



Dig-Jit Bike Shop

Years

2021

2022

Riders

2M



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 10 to 17 hours, suggesting these are the most profitable times. Days like Wednesday to Friday shows 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

Revenue

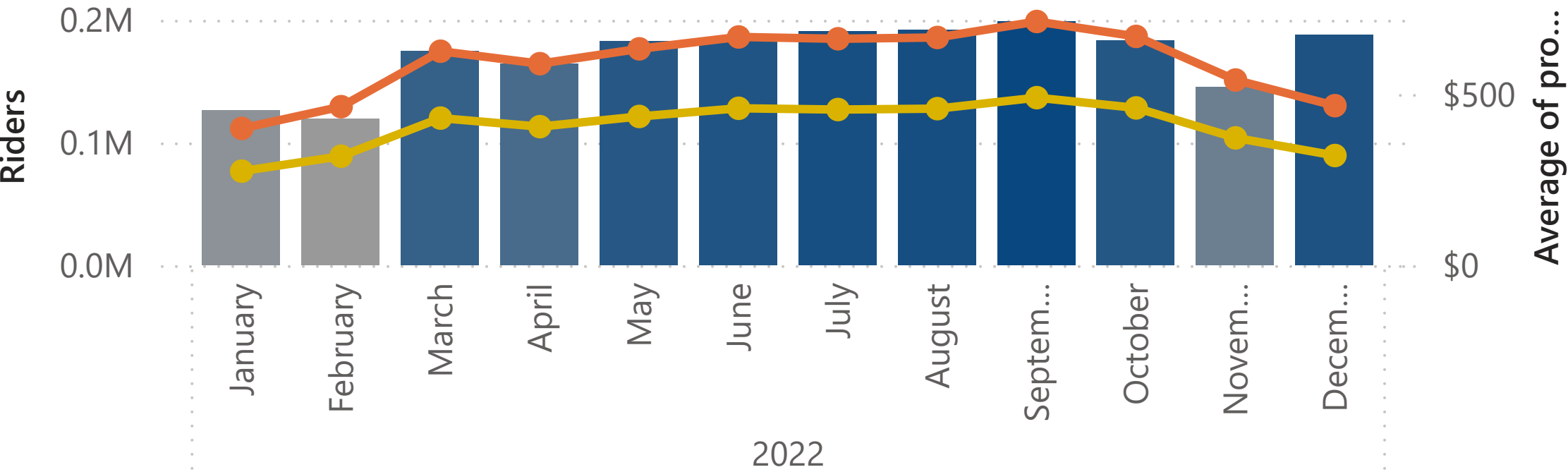
\$10M

Profit

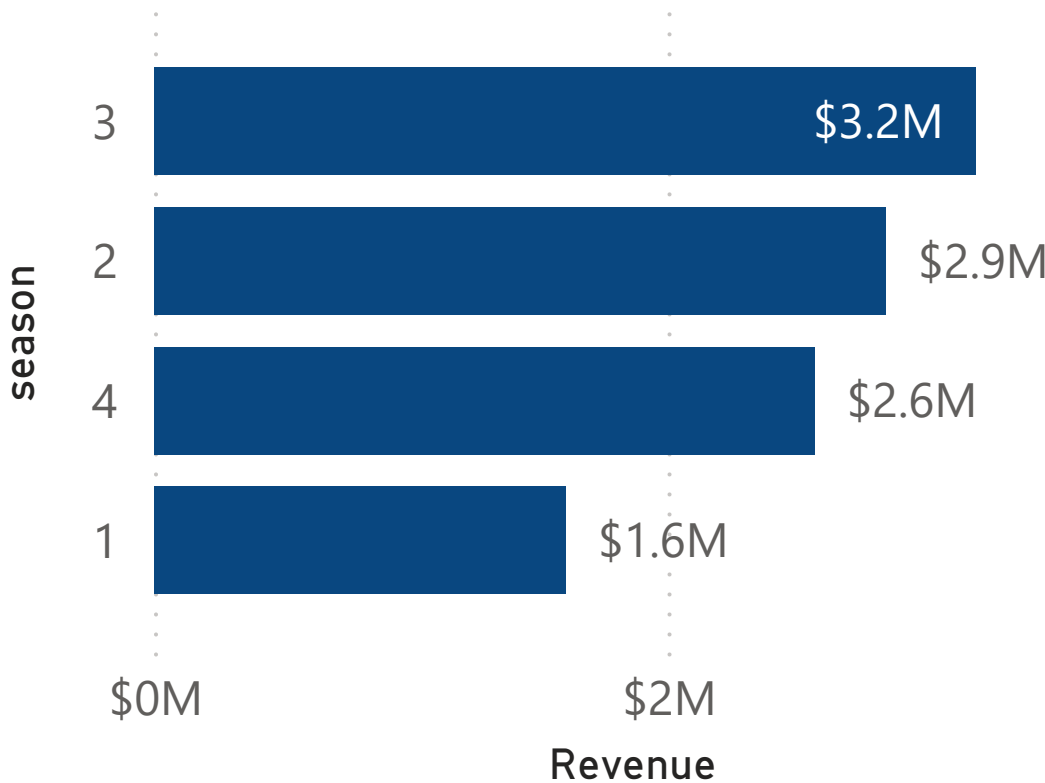
7.03M

KPI over Time

Riders Average of profit Average of revenue



Revenue by season



Rider Demographic

