



# Bike Shop

season

1	2	3	4
2021	2022		

Riders

3M

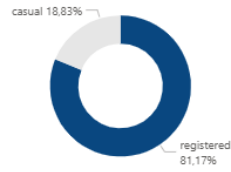


Profit Margin

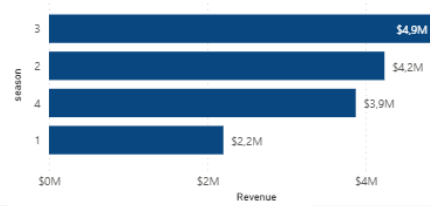
0,45



## Rider demographic



## Revenue by season

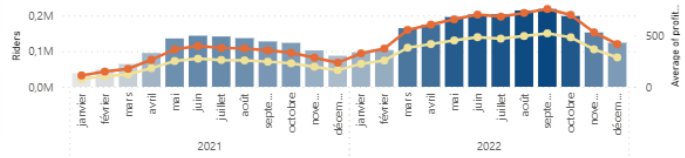


## KPI over Time

Sum of profit  
**10,45M**

Sum of revenue  
**\$15M**

● Riders ● Average of profit ● Average of revenue



hr	0	1	2	3	4	5	6
8	\$194	\$952	\$1 087	\$1 131	\$1 132	\$1 068	\$265
9	\$380	\$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

## 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 15 hours, suggesting these are the most profitable times. Days like Wednesday and Friday show notably higher sales, indicating variable profitability across the week.

Years	Sum of riders	Sum of revenue	Sum of profit	Average of price
2021	1243103	\$4 959 981	3 418 533,25	3,99
2022	2049576	\$10 227 384	7 030 045,68	4,99
Total	3292679	\$15 187 365	10 448 578,93	4,49