

TOMAN BIKE SHARE FY 2022-2023

Sum of riders

3M

profit_margin

0.69

INTRA-WEEK REVENUE TREND

The table displays hourly sales data across a week with higher earnings from midday, to peaking at early evening hours (17-18:00), suggesting these are the **most profitable time periods**. Wednesday and Friday observe notably higher sales, indicating variable profitability around the week.

hr ▼	Friday	Monday	Saturday	Sunday	Thursday
20	\$622.4	\$385.3	\$492.5	\$414.7	\$595.2
19	\$831.7	\$516.3	\$698.4	\$551.3	\$827.2
18	\$1,164.9	\$625.4	\$971.5	\$671.0	\$1,143.7
17	\$1,222.3	\$732.2	\$1,135.6	\$770.7	\$1,185.4
16	\$663.9	\$815.7	\$764.6	\$843.6	\$632.5
15	\$455.7	\$812.5	\$583.5	\$882.5	\$421.5
14	\$410.0	\$834.7	\$529.8	\$881.7	\$395.2
13	\$454.6	\$859.9	\$558.0	\$892.3	\$430.9
12	\$461.3	\$857.1	\$549.3	\$867.7	\$449.4
11	\$367.2	\$724.6	\$434.4	\$761.2	\$352.6
10	\$306.4	\$594.4	\$364.6	\$610.3	\$305.7
9	\$556.1	\$360.3	\$597.5	\$432.9	\$551.6
8	\$1,132.0	\$193.7	\$1,068.4	\$265.2	\$1,131.3
Total	\$666.1	\$639.4	\$672.9	\$680.7	\$647.4

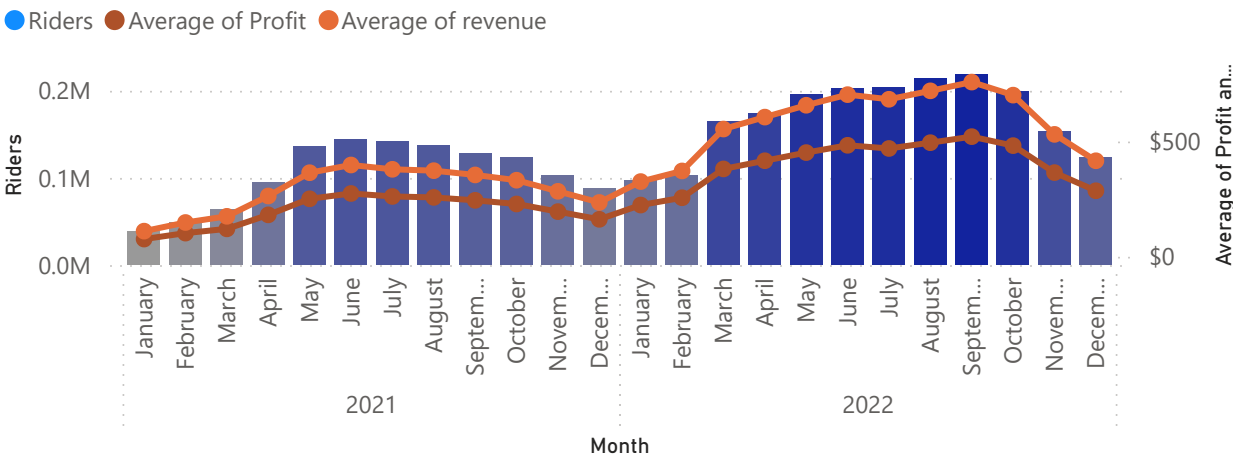
Revenue

\$15.2M

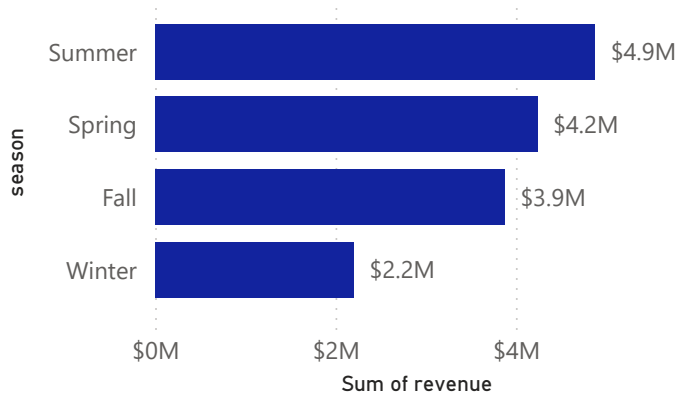
Profit

\$10.4M

KPIs over time



Revenue by season



Rider demographic

