



# Elite Bike Shop

Year

2021

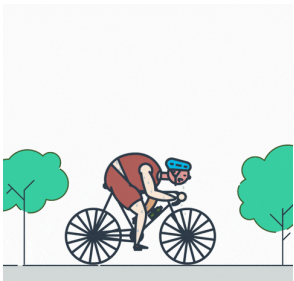
2022

Riders

3M

Profit Margin

0.45

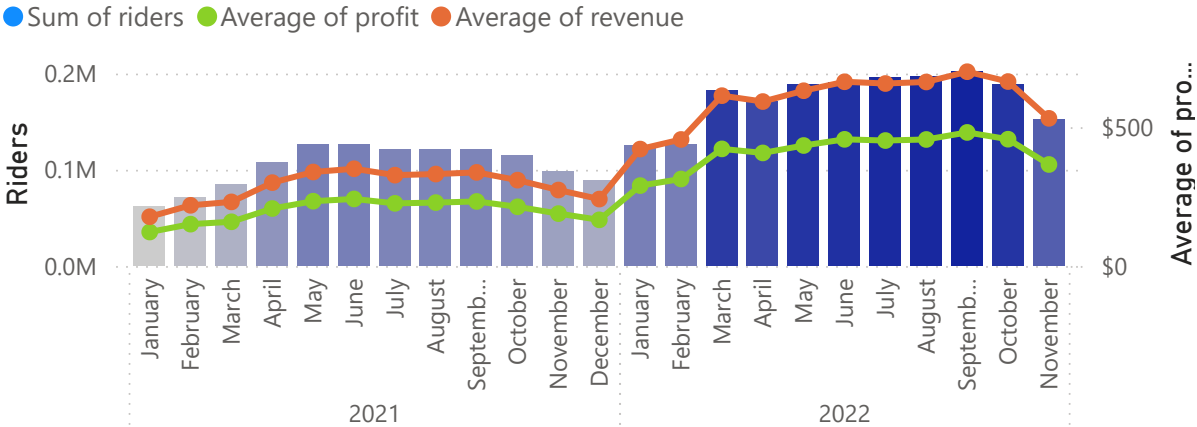


## When is the business making money?

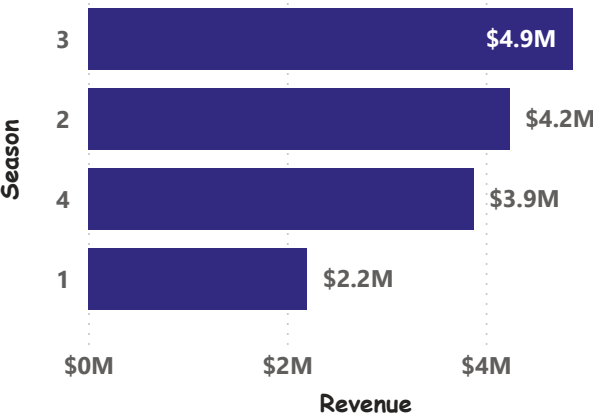
The table data below shows average hourly sales data across a week. Higher earnings are made in the evening during weekdays, particularly between 17 to 19 hours, while weekends have the highest earnings between 10 to 17 hours, implying that these are the most profitable times. This indicates variable 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

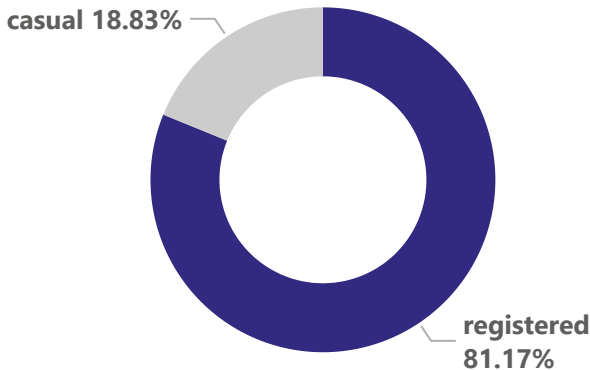
## KPI Over Time



## Revenue Generated by Season



## Rider Demographics



Year	Sum of riders	Sum of revenue	Sum of profit	Average of price
2021	1243103	\$4,959,981	\$3,418,533.3	3.99
2022	2049576	\$10,227,384	\$7,030,045.7	4.99
<b>Total</b>	<b>3292679</b>	<b>\$15,187,365</b>	<b>\$10,448,578.9</b>	<b>4.49</b>

### **Insights**

- Demand increased by 65% in 2022 despite a price increase of 25%
- More revenue was generated in 2022(\$10M), compared to 2021(\$5M)
- The most revenue is generated in Q3.
- Majority of the riders are registered members(81.17%).

### **Recommendations**

- Make a subtle price increase, somewhere between 5%-10%, but be flexible to adjust prices based on immediate customer feedback and sales data. This will enable the company to adopt an optimal price that increases overall profitability and maintains the same level of demand, if it does not increase it.
- Conduct further market research to understand customer satisfaction and the overall economic environment to get guidance on whether to follow through with the price increase or not.
- Consider adopting different pricing models for casual vs registered users since they may have different price sensitivities.
- The company could offer discounts during Q4 to drive more income generation during this period since Q4 notably had significantly less revenue earned compared to Q2 and Q3.