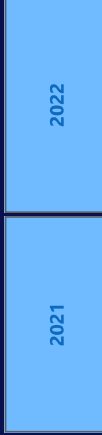


Bike Shop Dashboard

Year



Profit Margin

0.69

Riders

3M



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

KPI Over Time

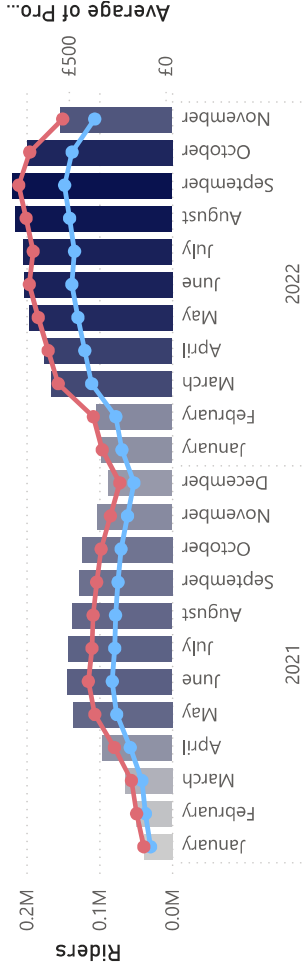
● Riders ● Average of Profit ● Average of Revenue

Sum of Revenue

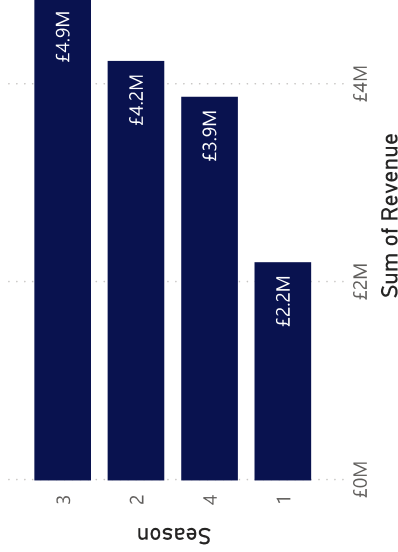
£15M

Sum of Profit

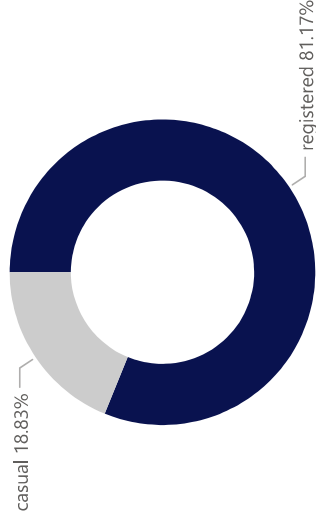
£10.45M



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
Total	3.29M	£15.19M	£10.45M	£4.49