

Bike Rental Data: Revenue & Demand Analysis

2021	2022

Riders

3M



Profit Margin

0.69

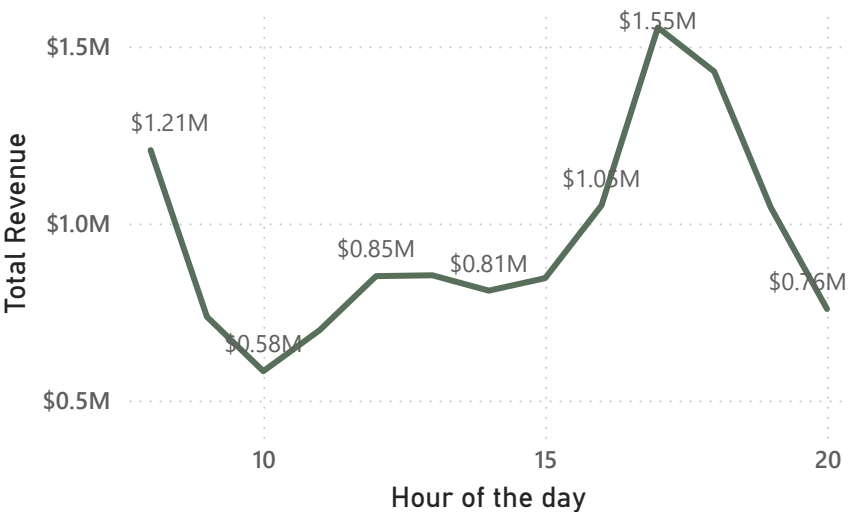


Insights & Recommendations

Key Points

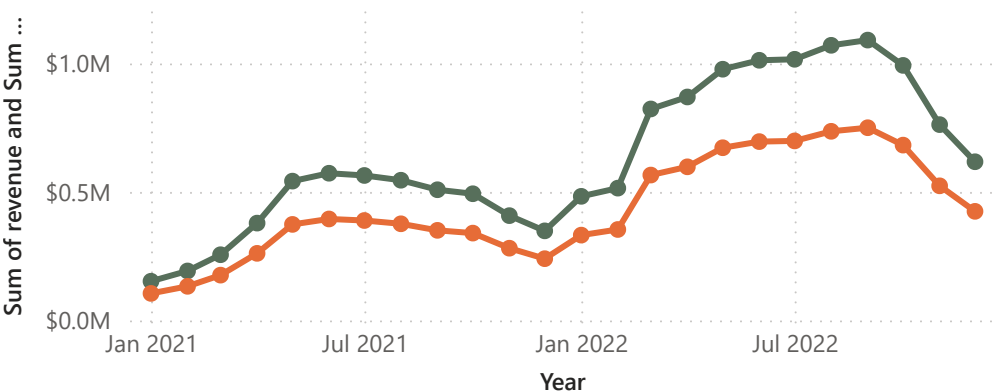
- 64% Increase in demand despite a 25% price hike.
- Maintain current pricing temporarily.
- The possibility that external factors are driving demand.

Total Revenue by Hour of the day



KPI over Time

Sum of revenue Sum of profit



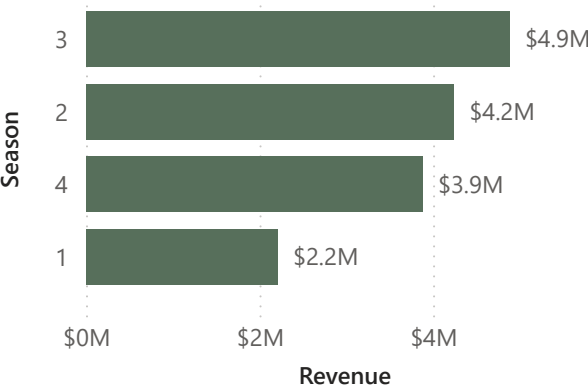
Revenue

\$15.19M

Profit

\$10.45M

Revenue by Season



Riders Demographics

