



Toman Bike Share Company.

When are we making money ?

Table displays hourly sales across the week, with higher earnings being on hour 17 and 18, suggesting these are the most profitable hours. Friday and Wednesday are the days with the highest earnings.

hr	Fri	Mon	Sat	Sun	Thu	Tue	Wed
17	\$1,136	\$1,153	\$771	\$732	\$1,222	\$1,254	\$1,185
18	\$971	\$1,105	\$671	\$625	\$1,165	\$1,192	\$1,144
8	\$1,068	\$952	\$265	\$194	\$1,132	\$1,087	\$1,131
16	\$765	\$654	\$844	\$816	\$664	\$662	\$632
19	\$698	\$791	\$551	\$516	\$832	\$815	\$827
13	\$558	\$472	\$892	\$860	\$455	\$422	\$431
12	\$549	\$477	\$868	\$857	\$461	\$422	\$449
15	\$584	\$466	\$883	\$812	\$456	\$431	\$422
14	\$530	\$443	\$882	\$835	\$410	\$388	\$395
20	\$492	\$555	\$415	\$385	\$622	\$582	\$595
9	\$598	\$503	\$433	\$360	\$556	\$546	\$552
7	\$588	\$573	\$106	\$76	\$707	\$688	\$706
11	\$434	\$376	\$761	\$725	\$367	\$338	\$353
10	\$365	\$319	\$610	\$594	\$306	\$297	\$306
21	\$391	\$399	\$358	\$292	\$457	\$426	\$451

Filter By Year

2021

2022

Riders
3M

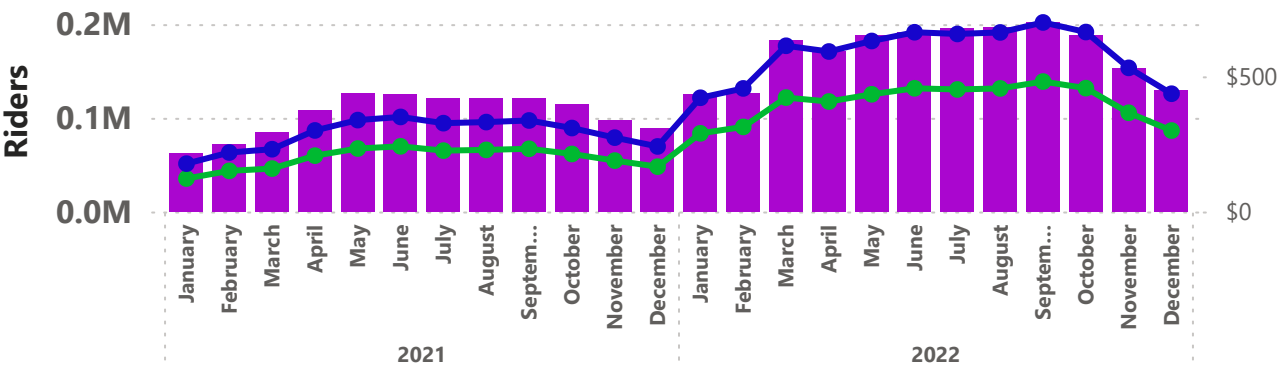


Profit Margin
68.80%



KPIs Over Time

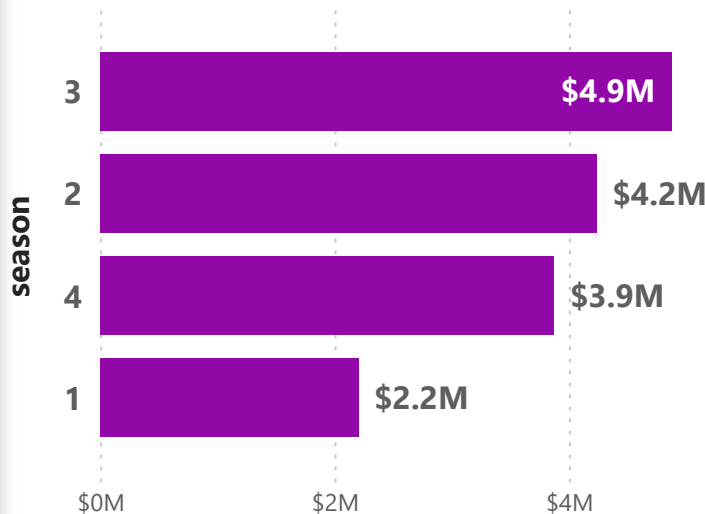
Riders Average of profit Average of revenue



