



Bicycle Shop

2021

2022

Sum of riders
487K

Profit Margin
45%

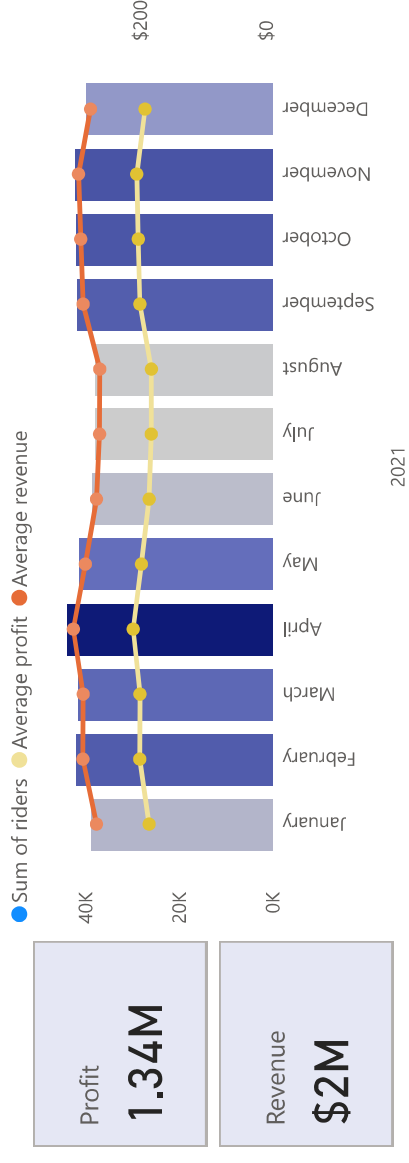


When are we making money ?

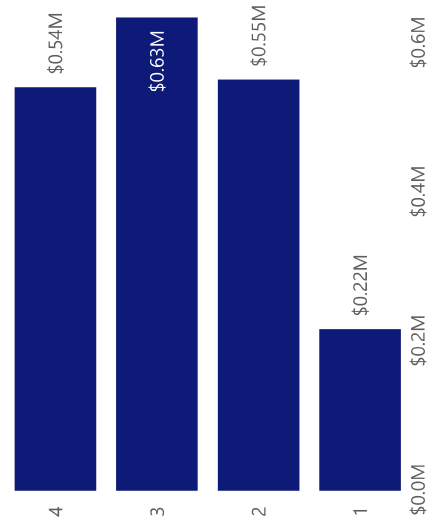
This table shows hourly sales data across a week with higher earnings around 10 to 17 hours. Days like Wednesday and Thursday shows the highest sales resulting in maximum profitability across the week.

hr	0	1	2	3	4	5	6
8	\$5,295	\$24,698	\$28,465	\$25,696	\$28,122	\$29,674	\$7,130
9	\$10,490	\$13,462	\$13,881	\$12,884	\$13,470	\$16,718	\$12,317
10	\$17,440	\$9,448	\$8,044	\$6,444	\$7,645	\$9,408	\$17,109
11	\$20,772	\$11,348	\$8,048	\$7,589	\$9,213	\$11,435	\$20,273
12	\$24,443	\$14,256	\$11,068	\$9,951	\$12,181	\$14,396	\$23,824
13	\$24,239	\$13,873	\$10,829	\$9,548	\$11,220	\$15,122	\$25,009
14	\$22,563	\$12,995	\$9,448	\$8,978	\$10,155	\$14,248	\$25,285
15	\$22,583	\$13,067	\$10,266	\$9,157	\$10,398	\$15,453	\$25,205
16	\$22,472	\$19,204	\$16,371	\$13,997	\$16,012	\$20,385	\$25,033
17	\$19,599	\$33,109	\$32,834	\$27,874	\$30,783	\$31,485	\$22,308
18	\$16,898	\$31,158	\$31,928	\$25,392	\$29,175	\$26,984	\$19,200
19	\$14,536	\$23,274	\$21,753	\$18,797	\$19,954	\$19,296	\$15,788
20	\$10,861	\$16,100	\$15,286	\$12,772	\$15,725	\$14,188	\$12,987
21	\$8,547	\$12,166	\$12,030	\$9,783	\$11,348	\$11,220	\$10,869

KPI over time



Revenue by season



Riders Demographic

