



# ABC Bike Shop

Check By Year

2021

2022

Sum of riders

3M



Profit Margin

69%



## When are we making money?

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

hour	0	1	2	3	4	5	6
8	\$133	\$655	\$748	\$778	\$779	\$735	\$182
9	\$248	\$346	\$375	\$379	\$383	\$411	\$298
10	\$409	\$219	\$205	\$210	\$211	\$251	\$420
11	\$499	\$258	\$233	\$243	\$253	\$299	\$524
12	\$590	\$328	\$290	\$309	\$317	\$378	\$597
13	\$592	\$325	\$291	\$296	\$313	\$384	\$614
14	\$574	\$305	\$267	\$272	\$282	\$364	\$607
15	\$559	\$320	\$296	\$290	\$313	\$401	\$607
16	\$561	\$450	\$455	\$435	\$457	\$526	\$580
17	\$504	\$793	\$863	\$815	\$841	\$781	\$530
18	\$430	\$761	\$820	\$787	\$801	\$668	\$462
19	\$355	\$544	\$561	\$569	\$572	\$480	\$379
20	\$265	\$382	\$401	\$409	\$428	\$339	\$285

Revenue

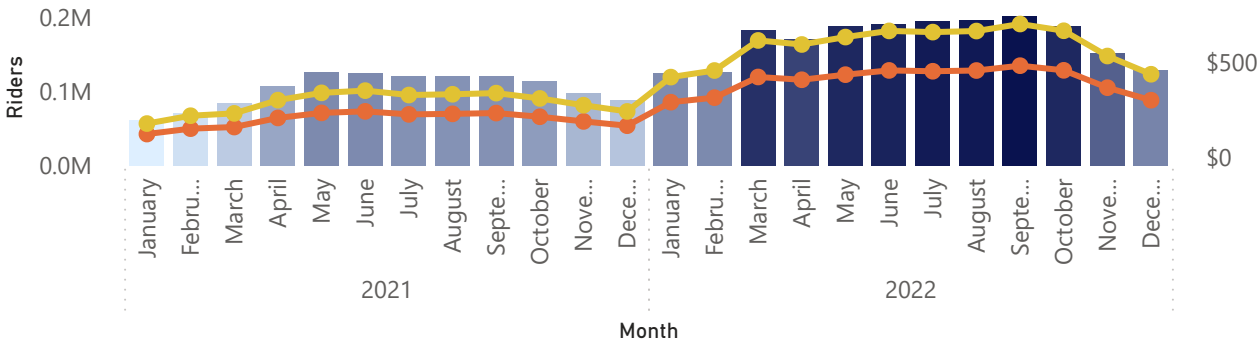
\$15M

Profit

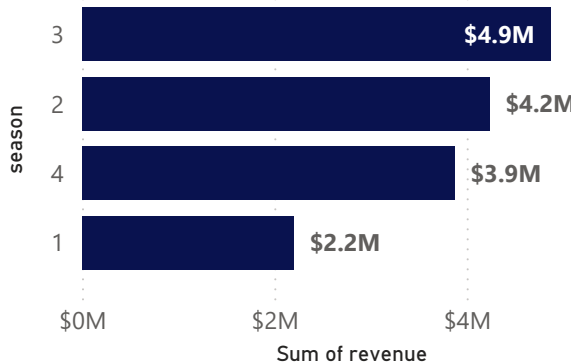
\$10M

## KPI over time

Sum of riders Average of profit Average of revenue



## Revenue by season



## Riders Demographics

