



Bike Shop

Year

2021

2022

Riders

2M



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, suggesting these are the most profitable times. Days like Wednesday and Friday show notably higher sales, indicating variable profitability across the week.

Hours	0	1	2	3	4	5	6
8	£261	£1,293	£1,459	£1,568	£1,554	£1,459	£371
9	£474	£672	£738	£755	£747	£807	£607
10	£777	£414	£395	£425	£414	£498	£848
11	£943	£490	£463	£488	£497	£590	£1,064
12	£1,117	£624	£579	£625	£626	£750	£1,197
13	£1,106	£620	£573	£600	£620	£761	£1,244
14	£1,080	£583	£516	£548	£551	£720	£1,219
15	£1,051	£620	£576	£598	£630	£797	£1,205
16	£1,055	£863	£898	£877	£925	£1,041	£1,140
17	£952	£1,504	£1,681	£1,613	£1,699	£1,530	£1,043
18	£806	£1,449	£1,592	£1,563	£1,629	£1,313	£882
19	£657	£1,036	£1,090	£1,126	£1,163	£956	£724
20	£495	£723	£769	£822	£857	£668	£538

KPI over Time

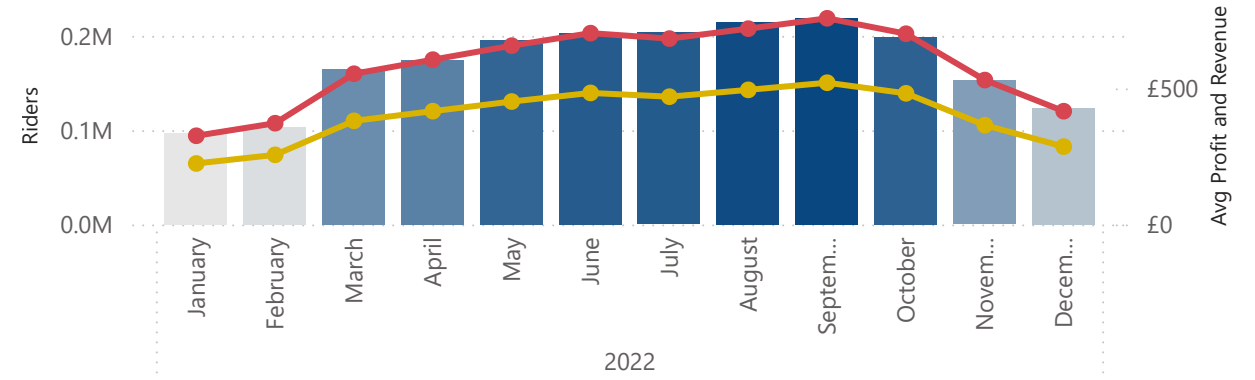
Revenue

£10M

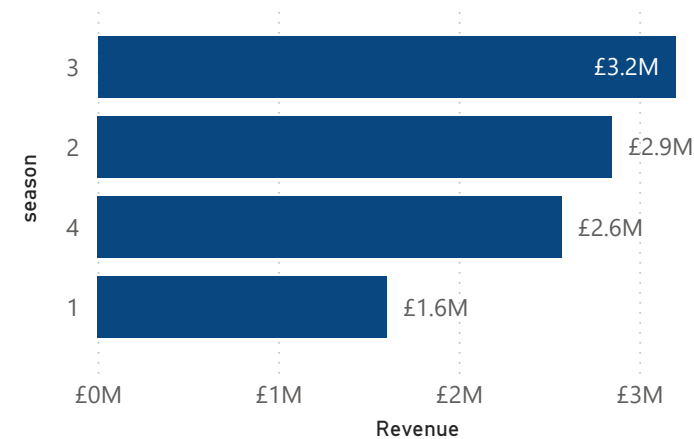
Profit

7.03M

● Riders ● Average of profit ● Average of revenue



Revenue by season



Sum of riders by rider_type

