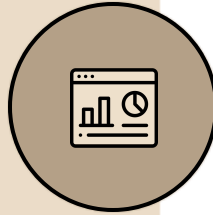
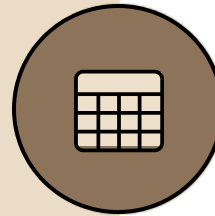


ELECTRIC SCOOTER SALES DASHBOARD



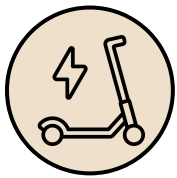
DASHBOARD



DATASET



ANALYSIS



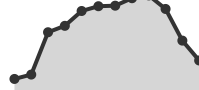
ELECTRIC SCOOTER SALES DASHBOARD

DASHBOARD

REVENUE | 2022

\$10M

vs Previous Year
106.2%



PROFIT | 2022

\$7M

vs Previous Year
105.6%



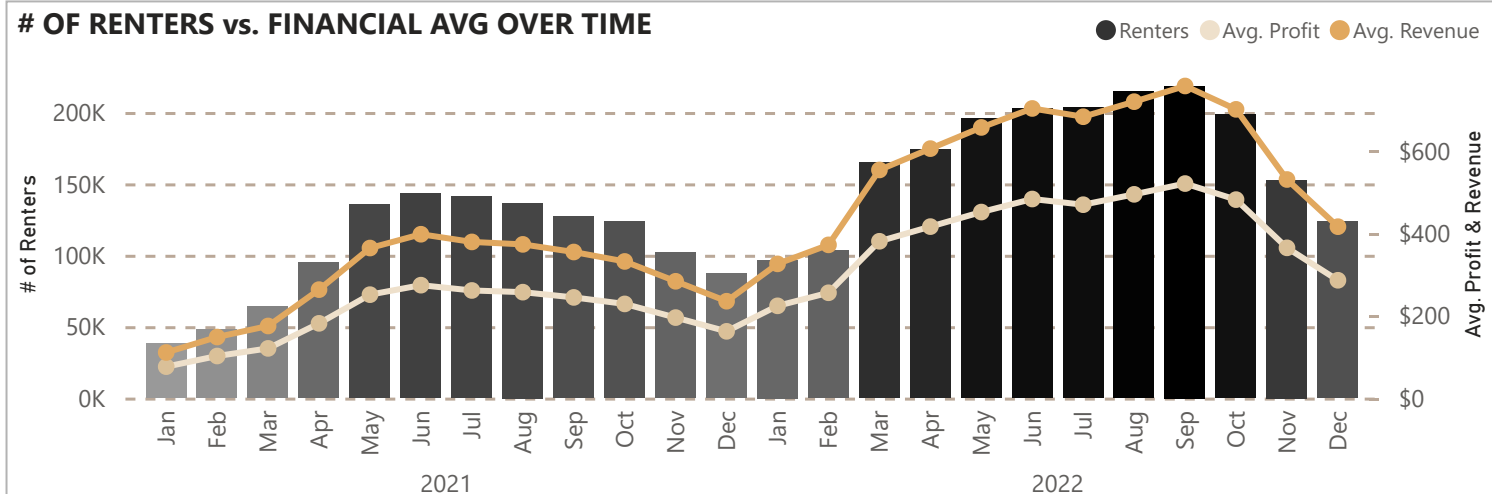
RENTERS | 2022

2M

vs Previous Year
64.9%



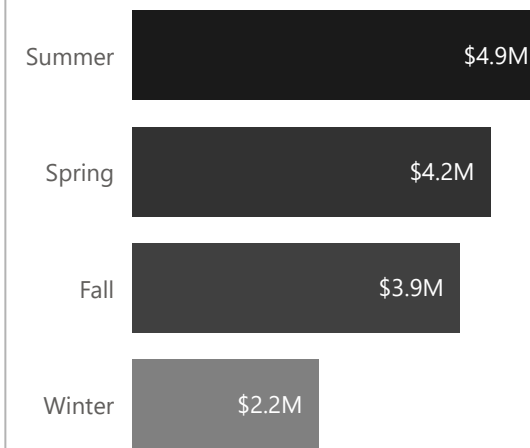
OF RENTERS vs. FINANCIAL AVG OVER TIME



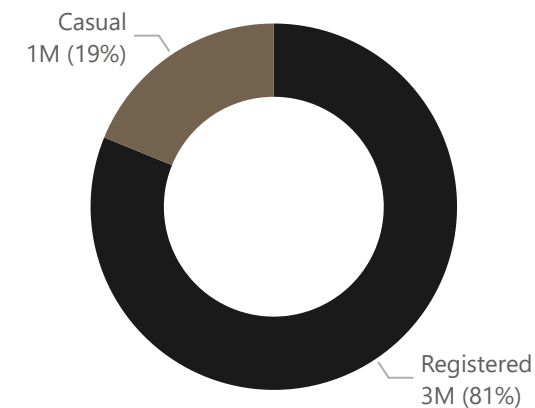
HOURLY SALES TREND

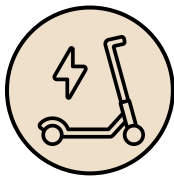
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
8	\$1,002	\$1,136	\$1,127	\$1,095	\$591	\$218	\$651
9	\$526	\$553	\$548	\$585	\$521	\$375	\$438
10	\$311	\$310	\$304	\$344	\$530	\$583	\$419
11	\$363	\$350	\$359	\$408	\$655	\$713	\$510
12	\$454	\$447	\$451	\$516	\$757	\$837	\$627
13	\$449	\$438	\$440	\$518	\$781	\$834	\$635
14	\$411	\$403	\$396	\$493	\$749	\$828	\$606
15	\$446	\$444	\$435	\$534	\$765	\$818	\$616
16	\$659	\$662	\$650	\$717	\$814	\$807	\$729
17	\$1,208	\$1,240	\$1,216	\$1,144	\$931	\$733	\$978
18	\$1,153	\$1,188	\$1,167	\$1,018	\$792	\$640	\$911
19	\$803	\$841	\$836	\$738	\$603	\$527	\$680
20	\$570	\$611	\$606	\$539	\$438	\$399	\$483

REVENUE BY SEASON



RENTER TYPE DISTRIBUTION





ELECTRIC SCOOTER SALES DASHBOARD DATASET

YEAR

All

MONTH

All

SEASON

All

RENTER TYPE

