

# Bike Shop Dashboard

Year

2021

2022

Riders

3M

Profit Margin

0.69



**When are we making money?**

The table displays hourly sales data across a week, with higher earning in midday and early evening hours, particularly around 10 to 15 hours. This suggests these are the most profitable times. Days like Wednesday and Friday show notably higher sales, indicating variable 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

Sum of Revenue

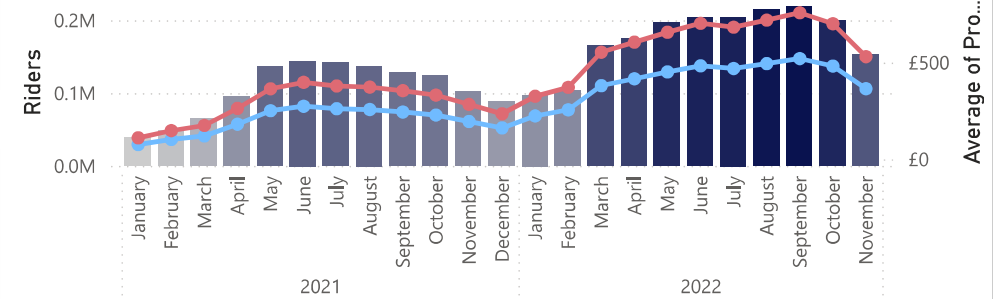
**£15M**

Sum of Profit

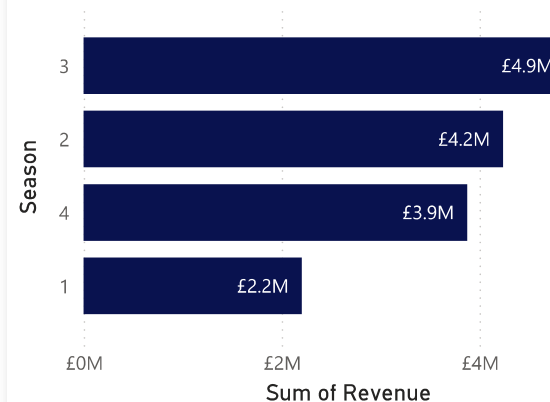
**£10.45M**

## KPI Over Time

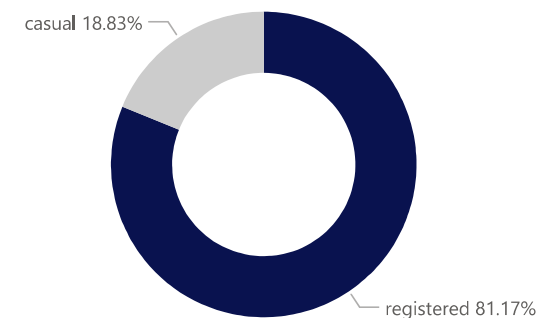
● Riders ● Average of Profit ● Average of Revenue



## Sum of Revenue by Season



## Rider Demographic



Year	Sum of riders	Sum of Revenue	Sum of Profit	Average Price
2021	1.24M	£4.96M	£3.42M	£3.99
2022	2.05M	£10.23M	£7.03M	£4.99
<b>Total</b>	<b>3.29M</b>	<b>£15.19M</b>	<b>£10.45M</b>	<b>£4.49</b>