



# Toman Bike Shop

year

2021

2022

Total Riders

3M



Profit Margin

0.69



## 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	193.72	951.92	1,087.39	1,131.28	1,131.96	1,068.41	265.23
9	360.27	503.17	545.63	551.56	556.14	597.54	432.90
10	594.45	318.89	297.41	305.67	306.37	364.57	610.26
11	724.57	375.62	338.29	352.59	367.18	434.42	761.20
12	857.08	476.52	422.05	449.43	461.33	549.29	867.69
13	859.88	472.31	422.50	430.89	454.58	558.02	892.25
14	834.67	442.86	387.60	395.18	409.98	529.76	881.71
15	812.45	465.84	430.60	421.54	455.69	583.51	882.51
16	815.75	653.91	661.97	632.47	663.86	764.61	843.59
17	732.21	1,152.95	1,254.24	1,185.36	1,222.27	1,135.63	770.69
18	625.45	1,105.43	1,192.06	1,143.73	1,164.93	971.47	671.04
19	516.25	791.27	815.25	827.17	831.65	698.39	551.25
20	385.25	555.42	582.21	595.16	622.37	492.48	414.74
21	292.22	399.25	426.33	451.44	457.31	391.19	358.28
Total	614.59	618.96	633.62	633.49	651.13	652.81	657.81

Revenue

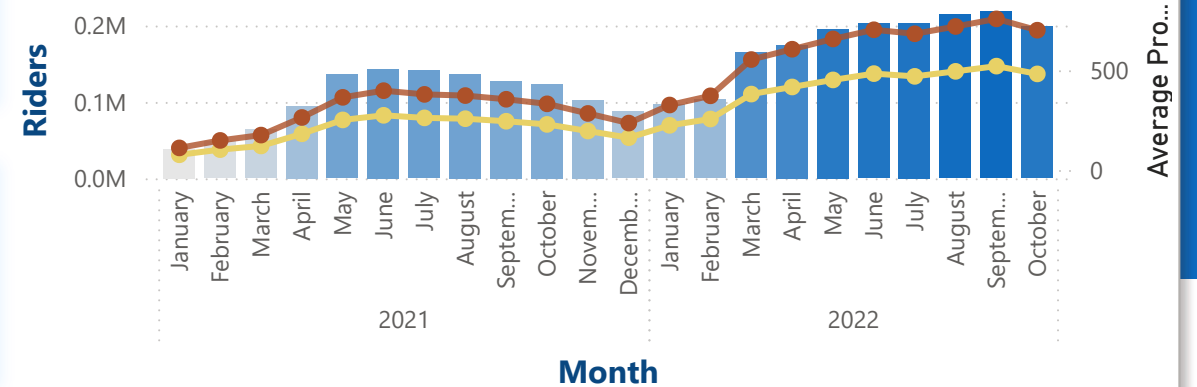
15.19M

Profit

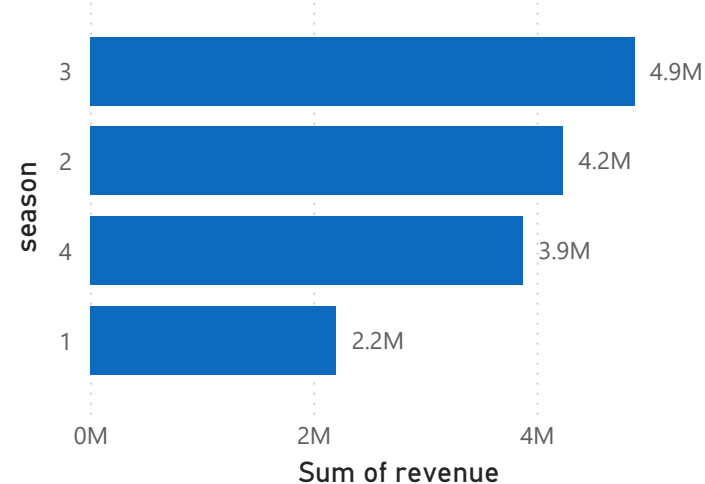
10.45M

## KPI over Time

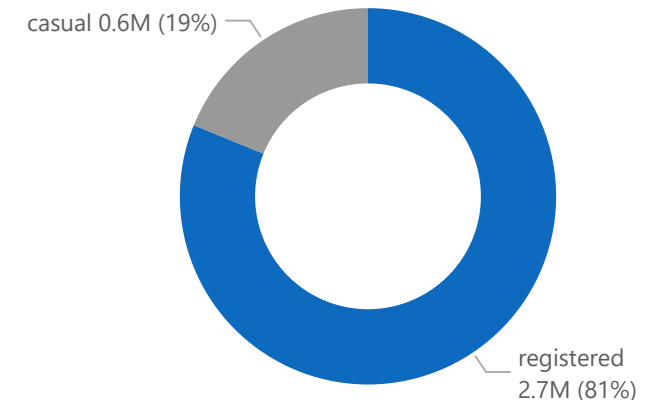
● Riders ● Average Profit ● Average Revenue



## Revenue by season



## Rider Demography



year	Sum of riders	Sum of revenue	Sum of profit
2021	1243103	49,59,980.97	34,18,533.25
2022	2049576	1,02,27,384.24	70,30,045.68
<b>Total</b>	<b>3292679</b>	<b>1,51,87,365.21</b>	<b>1,04,48,578.93</b>

Profit Change YoY%

105.65

Revenue Change...

106.20

Riders Change YoY%

65

# Recommendations:

## Conservative Increase:

Considering the substantial increase last year, a more conservative increase might be prudent to avoid hitting a price ceiling where demand starts to drop. An increase in the range of 10-15% could test the market's response without risking a significant loss of customers.

## Price Setting:

- If the price in 2022 was \$4.99, a 10% increase would make the new price about \$5.49.
- A 15% increase would set the price at approximately \$5.74.

## Recommended Strategy:

**Market Analysis:** Conduct further market research to understand customer satisfaction, potential competitive changes, and the overall economic environment. This can guide whether leaning towards the lower or higher end of the suggested increase.

**Segmented Pricing Strategy:** Consider different pricing for casual versus registered users, as they may have different price sensitivities. Monitor and Adjust: Implement the new prices but be ready to adjust based on immediate customer feedback and sales data. Monitoring closely will allow you to fine tune your pricing strategy without committing fully to a price that might turn out to be too high.