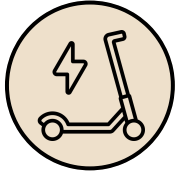
All

RENTAL TRANSACTION DETAILS

Date	Rental Price	# of Renters	Revenue	Profit	Profit %
1/1/2021	\$3.99	985	\$3,930	\$2,709	69%
1/2/2021	\$3.99	801	\$3,196	\$2,203	69%
1/3/2021	\$3.99	1,349	\$5,383	\$3,710	69%
1/4/2021	\$3.99	1,562	\$6,232	\$4,296	69%
1/5/2021	\$3.99	1,600	\$6,384	\$4,400	69%
1/6/2021	\$3.99	1,606	\$6,408	\$4,417	69%
1/7/2021	\$3.99	1,510	\$6,025	\$4,153	69%
1/8/2021	\$3.99	959	\$3,826	\$2,637	69%
1/9/2021	\$3.99	822	\$3,280	\$2,261	69%
1/10/2021	\$3.99	1,321	\$5,271	\$3,633	69%
1/11/2021	\$3.99	1,263	\$5,039	\$3,473	69%
1/12/2021	\$3.99	1,162	\$4,636	\$3,196	69%
1/13/2021	\$3.99	1,406	\$5,610	\$3,867	69%
1/14/2021	\$3.99	1,421	\$5,670	\$3,908	69%
1/15/2021	\$3.99	1,248	\$4,980	\$3,432	69%
1/16/2021	\$3.99	1,204	\$4,804	\$3,311	69%
1/17/2021	\$3.99	1,000	\$3,990	\$2,750	69%
1/18/2021	\$3.99	683	\$2,725	\$1,878	69%
1/19/2021	\$3.99	1,650	\$6,583	\$4,538	69%
1/20/2021	\$3.99	1,927	\$7,689	\$5,299	69%
1/21/2021	\$3.99	1,543	\$6,157	\$4,243	69%
1/22/2021	\$3.99	981	\$3,914	\$2,698	69%
1/23/2021	\$3.99	986	\$3,934	\$2,712	69%
1/24/2021	\$3.99	1,416	\$5,650	\$3,894	69%
1/25/2021	\$3.99	1,605	\$6,388	\$4,411	69%
1/26/2021	\$3.99	1,606	\$6,408	\$4,417	69%
1/27/2021	\$3.99	1,606	\$6,408	\$4,417	69%
1/28/2021	\$3.99	1,606	\$6,408	\$4,417	69%
1/29/2021	\$3.99	1,606	\$6,408	\$4,417	69%
1/30/2021	\$3.99	1,606	\$6,408	\$4,417	69%
1/31/2021	\$3.99	1,606	\$6,408	\$4,417	69%
Total		3,292,679	\$15,187,365	\$10,448,579	69%

