

# Toman Bike Shop

Select all

2021

2022

Riders  
3M

profit margin  
0.45



## When are we Making Money?

The table displays hourly sales data across a week, with higher earnings 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, indicating variable profitability across the week.

| hr | 0     | 1       | 2       | 3       | 4       | 5       | 6     |
|----|-------|---------|---------|---------|---------|---------|-------|
| 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 |
| 12 | \$857 | \$477   | \$422   | \$449   | \$461   | \$549   | \$868 |
| 13 | \$860 | \$472   | \$422   | \$431   | \$455   | \$558   | \$892 |
| 14 | \$835 | \$443   | \$388   | \$395   | \$410   | \$530   | \$882 |
| 15 | \$812 | \$466   | \$431   | \$422   | \$456   | \$584   | \$883 |
| 16 | \$816 | \$654   | \$662   | \$632   | \$664   | \$765   | \$844 |
| 17 | \$732 | \$1,153 | \$1,254 | \$1,185 | \$1,222 | \$1,136 | \$771 |
| 18 | \$625 | \$1,105 | \$1,192 | \$1,144 | \$1,165 | \$971   | \$671 |
| 19 | \$516 | \$791   | \$815   | \$827   | \$832   | \$698   | \$551 |
| 20 | \$385 | \$555   | \$582   | \$595   | \$622   | \$492   | \$415 |

revenue

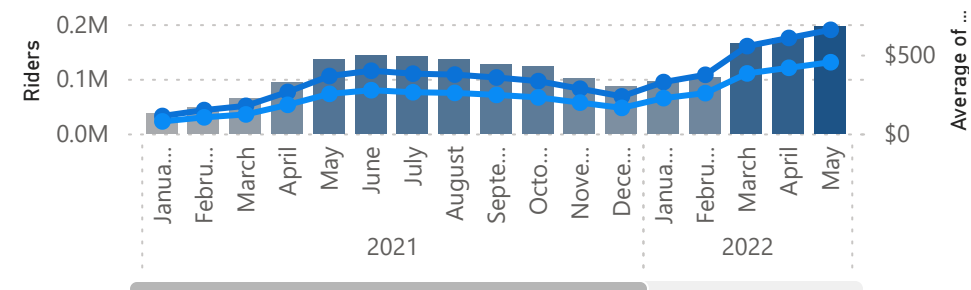
\$15M

profit

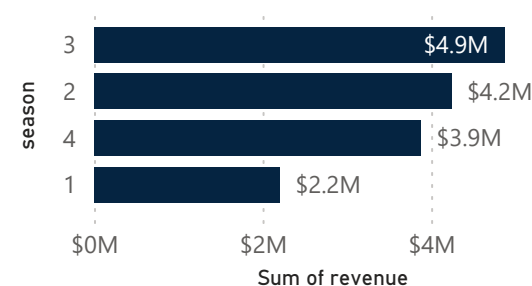
10.45M

## KPI over Time

Sum of riders Average of revenue Average of profit



## Revenue by Season



## Rider Demographic

