

# Toman Bike Shop

2021

2022

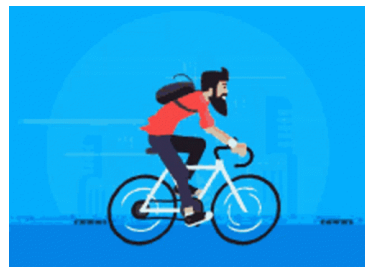
Sum of riders

3M



Profit Margin

0.45



## When are we Making Money ?

This table represents the hourly sales data across a week. 8am and 5pm, which are the common opening and closing times of business were the peak usage times. More rides were completed in the second half of the year, leading to an increase in revenue and profits.

hr	0	1	2	3	4	5	6
0	\$216	\$77	\$63	\$80	\$91	\$121	\$217
1	\$179	\$39	\$29	\$36	\$39	\$57	\$156
2	\$142	\$23	\$15	\$18	\$21	\$29	\$116
3	\$71	\$11	\$9	\$11	\$12	\$15	\$52
4	\$22	\$13	\$12	\$11	\$12	\$14	\$18
5	\$20	\$50	\$56	\$60	\$60	\$55	\$19
6	\$33	\$197	\$245	\$249	\$248	\$208	\$48
7	\$76	\$573	\$688	\$706	\$707	\$588	\$106
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

Total Profit

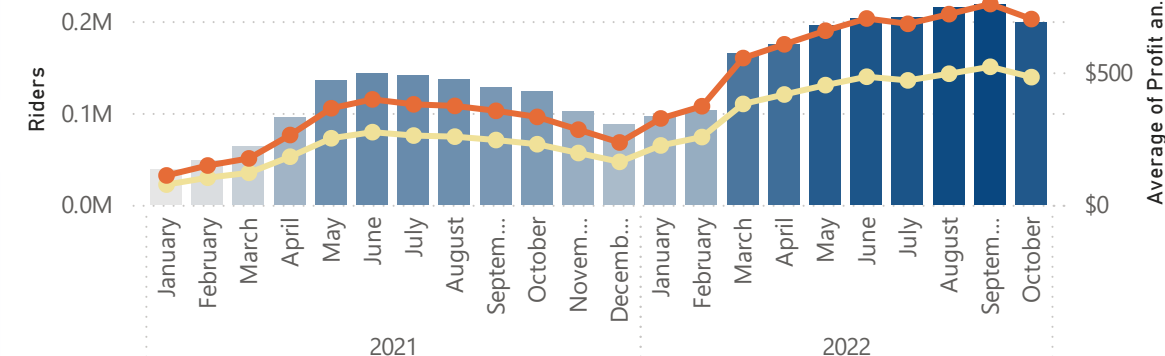
10.45M

Total Revenue

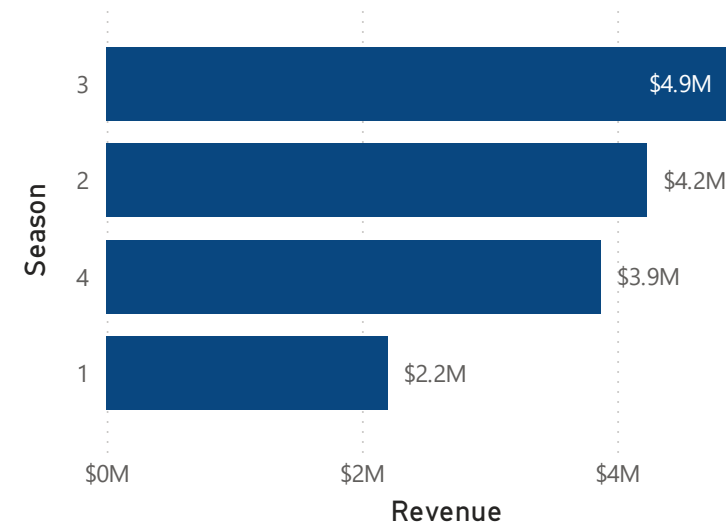
\$15M

## KPI Over Time

● Riders ● Average of Profit ● Average of Revenue



## Revenue by Season



## Rider Demographic

