

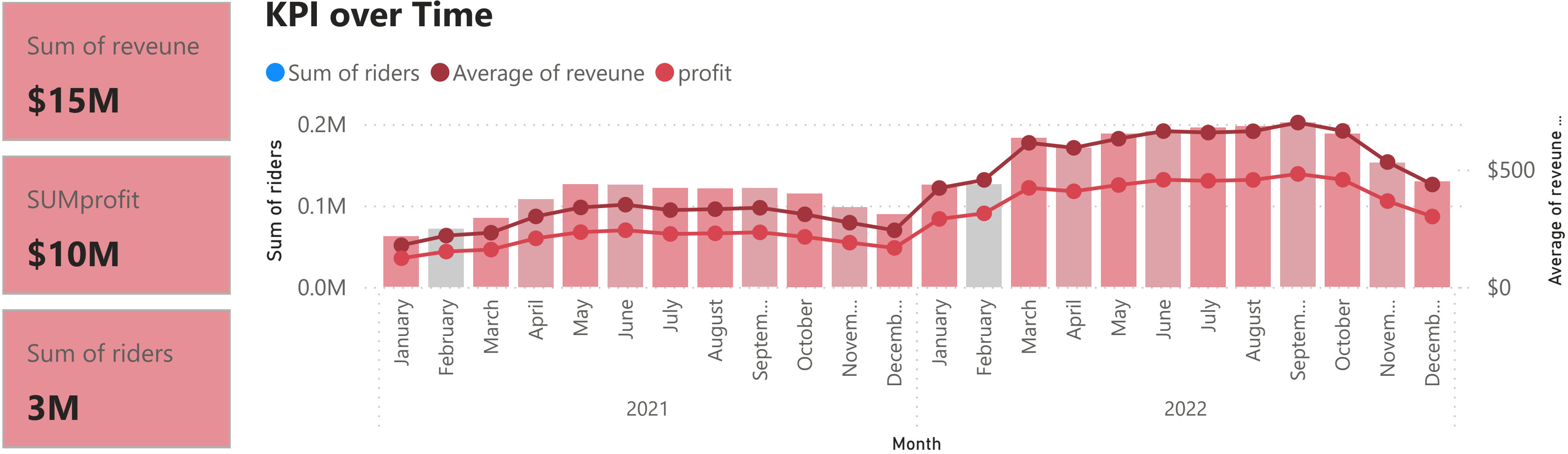


## Why are we making money?

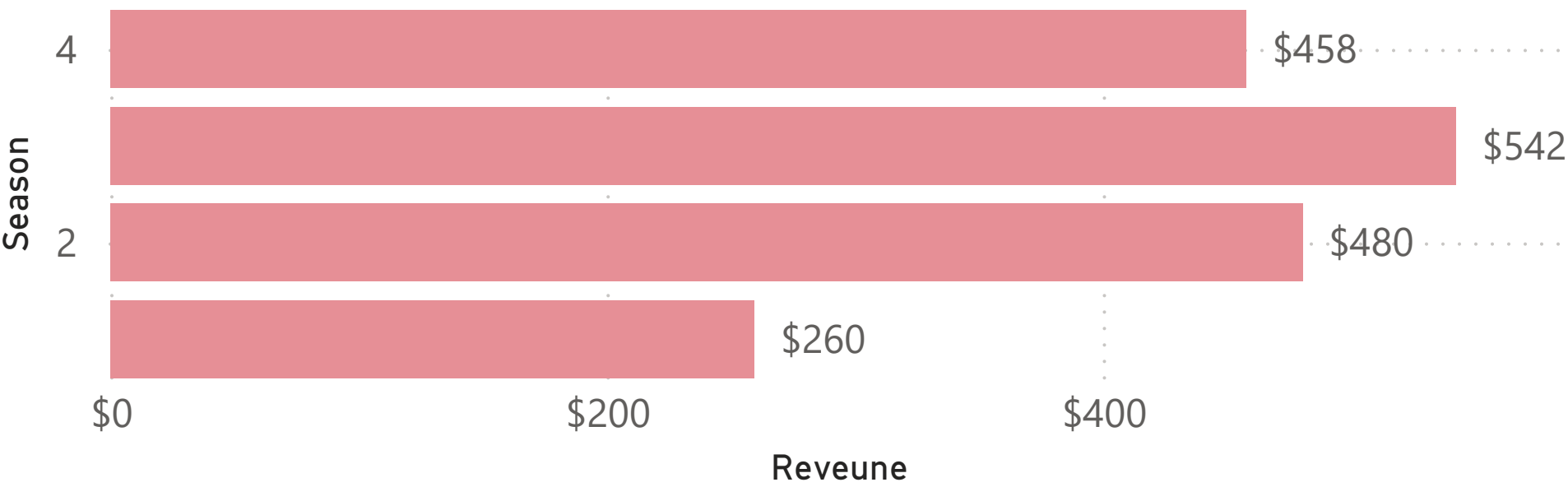
The table shows hourly sales data across a week, with the highest earnings occur between 10 AM and 3 PM (during midday and early evening). Thus, days like Wednesday and Friday has notably higher sales. These time frames are the most profitable, indicating that marketing efforts and operational improvements should prioritize these hours.