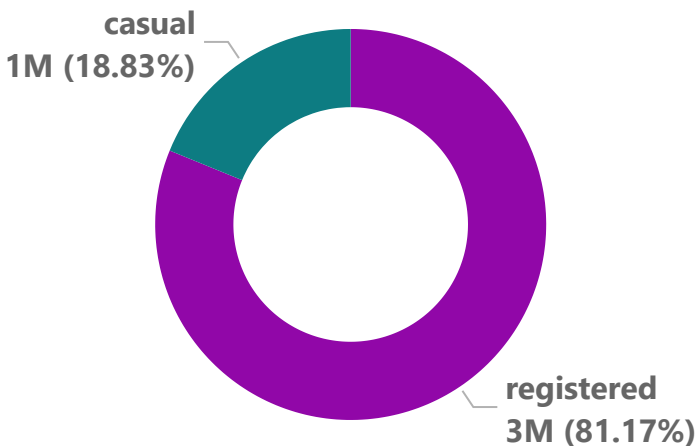
Revenue
\$15M

Profit
\$10M

Revenue by season



Rider Demographic





Toman Bike Share Company.

Filter By Year

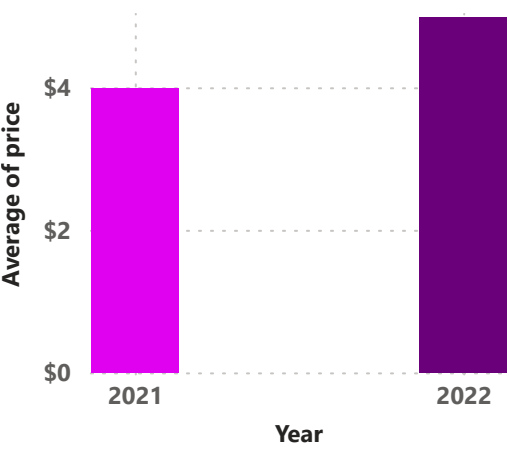
2021

2022

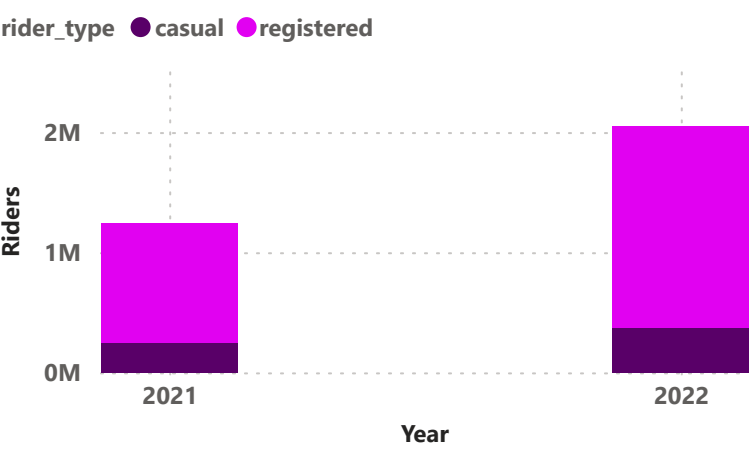
Sum of riders	Sum of revenue	Sum of profit	Average of price
3M	\$15M	\$10M	\$4.49

Year	Sum of riders	Sum of revenue	Sum of profit	Profit Margin	Average of price
2022	2049576	\$10,227,384	\$7,030,046	68.74%	\$4.99
2021	1243103	\$4,959,981	\$3,418,533	68.92%	\$3.99
Total	3292679	\$15,187,365	\$10,448,579	68.80%	\$4.49

