



TOMAN BIKE SHOP

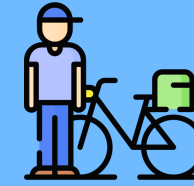
Years

2021

2022

Riders

3M



Profit Margin

0,45



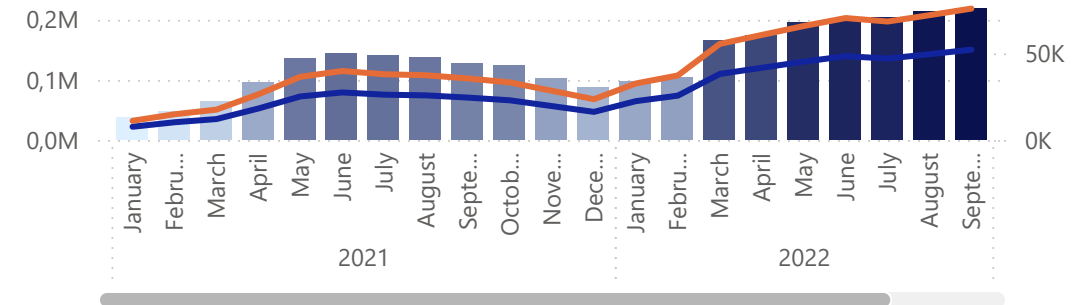
When are we making money ?

The following table displays hourly sales data across a week . As we can see we experience higher earning 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.

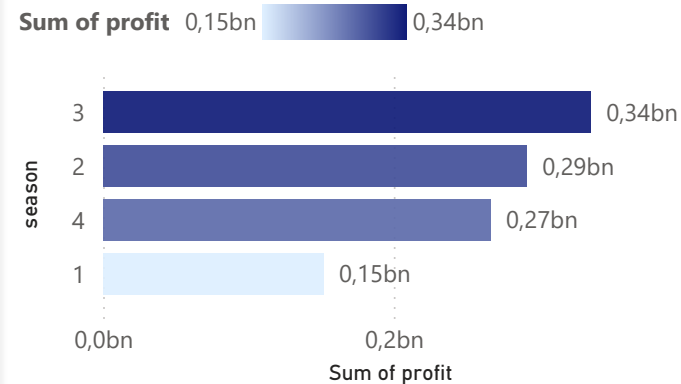
hr	0	1	2	3	4	5	6
8	19371,88	95192,46	108739,11	113127,95	113196,00	106841,46	26523,24
9	36026,97	50316,74	54562,66	55155,74	55613,54	59754,16	43290,41
10	59445,00	31888,66	29741,27	30566,75	30636,63	36457,19	61026,23
11	72457,07	37562,38	33828,80	35258,51	36718,16	43442,00	76119,98
12	85707,80	47652,50	42205,21	44942,95	46132,77	54928,77	86768,98
13	85988,25	47231,33	42249,85	43089,30	45457,61	55802,34	89225,41
14	83467,23	44286,34	38760,05	39518,09	40998,11	52976,18	88171,24
15	81245,41	46583,91	43059,91	42154,07	45569,24	58350,69	88250,69
16	81574,68	65391,43	66197,03	63246,69	66385,70	76461,43	84359,31
17	73220,61	115294,96	125424,01	118535,74	122226,71	113562,93	77068,51
18	62544,64	110542,98	119205,64	114373,37	116492,70	97147,20	67103,98
19	51625,36	79126,75	81525,44	82716,88	83165,00	69838,87	55125,23
20	38525,03	55542,42	58220,52	59516,33	62237,18	49247,66	41473,51

KPI Over Time

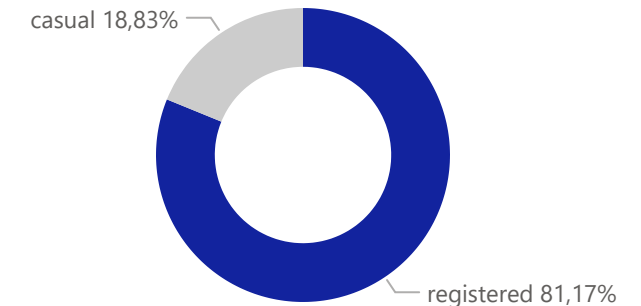
Sum of riders Average of profit Average of revenue



Sum of profit by season



Rider Demographic



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.
- A15% 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.

Years	Sum of riders	Sum of revenue	Sum of profit	Average of price
2021	1243103	495998097	341.853.325,00	399,00
2022	2049576	1022738424	703.004.568,00	499,00
Total	3292679	1518736521	1.044.857.893,00	449,26