

## Toman Bike Shop

Year

2021

2022

Riders

1M



Profit Margin

0.45



### When are we making money?

The table displays hourly sales data across a week with higher earnings in midday and early evening hours, particularly around 10 to 15 hours, suggesting these 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
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### KPI over Time

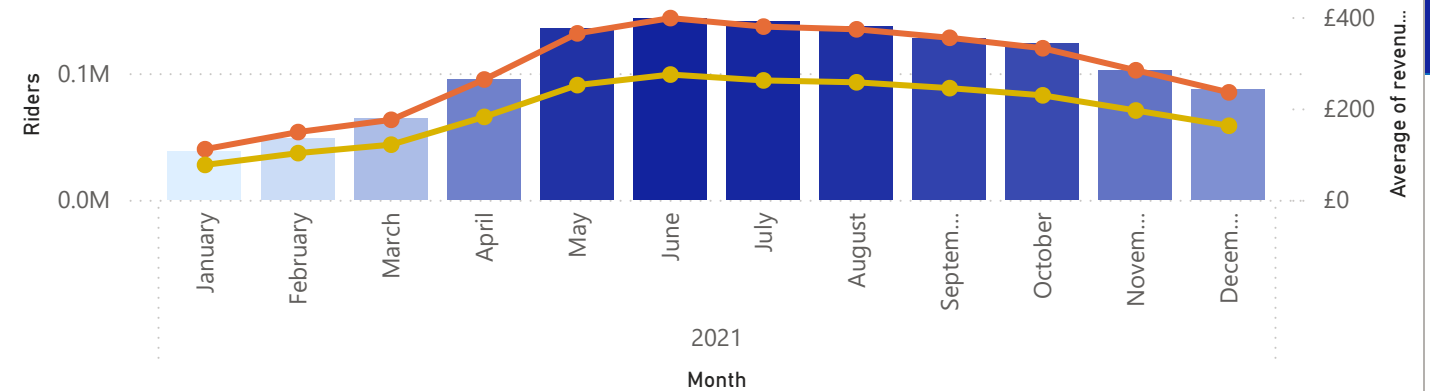
Revenue

£5M

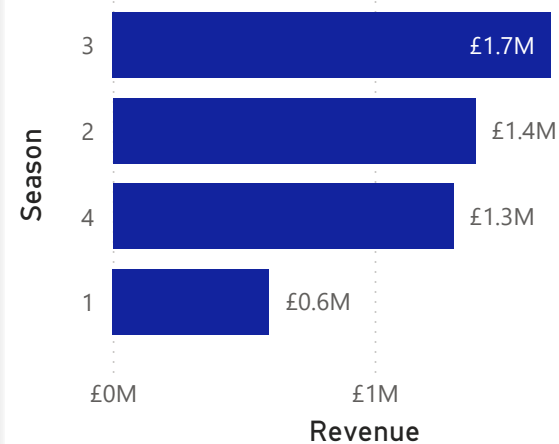
Profit

3.42M

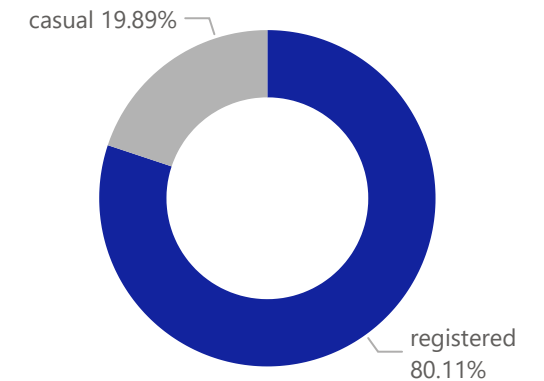
● Riders ● Average of revenue ● Average of profit



### Revenue by Season



### Riders by Rider Demographic



Year	Sum of riders	Sum of revenue	Sum of profit
2021	1243103	£4,959,981	3,418,533.25
2022	2049576	£10,227,384	7,030,045.68
<b>Total</b>	<b>3292679</b>	<b>£15,187,365</b>	<b>10,448,578.93</b>