# Global Bike Shop

Clear

Total Riders
3M

Profit Margin
45%

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	193.7	951.9	1087.4	1131.3	1132.0	1068.4	265.2
9	360.3	503.2	545.6	551.6	556.1	597.5	432.9
10	594.4	318.9	297.4	305.7	306.4	364.6	610.3
11	724.6	375.6	338.3	352.6	367.2	434.4	761.2
12	857.1	476.5	422.1	449.4	461.3	549.3	867.7
13	859.9	472.3	422.5	430.9	454.6	558.0	892.3
14	834.7	442.9	387.6	395.2	410.0	529.8	881.7
15	812.5	465.8	430.6	421.5	455.7	583.5	882.5
16	815.7	653.9	662.0	632.5	663.9	764.6	843.6
17	732.2	1152.9	1254.2	1185.4	1222.3	1135.6	770.7
18	625.4	1105.4	1192.1	1143.7	1164.9	971.5	671.0
19	516.3	791.3	815.3	827.2	831.7	698.4	551.3
20	385.3	555.4	582.2	595.2	622.4	492.5	414.7

Revenue
15M

Profit
10M

KPI over Time

Riders ● Average of revenue ● Average of profit

Month

Revenue by Season

season: 4 — 457.6
season: 3 — 542.2
season: 2 — 480.4
season: 1 — 259.6

Average of revenue
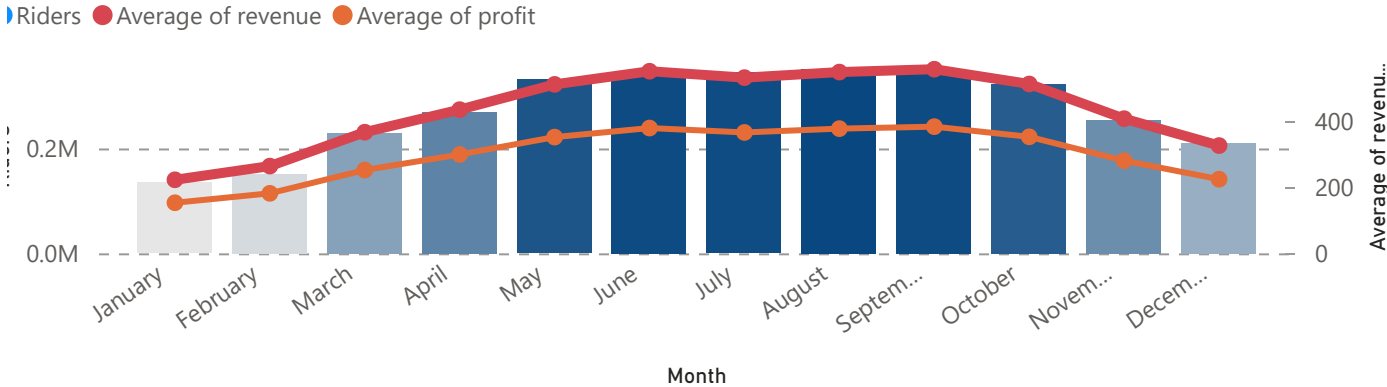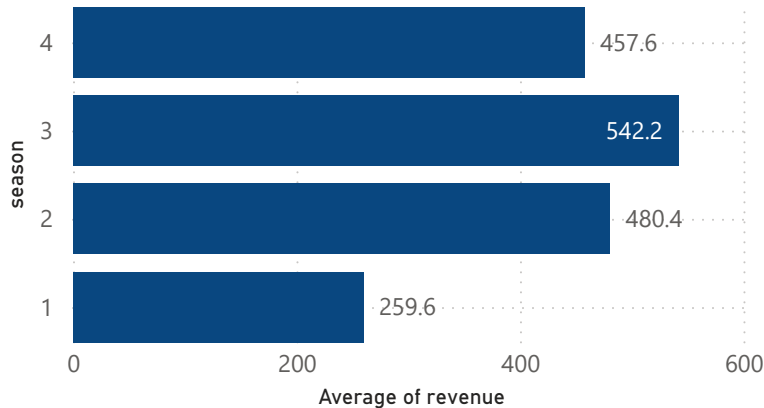
Key influencers

er Demographic

casual 18.83%

registered 81.17%
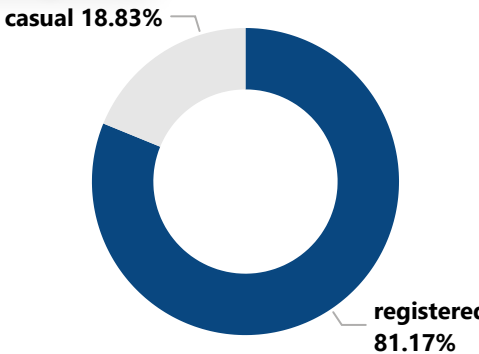
Recommendation

Conservative Increase: Considering the substantial increase last year, a more conservative increase might be prudent to avoid hitting a price ceiling where demand starts to drop. An increase in the range of 10-15% could test the market's response without risking a significant loss of customers.

Price Setting:
- If the price in 2022 was $4.99, a 10% increase would make the new price about $5.49.
- A 15% increase would set the price at approximately $5.74.

Recommended Strategy:

Market Analysis: Conduct further market research to understand customer satisfaction, potential competitive changes, and the overall economic environment. This can guide whether leaning towards the lower or higher end of the suggested increase.

Segmented Pricing Strategy: Consider different pricing for casual versus registered users, as they may have different price sensitivities.

Monitor and Adjust: Implement the new prices but be ready to adjust based on immediate customer feedback and sales data. Monitoring closely will allow you to fine-tune your pricing strategy without