



Toman Bike Shop



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 and 15 hours, suggesting these and the most profitable time. Days like Wednesday and Friday show notably higher sales, indicating variable profitability across the week.

hr	0	1	2	3	4	5	6	Total
17	508.61	802.18	827.81	757.60	745.82	741.68	503.27	697.61
18	441.20	762.32	792.21	716.13	700.67	629.61	459.81	642.93
8	124.92	610.43	715.89	695.03	701.30	678.07	161.14	524.67
19	373.10	546.25	540.91	522.22	500.25	441.05	378.09	471.56
16	571.84	445.23	425.74	387.61	402.64	488.43	552.80	467.99
13	608.90	324.76	271.82	261.31	286.34	354.69	547.38	380.03
12	591.86	328.87	268.52	274.20	293.81	348.20	544.52	379.26
15	568.88	311.72	285.09	245.58	278.13	370.15	566.39	375.93
14	584.77	302.66	259.12	242.09	266.23	339.19	551.07	364.37
20	273.78	387.49	395.09	364.26	387.57	317.40	291.46	345.24
9	244.16	333.93	353.66	347.71	361.37	388.14	261.95	326.93
11	501.97	261.65	213.58	216.73	234.59	278.72	463.86	311.06
10	408.55	223.36	199.54	186.80	196.45	231.15	377.28	261.11
Total	446.35	433.91	427.18	400.73	412.95	431.27	435.57	426.91

Year

2021

2022

Riders

1M

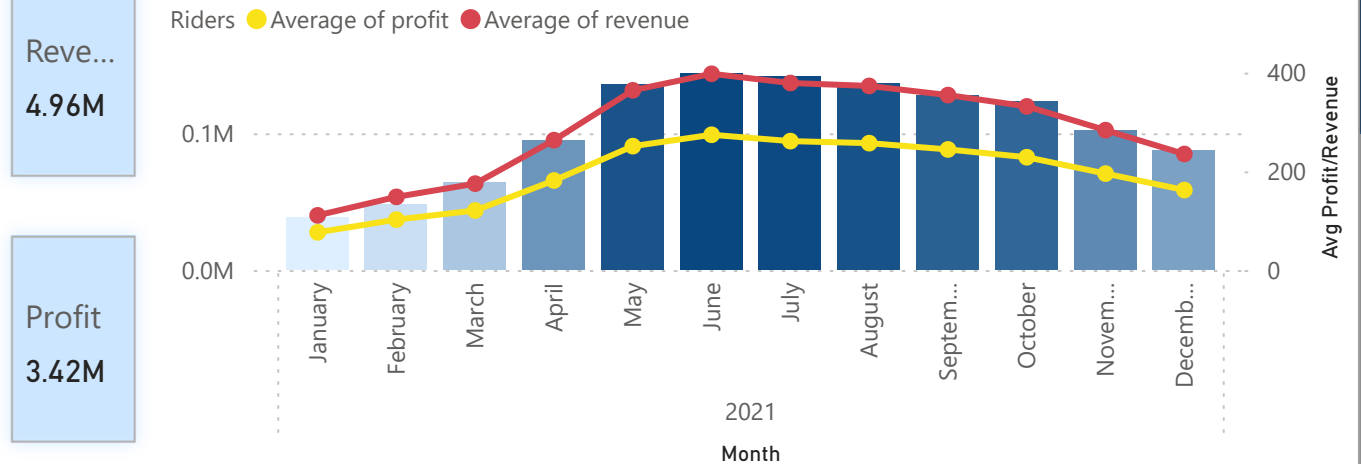


Profit Margin

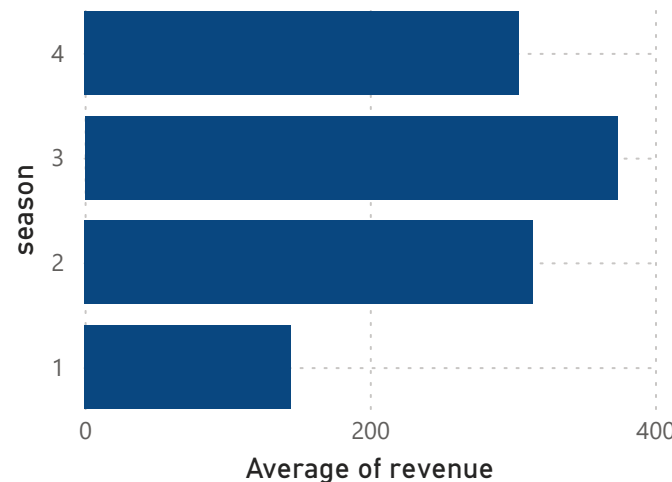
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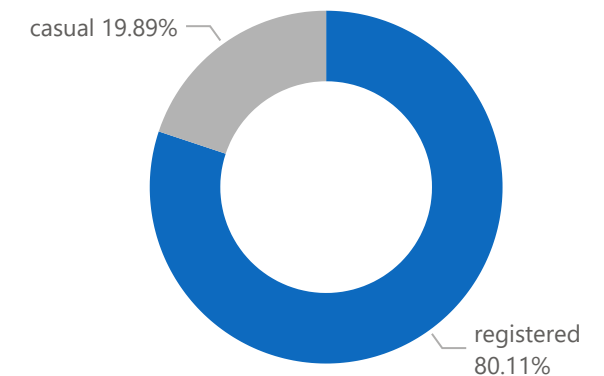
KPI Over Time



Revenue by Season



Rider Demographics



years	Sum of riders	Sum of revenue	Sum of profit	Average of price
2021	1243103	4,959,980.97	3,418,533.25	3.99
2022	2049576	10,227,384.24	7,030,045.68	4.99
Total	3292679	15,187,365.21	10,448,578.93	4.49

25% increase in price
64%increasein the demand (new riders)
and 106% increase in revenue

Recommendation:

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.

Segmented Pricing Strategy: Consider different pricing for casual versus registered users, as they may have different price sensitivities.