

# Toman Bike Shop

Year

2021

2022

Riders

3M

Profit Margin

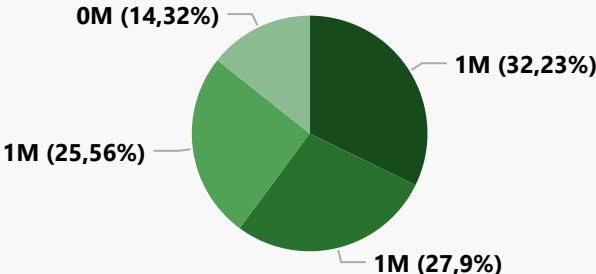
0,45



## When Are We Making Money ?

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

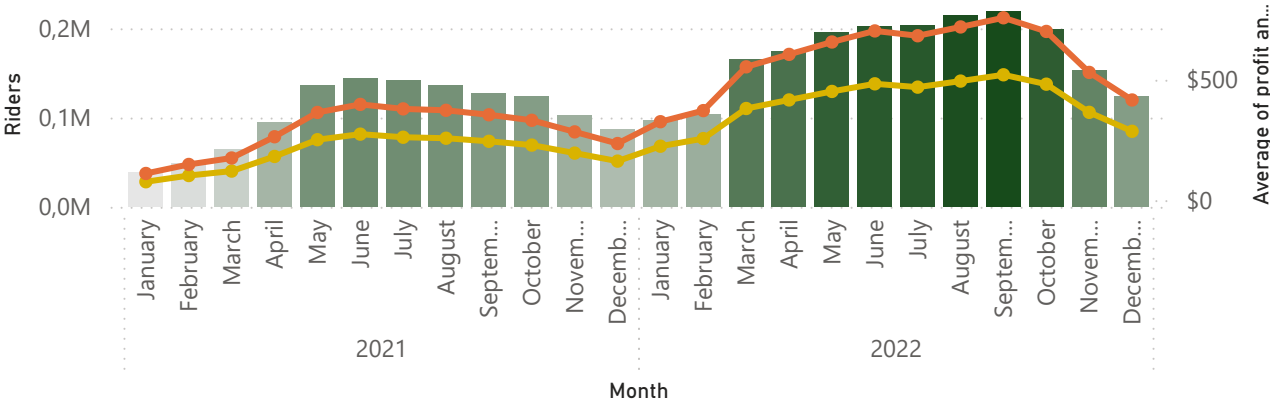
### Riders by season



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

## KPI Over Time

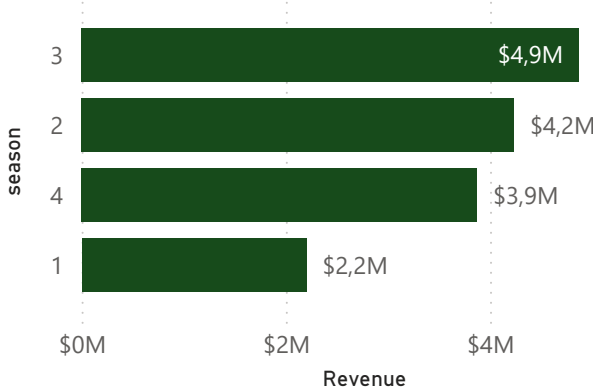
Riders Average of profit Average of revenue



Revenue  
\$15M

Profit  
10,45M

## Revenue by season



## Riders Demographic

