



Toman Bike Shop

Year

2021

2022

Riders

102K

Profit Margin

0.45



When Are We Making Money ?

The table display hourly sales data across a week, with higher earning in midday and early evening hours, around 10 to 15 hours, Wed & Fri shows higher sales.

hr	0	1	2	3	4	5	6
8	\$138	\$828	\$800	\$782	\$618	\$550	\$168
9	\$276	\$425	\$385	\$355	\$326	\$381	\$262
10	\$459	\$237	\$196	\$184	\$202	\$295	\$399
11	\$569	\$250	\$176	\$237	\$233	\$348	\$507
12	\$628	\$360	\$237	\$296	\$308	\$435	\$677
13	\$666	\$343	\$225	\$282	\$281	\$444	\$696
14	\$682	\$303	\$211	\$294	\$246	\$436	\$733
15	\$640	\$311	\$265	\$290	\$244	\$469	\$711
16	\$646	\$490	\$427	\$427	\$324	\$498	\$627
17	\$446	\$860	\$788	\$724	\$573	\$674	\$516
18	\$337	\$759	\$746	\$637	\$524	\$530	\$415
19	\$301	\$500	\$494	\$438	\$353	\$359	\$351
20	\$235	\$370	\$375	\$302	\$288	\$263	\$300

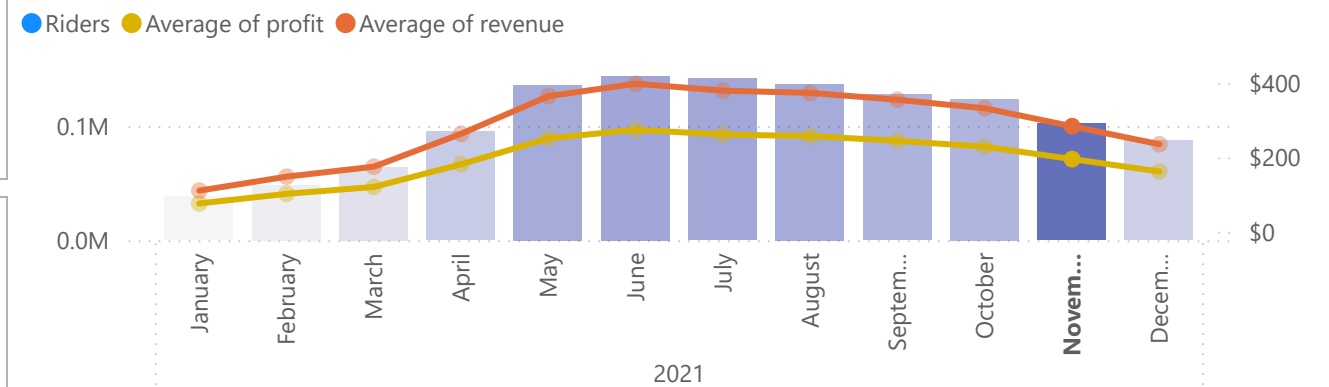
Sum of revenue

\$408K

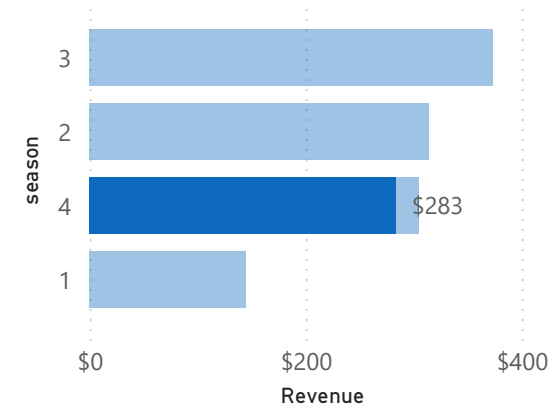
Sum of profit

280.96K

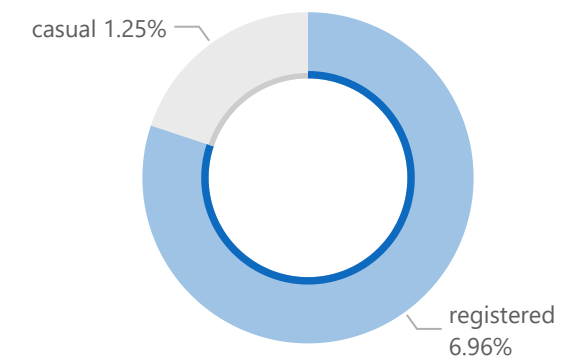
KPI over time



Revenue by season



Sum of riders by rider_type



Year	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