

Toman Bike Shop

Years

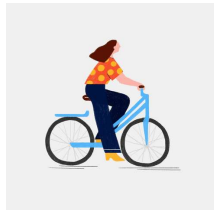
2021

2022

Sum of riders
3M



profit margin
0.45



When are we making money?

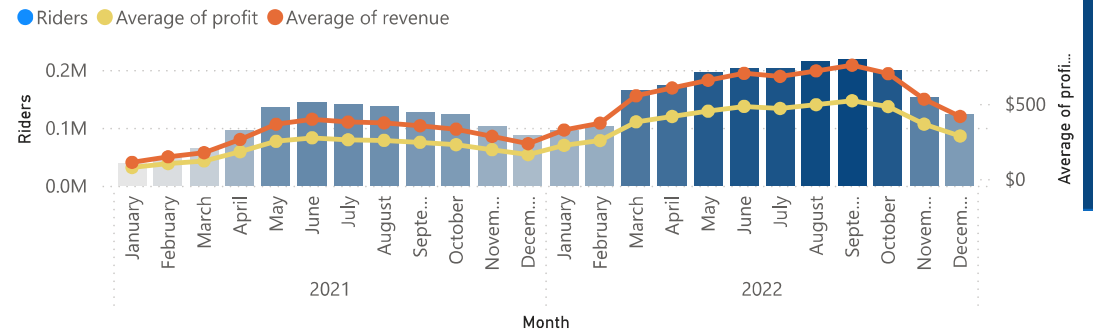
The table displays hourly sales data across a week, with higher earnings in midday and early evening hours, particularly around 10 to 15 hours, suggesting these are the most profitable times. Days like Wednesday and Friday show notably higher sales, indicating variable profitability across the week.

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

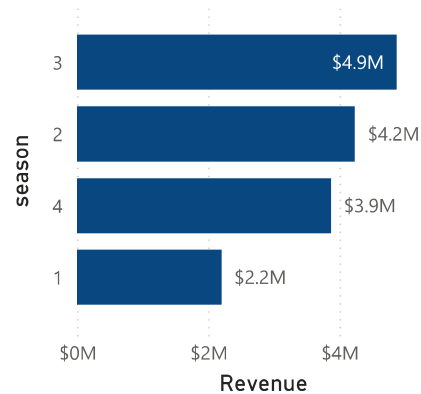
Revenue
\$15M

Profit
10.45M

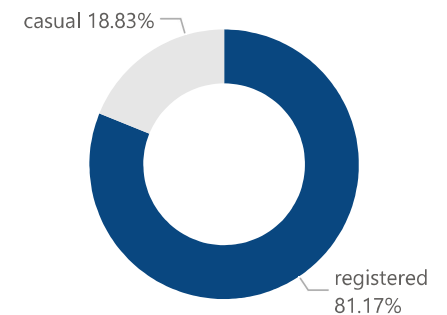
KPI over Time



Revenue by season



Sum of riders by rider_type



Years	Sum of riders	Sum of revenue	Sum of profit	Average of price
2021	1243103	\$49,59,981	34,18,533.25	3.99
2022	2049576	\$1,02,27,384	70,30,045.68	4.99
Total	3292679	\$1,51,87,365	1,04,48,578.93	4.49

FINAL REPORT



Recommendation:

By observing the data, we get to know that sales increased despite a rise in price from \$3.99 to \$4.99 from 2021 to 2022, defying general economics rules. Hence looking at this trend I conclude that we can go for a calculated price rise in the range of 10-15% for the year 2023. This is to avoid any drastic fall in consumer due to a sharp rise in prices and also to get the benefit of higher profits due to the rise in prices. Hence i suggest the same.

Strategy to follow:

Market Analysis: Conduct further market research to analyze the market sentiments to finetune the method of application.

Segmented pricing strategy: Can consider setting different prices for the casual and registered users to realize gains out of different price elasticities if that exists.

Feedback and Adjust: After application, monitor the situation to gauge out the immediate responses and follow it with suitable adjustments.

Email Requests

Request for Development of Toman Bike Share Dashboard

Dear Data Analyst

We need your expertise to develop a dashboard for "Toman Bike Share" that displays our key performance metrics for informed decision-making.

Requirements:

- Hourly Revenue Analysis
- Profit and Revenue Trends:
- Seasonal Revenue
- Rider Demographics

Design and Aesthetics: Use our company colors and ensure the dashboard is easy to navigate.

Data Source: Access to our databases will be provided. If no database, please create one

Deadline: We need a preliminary version ASAP.

Please provide an estimated timeline for completion and recommendation on raising prices next year

Best regards,