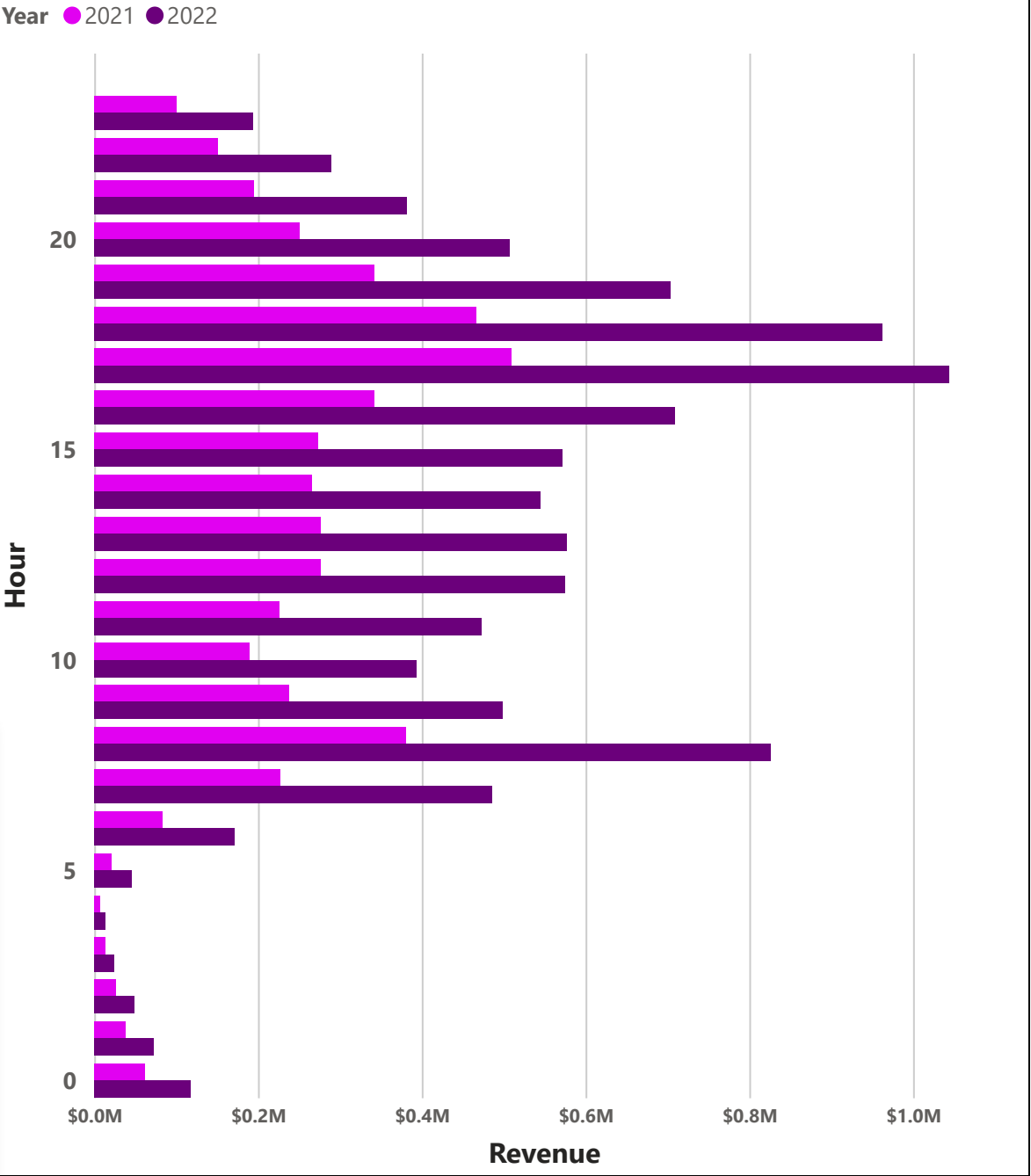
Price by Year



Riders by Year and Type



Revenue by Hour and Year





Toman Bike Share
Company.

Insights & Recommendation

Insights

1. In 2022 the company achieved revenue of \$10.2 million, a 105% increase from 2021 revenue of \$5 million.
2. The company achieved a 65% increase in the number of riders from 1.24 million riders in 2021 to 2.05 million riders in 2022.
3. The company achieved a 106% increase in profit up from \$3.4 million in 2021 to \$7 million in 2022.
4. The company achieved an increase in revenue, profit, and the number of riders even after 25% increase in price from \$3.99 in 2021 to \$4.99 in 2022.
5. Out of all the seasons, season 3 brought in the highest revenue. Fridays and Wednesdays were the most profitable days, with the peak hours being 5pm and 6pm (hours 17 and 18).

Recommendation

The company should consider a conservative increase in price: Considering the substantial increase last year, a more conservative increase might be prudent to avoid hitting a price ceiling where demand starts to drop. An increase in the range of 10-15% could test the market's response without risking a significant loss of customers.

Price Setting: If the price in 2022 was \$4.99, a 10% increase would make the new price about \$5.49. A 15% increase would set the price at approximately \$5.74.

Recommended Strategy:

- **Market Analysis:** Conduct further market research to understand customer satisfaction, potential competitive changes, and the overall economic environment. This can guide whether leaning towards the lower or higher end of the suggested increase.
- **Segmented Pricing Strategy:** Consider different pricing for casual versus registered users, as they may have different price sensitivities.
- **Monitor and Adjust:** Implement the new prices but be ready to adjust based on immediate customer feedback and sales data. Monitoring closely will allow you to fine-tune your pricing strategy without committing fully to a price that might turn out to be too high.