YEARLY FINANCIAL SUMMARY

Year	TTL Profit	PY Profit	% Diff	YTD Profit
2021				
Jan	\$105,020			\$105,020
Feb	\$132,591			\$237,611
Mar	\$176,124			\$413,735
Apr	\$260,893			\$674,627
May	\$373,508			\$1,048,135
Jun	\$394,658			\$1,442,793
Jul	\$388,688			\$1,831,481
Aug	\$375,900			\$2,207,381
Sep	\$350,400			\$2,557,781
Oct	\$339,655			\$2,897,436
Nov	\$280,959			\$3,178,395
Dec	\$240,138			\$3,418,533
TTL	\$3,418,533			\$3,418,533
2022				
Jan	\$331,832	\$105,020	216%	\$331,832
Feb	\$353,760	\$132,591	167%	\$685,592
Mar	\$565,521	\$176,124	221%	\$1,251,113
Apr	\$597,588	\$260,893	129%	\$1,848,701
May	\$671,817	\$373,508	80%	\$2,520,518
Jun	\$695,707	\$394,658	76%	\$3,216,225
Jul	\$698,372	\$388,688	80%	\$3,914,597
Aug	\$735,745	\$375,900	96%	\$4,650,343
Sep	\$749,705	\$350,400	114%	\$5,400,048
Oct	\$688,835	\$339,655	103%	\$6,088,883
Nov	\$688,835	\$280,959	103%	\$6,777,718
Dec	\$688,835	\$240,138	103%	\$7,466,553
Total	\$10,448,579	\$3,418,533	206%	\$7,030,046



ELECTRIC SCOOTER SALES DASHBOARD

EXECUTE SUMMARY AND ANALYSIS

1

KEY PERFORMANCE INDICATORS:

- Revenue and profit have significantly increased compared to the previous year, indicating strong business performance
- # of Renters has also grown, indicating a solid increase in customer base

2

RENTERS & FINANCIAL AVG. OVER TIME:

- Higher renter counts and financial metrics from June to August, indicating peak activity in the summer

3

HOURLY SALES TREND:

- Consistent peak sales observed in the early evening between 5PM and 6PM and early mornings right when the store opens

4

REVENUE BY SEASON:

- Revenue is at its peak during the summer, followed by spring and fall
- Winter shows the lowest revenue, which aligns with the seasonal trends observed in **Renters & Financial Avg. Over Time** visual

5

RENTER TYPE DISTRIBUTION:

- The majority of the renters are registered users (81%), indicating effective use of loyalty programs and membership incentives

6

ACTIONABLE INSIGHTS:

- Optimize staffing levels during peak hours, particularly from 5PM to 6PM and early morning, to ensure efficient customer service
- Focus marketing efforts and promotional campaigns during the summer months to capitalize on peak season
- Develop targeted promotions during the winter to mitigate the lower revenue observed during this season