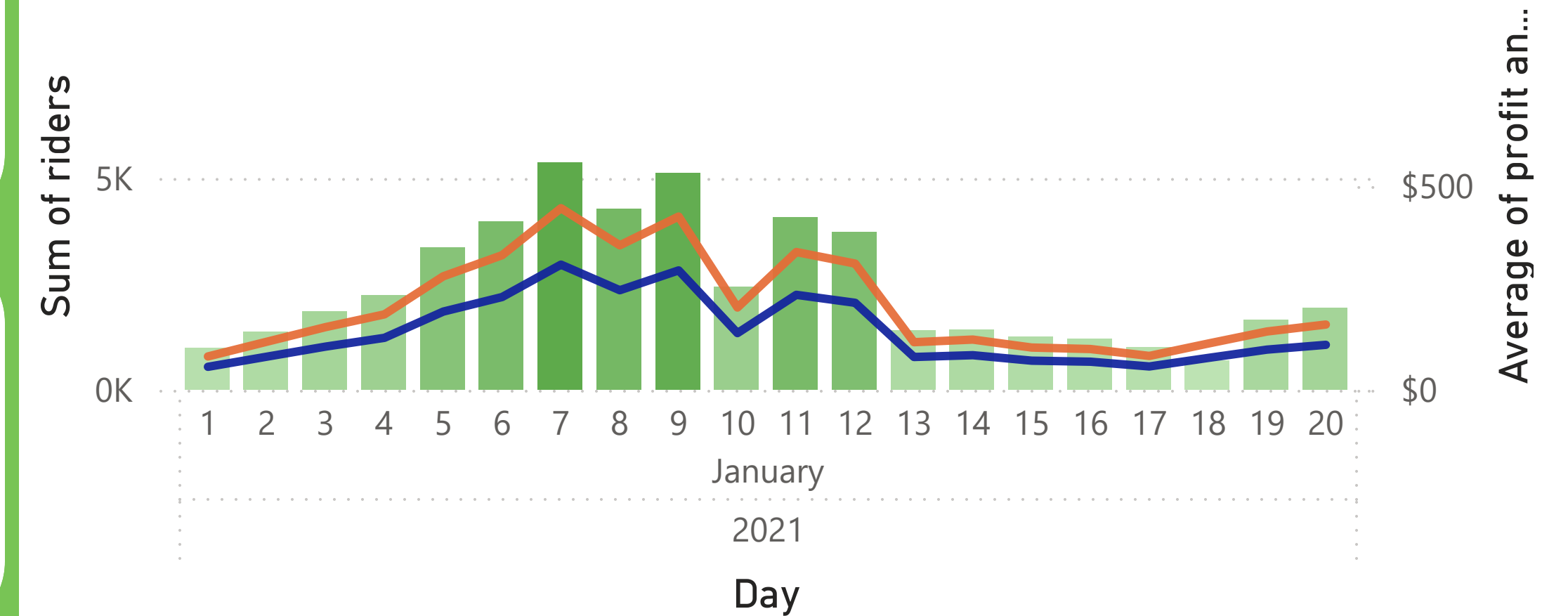
hr	0	1	2	3	4	5	6
10	\$124,834	\$66,328	\$60,672	\$63,579	\$63,111	\$75,831	\$128,155
11	\$152,160	\$78,130	\$69,011	\$73,338	\$75,639	\$90,359	\$159,852
12	\$179,986	\$99,117	\$86,943	\$93,481	\$95,033	\$114,252	\$182,215
13	\$180,575	\$98,241	\$87,880	\$89,626	\$93,643	\$116,069	\$187,373
14	\$175,281	\$92,116	\$80,621	\$82,198	\$84,456	\$110,190	\$185,160
15	\$170,615	\$96,895	\$89,565	\$87,680	\$93,873	\$121,369	\$185,326
16	\$171,307	\$136,014	\$137,690	\$131,553	\$138,082	\$159,040	\$177,155
17	\$153,763	\$239,814	\$260,882	\$246,554	\$254,232	\$236,211	\$161,844
18	\$131,344	\$229,929	\$247,948	\$235,609	\$242,305	\$202,066	\$139,576
19	\$108,413	\$164,584	\$169,573	\$170,397	\$172,983	\$145,265	\$114,660
20	\$80,903	\$115,528	\$121,099	\$122,604	\$129,453	\$102,435	\$86,265

