

Toman Bike Shop

Years

All

3.3M

Riders



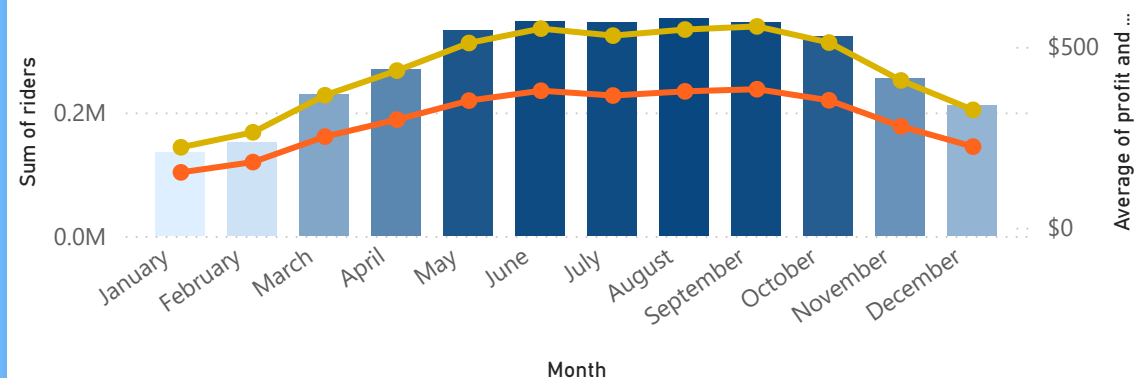
0.45

Profit margin



KPI over time

Sum of riders Average of profit Average of revenue



\$10.45M

Sum of profit

\$15.19M

Sum of revenue

Where are we making money?

The table depicts hourly sales across the week.

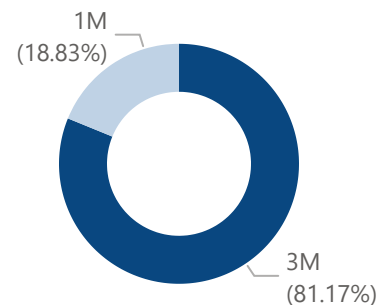
HOURLY PATTERNS

Revenue tends to peak in the afternoon and early evening on most days - particularly around 5 to 6 PM. Early morning hours tend to bring low revenue.

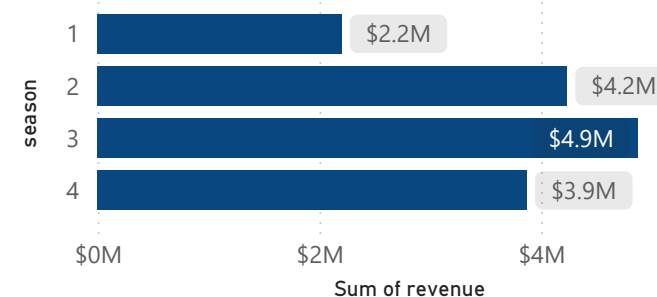
DAY OF THE WEEK PATTERNS

The profitability varies across the week, with days like Thursday and Friday on average as the busiest days.

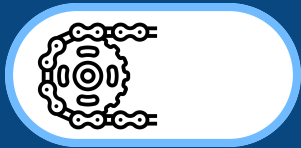
Rider demographics



Total revenue by season



hr	0	1	2	3	4	5	6
0	\$215.86	\$76.81	\$63.16	\$79.94	\$90.51	\$120.64	\$216.99
1	\$178.60	\$38.68	\$28.53	\$35.55	\$39.47	\$56.94	\$155.95
2	\$141.73	\$23.30	\$15.36	\$18.17	\$21.05	\$28.97	\$115.63
3	\$71.31	\$11.45	\$9.38	\$11.29	\$11.54	\$15.18	\$52.25
4	\$21.61	\$13.19	\$11.65	\$11.40	\$12.09	\$13.89	\$17.51
5	\$20.02	\$50.12	\$56.43	\$60.00	\$60.10	\$55.23	\$18.99
6	\$33.48	\$197.35	\$244.75	\$249.32	\$248.37	\$207.86	\$48.46
7	\$76.25	\$572.50	\$688.01	\$705.64	\$706.68	\$587.89	\$106.23
8	\$193.72	\$951.92	\$1,087.39	\$1,131.28	\$1,131.96	\$1,068.41	\$265.23
9	\$360.27	\$503.17	\$545.63	\$551.56	\$556.14	\$597.54	\$432.90
10	\$594.45	\$318.89	\$297.41	\$305.67	\$306.37	\$364.57	\$610.26



Years	Sum of profit	Sum of revenue	Sum of riders	Average of price
2021	\$3,418,533.25	\$4,959,980.97	1243103	3.99
2022	\$7,030,045.680000005	\$10,227,384.24	2049576	4.99
Total	\$10,448,578.930000001	\$15,187,365.21	3292679	4.49

Analysis

Between year 2021 and 2022 there was a 25% price increase, accompanied by a 64% increase in demand. This places PED at 2.56.

The demand increased significantly despite the price increase, suggesting a significant contribution of other factors in shaping sales.

Can we increase the prices?

Recommendation: conservative increase

The current demand response suggest that the company is still below the optimal price point.

Recommended strategy:

- Recommended incremental **5-10%** price increases
- Segmented pricing
- Track demand, conversion, customer feedback and competitor pricing
- Monitor external factors carefully
- Watch for tipping points - where demand starts to drop