



## Phillips Bike Shop

2021

2022



Riders  
3M



Profit margin  
0.45



### When are we making money?

- 🔥 Summer (Season 3) generates the highest revenue at **4.9M**, followed by Spring (4.2M).
- 📅 Rider activity peaks in evening hours (5–7 PM) and steadily grows through 2022.

Weekly(hours) Revenue Table

hr	0	1	2	3	4	5
20	\$385	\$555	\$582	\$595	\$622	\$
19	\$516	\$791	\$815	\$827	\$832	\$
18	\$625	\$1,105	\$1,192	\$1,144	\$1,165	\$
17	\$732	\$1,153	\$1,254	\$1,185	\$1,222	\$1
16	\$816	\$654	\$662	\$632	\$664	\$
15	\$812	\$466	\$431	\$422	\$456	\$
14	\$835	\$443	\$388	\$395	\$410	\$
13	\$860	\$472	\$422	\$431	\$455	\$
12	\$857	\$477	\$422	\$449	\$461	\$
11	\$725	\$376	\$338	\$353	\$367	\$
10	\$594	\$319	\$297	\$306	\$306	\$
9	\$620	\$263	\$246	\$255	\$266	\$

### Revenue

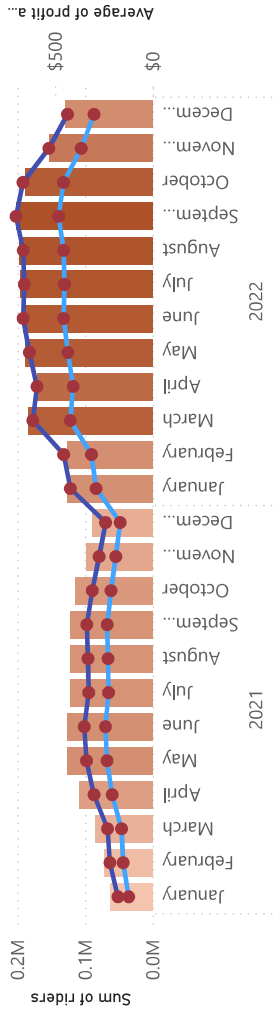
\$15M

### Profit

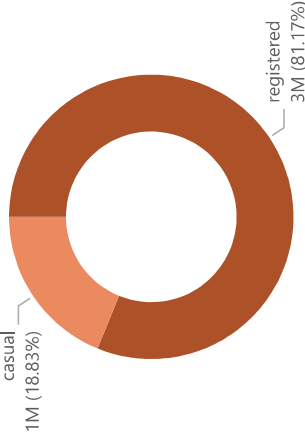
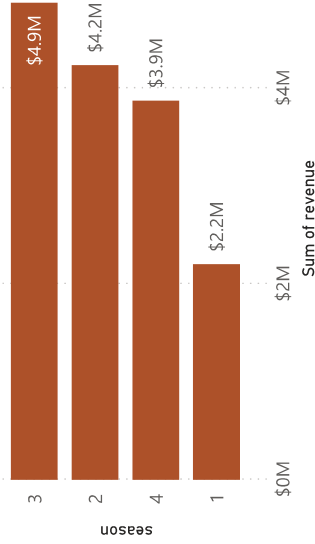
\$10M

### KPI over time

● Sum of riders ● Average of profit ● Average of revenue



### Revenue by season



year	Sum of revenue	Sum of profit	Average of price	Sum of riders
2021	\$4,959,981	\$3,418,533	3.99	1243103
2022	\$10,227,384	\$7,030,046	4.99	2049576
<b>Total</b>	<b>\$15,187,365</b>	<b>\$10,448,579</b>	<b>4.49</b>	<b>3292679</b>