



# Toman Bike Shop

2021

2022

Riders

3M



Profit Margin

0.45



When are We  
Making  
Money?

Revenue

\$15M

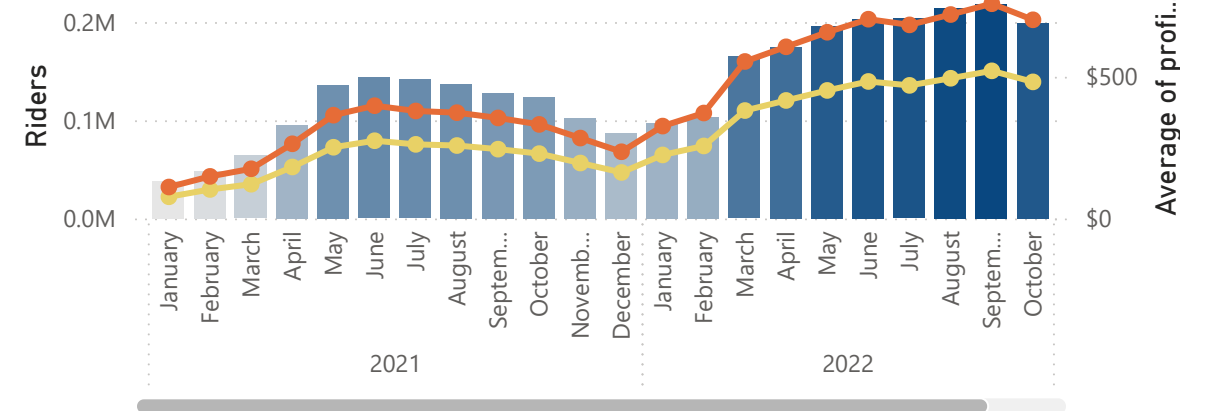
Profit

10.45M

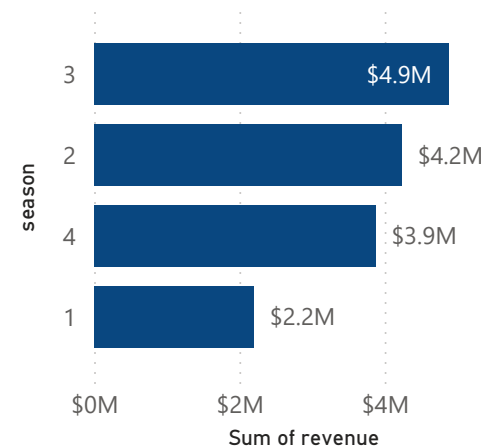
hr	0	1	2	3	4	5	6
8	\$194	\$952	\$1,087	\$1,131	\$1,132	\$1,068	\$265
9	\$360	\$503	\$546	\$552	\$556	\$598	\$433
10	\$594	\$319	\$297	\$306	\$306	\$365	\$610
11	\$725	\$376	\$338	\$353	\$367	\$434	\$761
12	\$857	\$477	\$422	\$449	\$461	\$549	\$868
13	\$860	\$472	\$422	\$431	\$455	\$558	\$892
14	\$835	\$443	\$388	\$395	\$410	\$530	\$882
15	\$812	\$466	\$431	\$422	\$456	\$584	\$883
16	\$816	\$654	\$662	\$632	\$664	\$765	\$844
17	\$732	\$1,153	\$1,254	\$1,185	\$1,222	\$1,136	\$771
18	\$625	\$1,105	\$1,192	\$1,144	\$1,165	\$971	\$671
19	\$516	\$791	\$815	\$827	\$832	\$698	\$551
20	\$385	\$555	\$582	\$595	\$622	\$492	\$415

## KPI Over Time

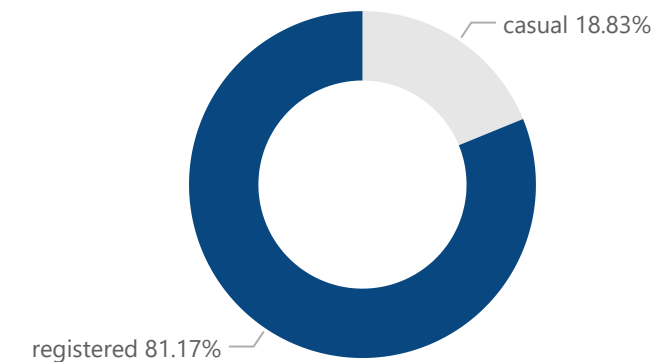
● Riders ● Average of profit ● Average of revenue



## Revenue by Season



## Rider Demographic



Years	Sum of riders	Sum of revenue	Sum of profit	Average of price
2021	1243103	\$4,959,981	3,418,533.25	3.99
2022	2049576	\$10,227,384	7,030,045.68	4.99
<b>Total</b>	<b>3292679</b>	<b>\$15,187,365</b>	<b>10,448,578.93</b>	<b>4.49</b>