



Riders KPI

2021

2022

Riders

3M



Profit

0.45



When are we making money

Across the week, hourly sales patterns reveal distinct peaks during midday and early evening hours. As lunchtime approaches, a surge in consumer activity leads to increased transactions, reflecting a high demand for products and services. Similarly, early evening sales experience another boost, driven by after-work purchases and dining trends. While mornings and late-night hours see comparatively lower revenue, the midday and evening periods consistently deliver the highest earnings, shaping the overall weekly sales performance.

hr	0	1	2	3	4	5	6	Total
8	\$194	\$952	\$1,087	\$1,131	\$1,132	\$1,068	\$265	\$830
9	\$360	\$503	\$546	\$552	\$556	\$598	\$433	\$506
10	\$594	\$319	\$297	\$306	\$306	\$365	\$610	\$401
11	\$725	\$376	\$338	\$353	\$367	\$434	\$761	\$480
12	\$857	\$477	\$422	\$449	\$461	\$549	\$868	\$584
13	\$860	\$472	\$422	\$431	\$455	\$558	\$892	\$585
14	\$835	\$443	\$388	\$395	\$410	\$530	\$882	\$556
15	\$812	\$466	\$431	\$422	\$456	\$584	\$883	\$580
16	\$816	\$654	\$662	\$632	\$664	\$765	\$844	\$720
17	\$732	\$1,153	\$1,254	\$1,185	\$1,222	\$1,136	\$771	\$1,064
18	\$625	\$1,105	\$1,192	\$1,144	\$1,165	\$971	\$671	\$981
19	\$516	\$791	\$815	\$827	\$832	\$698	\$551	\$718
20	\$385	\$555	\$582	\$595	\$622	\$492	\$415	\$521
Total	\$639	\$636	\$650	\$647	\$666	\$673	\$681	\$656

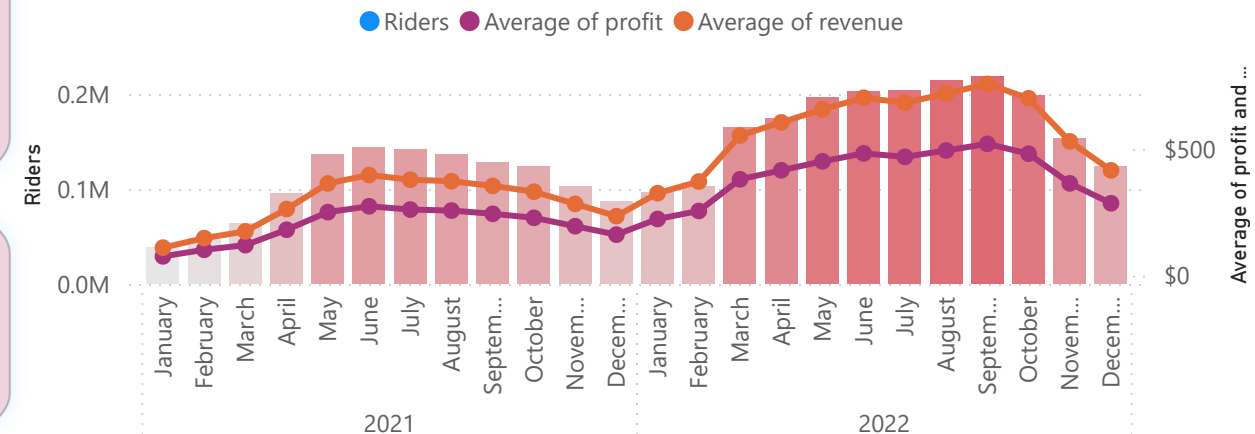
Revenue

\$15M

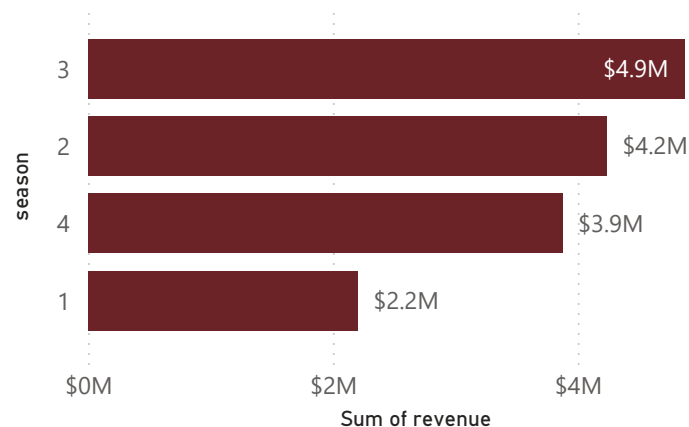
Profit

10.45M

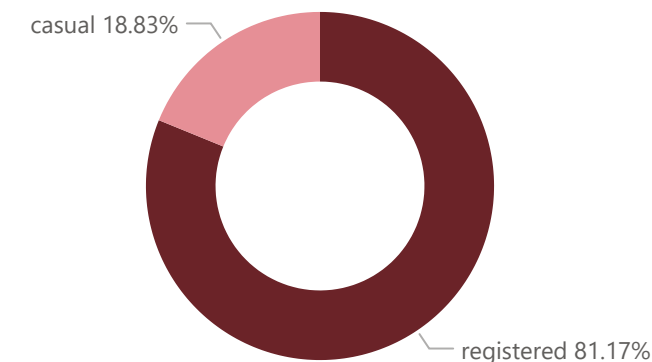
KPI over Time



Revenue by Season



Rider Demographic



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