2021

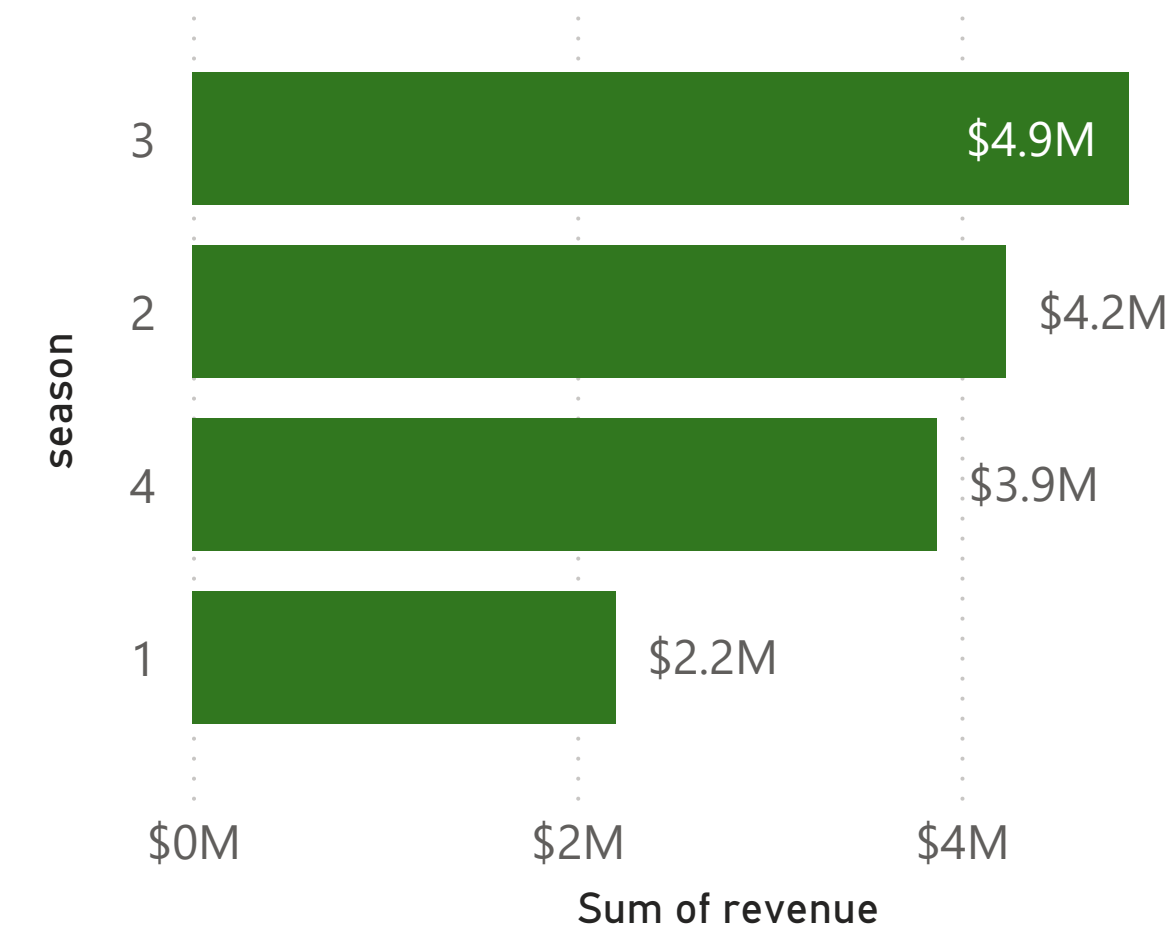
2022

KPI Over Time

Sum of riders Average of profit Average of revenue



Revenue by season



Rider Demographic

