

Power Bike Shop Sales Analysis

2021

2022



Which hour of the day
are we making
money? (in 24 hours)

hr	0	1	2	3	4	5	6
0	215.86	76.81	63.16	79.94	90.51	120.64	216.
1	178.60	38.68	28.53	35.55	39.47	56.94	155.
10	594.45	318.89	297.41	305.67	306.37	364.57	610.
11	724.57	375.62	338.29	352.59	367.18	434.42	761.
12	857.08	476.52	422.05	449.43	461.33	549.29	867.
13	859.88	472.31	422.50	430.89	454.58	558.02	892.
14	834.67	442.86	387.60	395.18	409.98	529.76	881.
15	812.45	465.84	430.60	421.54	455.69	583.51	882.
16	815.75	653.91	661.97	632.47	663.86	764.61	843.
17	732.21	1,152.95	1,254.24	1,185.36	1,222.27	1,135.63	770.
18	625.45	1,105.43	1,192.06	1,143.73	1,164.93	971.47	671.
19	516.25	791.27	815.25	827.17	831.65	698.39	551.
2	141.73	23.30	15.36	18.17	21.05	28.97	115.
20	385.25	555.42	582.21	595.16	622.37	492.48	414.
21	292.22	399.25	426.33	451.44	457.31	391.19	358.
22	214.86	264.37	303.15	332.91	339.39	338.16	320.
23	140.86	150.00	175.43	193.45	223.21	264.40	266.
3	71.31	11.45	9.38	11.29	11.54	15.18	52.
4	21.61	13.19	11.65	11.40	12.09	13.89	17.
5	20.02	50.12	56.43	60.00	60.10	55.23	18.
6	33.48	197.35	244.75	249.32	248.37	207.86	48.

Riders

3M

Revenue

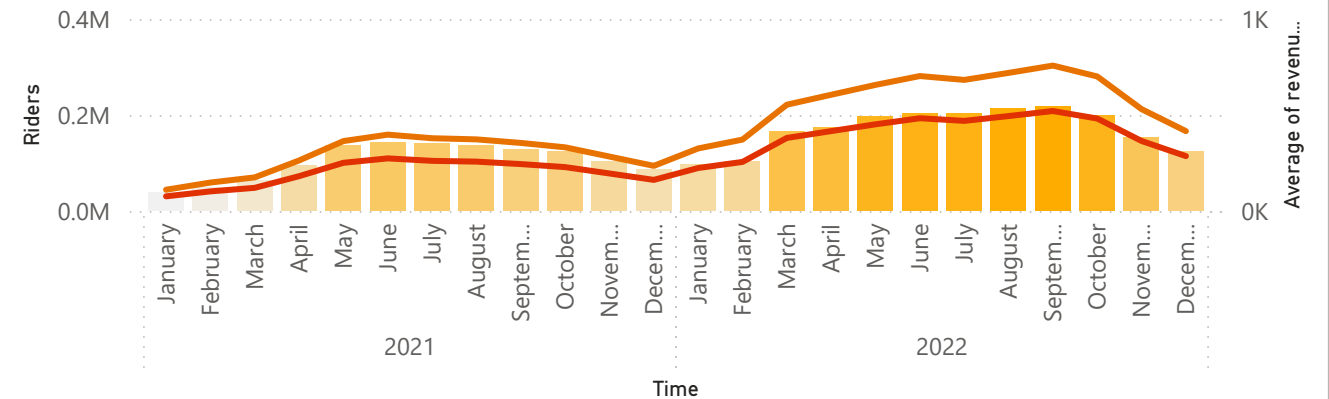
15.19M

Profit

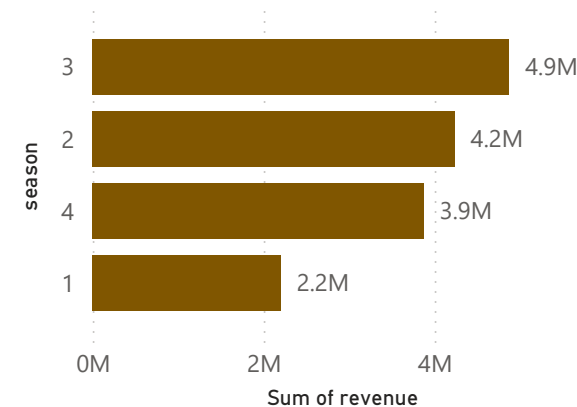
10.45M

KPI over time

● Riders ● Average of revenue ● Average of profit



Revenue by Season



Rider Demographic

