



Generic

Bike Shop

2021

2022

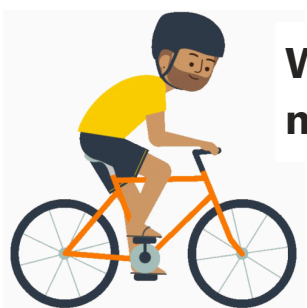
Sum of riders

1M



Profit Margin

45%



When are we making money?

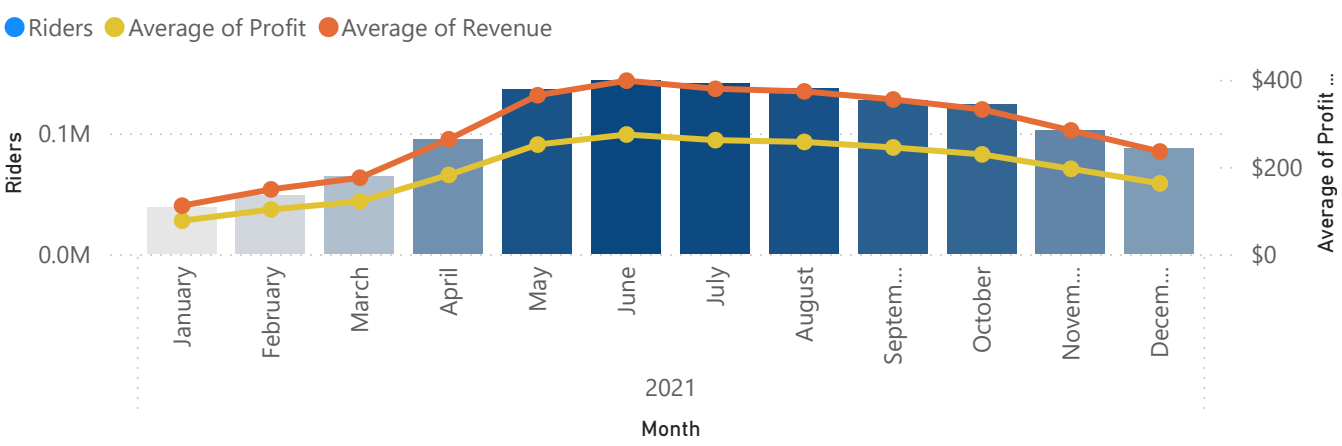
The table below displays hourly revenue data across a typical business week starting with Saturday. Earnings are noticeably higher in midday and early evening hours. Wednesday and Friday display remarkably higher sales, indicating variable profitability throughout the week.

hr	0	1	2	3	4	5	6
8	\$125	\$610	\$716	\$695	\$701	\$678	\$161
9	\$244	\$334	\$354	\$348	\$361	\$388	\$262
10	\$409	\$223	\$200	\$187	\$196	\$231	\$377
11	\$502	\$262	\$214	\$217	\$235	\$279	\$464
12	\$592	\$329	\$269	\$274	\$294	\$348	\$545
13	\$609	\$325	\$272	\$261	\$286	\$355	\$547
14	\$585	\$303	\$259	\$242	\$266	\$339	\$551
15	\$569	\$312	\$285	\$246	\$278	\$370	\$566
16	\$572	\$445	\$426	\$388	\$403	\$488	\$553
17	\$509	\$802	\$828	\$758	\$746	\$742	\$503
18	\$441	\$762	\$792	\$716	\$701	\$630	\$460
19	\$373	\$546	\$541	\$522	\$500	\$441	\$378
20	\$274	\$387	\$395	\$364	\$388	\$317	\$291

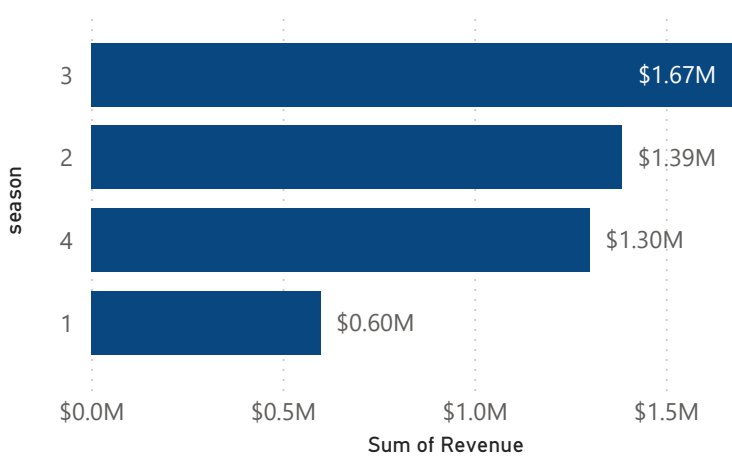
Sum of Revenue
\$5M

Sum of Profit
3.42M

KPI over Time



Sum of Revenue by season



Rider Demographic

