



PAUL BIKER SHOP

2021

2022

Profit Margin

45%



Total Riders

1M



where are we making money?

The Table displayed hourly sales data across a week with higher earnings on weekdays and early morning hours, particularly around 10 -15 hours suggesting there are the most profitable times

Days like Wednesday and Friday show notable higher sales indicating variable profitability across the weeks

hours	0	1	2	3	4	5	6
8	\$125	\$610	\$716	\$695	\$701	\$678	\$161
9	\$244	\$334	\$354	\$348	\$361	\$388	\$262
10	\$409	\$223	\$200	\$187	\$196	\$231	\$377
11	\$502	\$262	\$214	\$217	\$235	\$279	\$464
12	\$592	\$329	\$269	\$274	\$294	\$348	\$545
13	\$609	\$325	\$272	\$261	\$286	\$355	\$547
14	\$585	\$303	\$259	\$242	\$266	\$339	\$551
15	\$569	\$312	\$285	\$246	\$278	\$370	\$566

Profit...

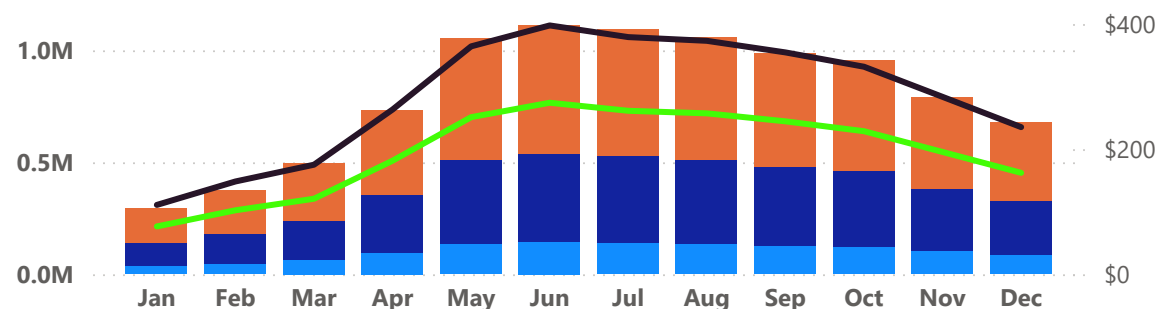
3.42M

Sales

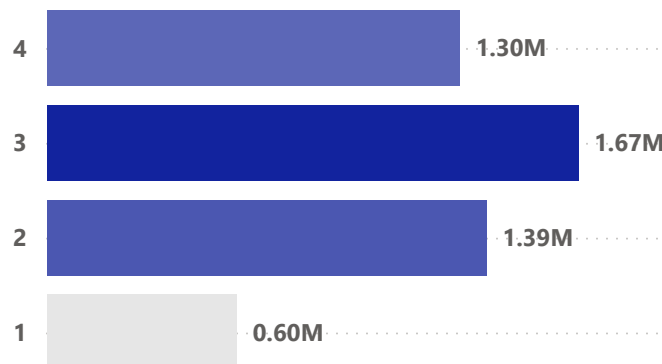
4.96M

KPI over Time

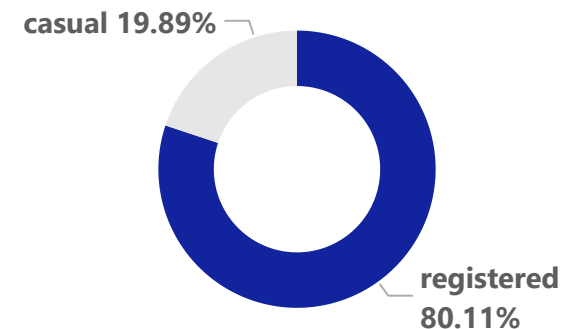
Riders Profit made Sales Average REvenue Average Profit



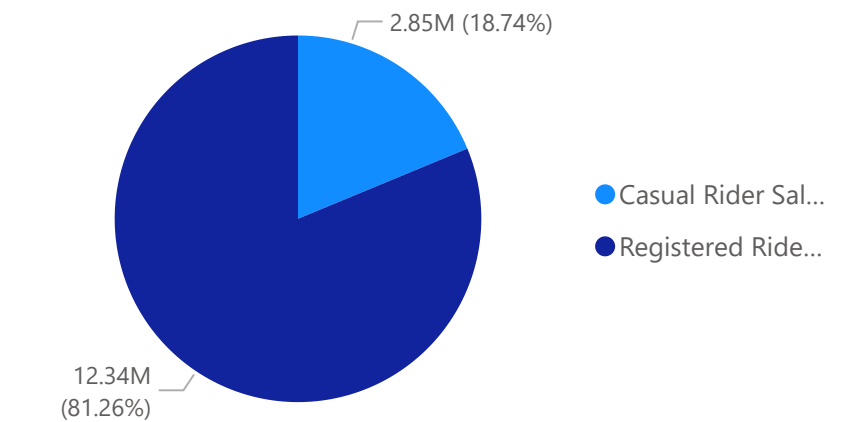
Revenue by Seasons



Rider types By Riders



Casual Rider Sales and Registered Rider Sales



Sales by Year, Quarter and Month