hr	0	1	2	3	4	5	6
20	\$385	\$555	\$582	\$595	\$622	\$492	\$41
19	\$516	\$791	\$815	\$827	\$832	\$698	\$55
18	\$625	\$1,105	\$1,192	\$1,144	\$1,165	\$971	\$67
17	\$732	\$1,153	\$1,254	\$1,185	\$1,222	\$1,136	\$77
16	\$816	\$654	\$662	\$632	\$664	\$765	\$84
15	\$812	\$466	\$431	\$422	\$456	\$584	\$88
14	\$835	\$443	\$388	\$395	\$410	\$530	\$88
13	\$860	\$472	\$422	\$431	\$455	\$558	\$89
12	\$857	\$477	\$422	\$449	\$461	\$549	\$86
11	\$725	\$376	\$338	\$353	\$367	\$434	\$76
10	\$594	\$319	\$297	\$306	\$306	\$365	\$61
9	\$360	\$503	\$546	\$552	\$556	\$598	\$43

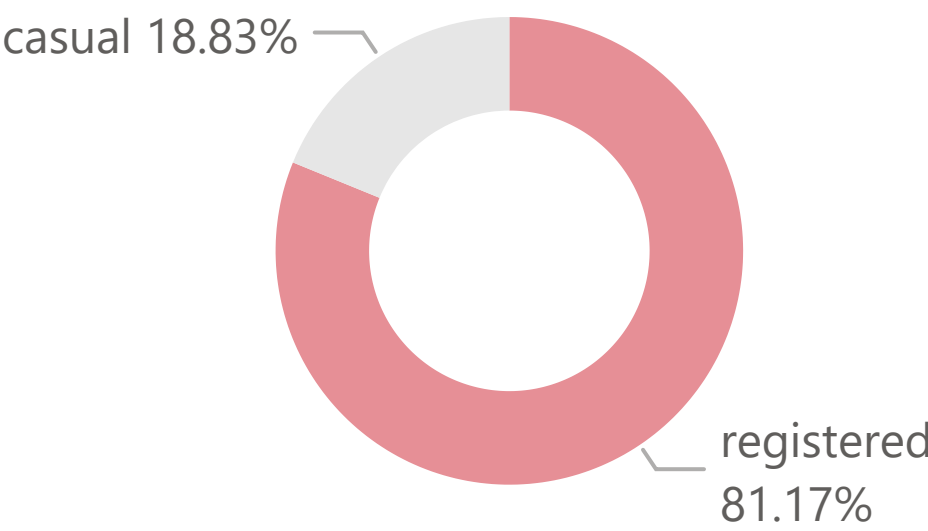
## KPI over Time



## Reveune by Season



## Rider Demographic



## Recommendation

**Conservative Increase:** Consider 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 19% increase would set the price at approximately \$5.94

### 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 & Adjust: Implement the new prices but be ready to adjust based on immediate customer feedback and sales data. Monitoring closely will allow the business to fine-tune the pricing strategy without committing fully to a price that might turn out to be too high