


# The Cycle City

When Are We Making Money?



The table displays hourly sales data across a week, with higher earnings in midday and early evening hours. are the most profitable times. Days like Wednesday and Friday show notably higher sales, indicating variable profitability across the week.

hr	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
16	\$572	\$445	\$426	\$388	\$403	\$488	\$553
17	\$509	\$802	\$828	\$758	\$746	\$742	\$503
18	\$441	\$762	\$792	\$716	\$701	\$630	\$460
19	\$373	\$546	\$541	\$522	\$500	\$441	\$378
20	\$274	\$387	\$395	\$364	\$388	\$317	\$291

Years

2021


2022

Riders

1M

Profit Margin

0.45



Revenue

\$5M

Profit

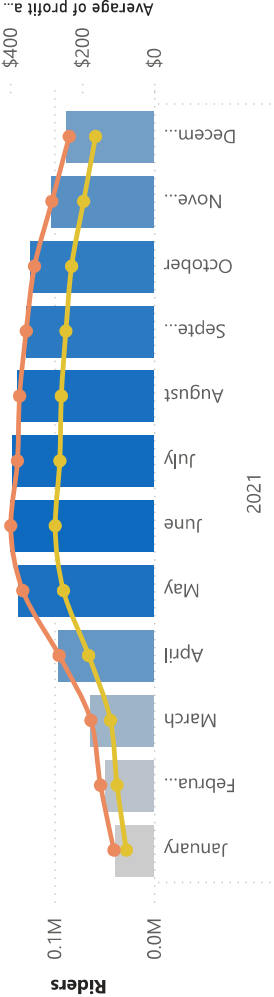
3.42M

### KPI Over Time

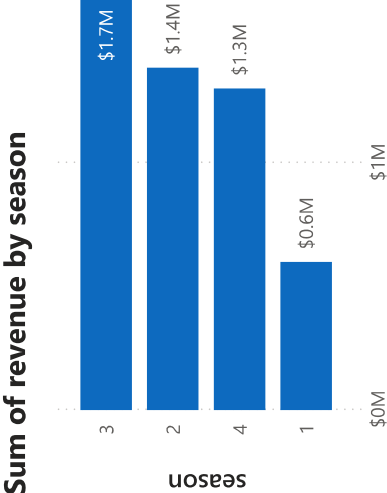
Riders

Average of profit

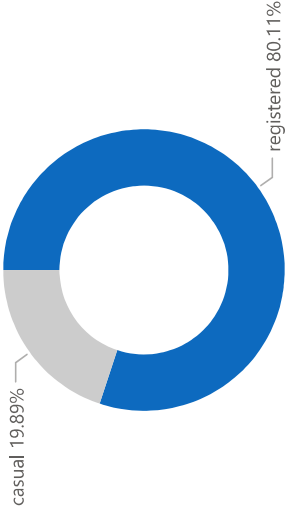
Average of revenue



### Sum of revenue by season



### Rider Demographic



Years	Sum of riders	Sum of revenue	Sum of profit	Average of price ▼
2022	2049576	\$10,227,384	7,030,045.68	4.99
2021	1243103	\$4,959,981	3,418,533.25	3.99
<b>Total</b>	<b>3292679</b>	<b>\$15,187,365</b>	<b>10,448,578.93</b>	<b>4.49</b>