

# TOMAN BIKE SHARE

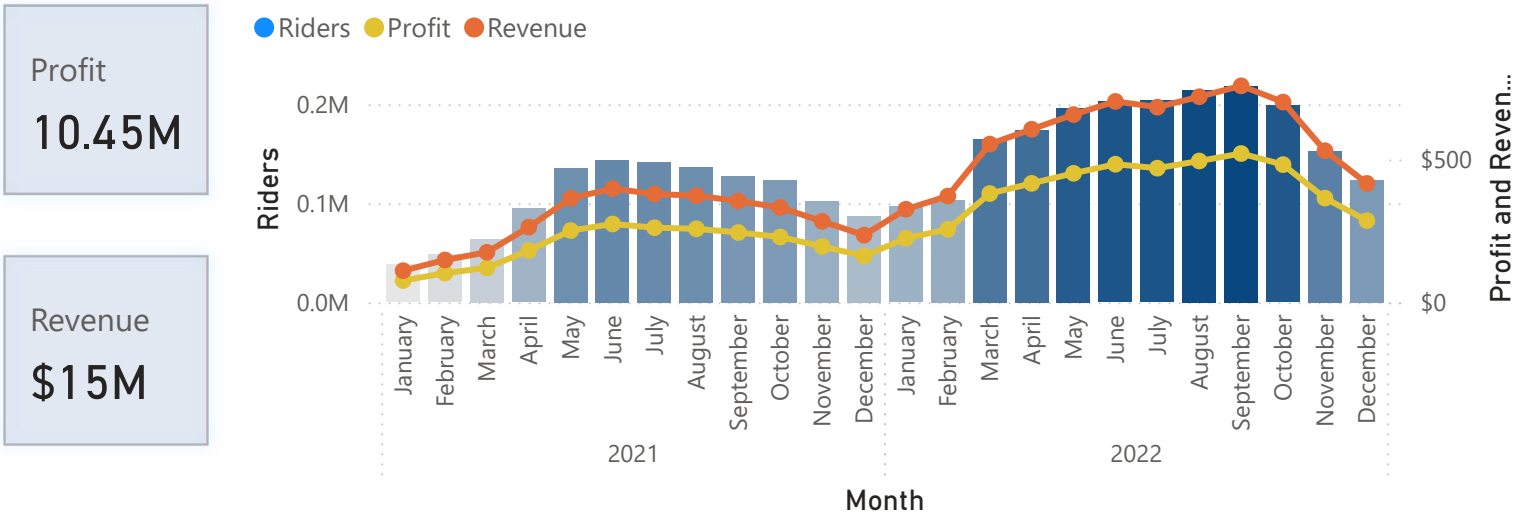


## When are We Making Money?

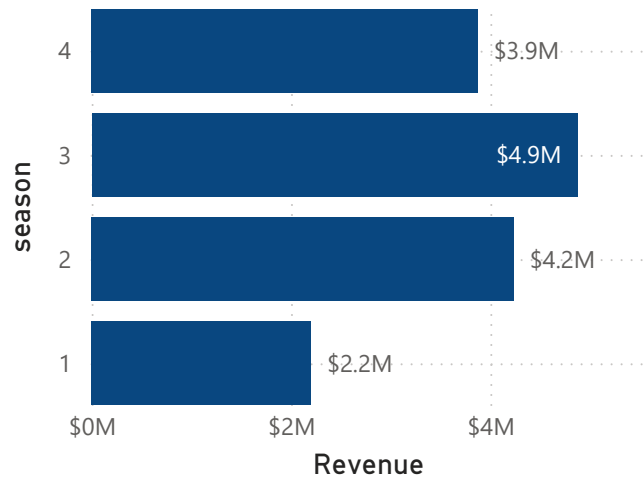
This table presents hourly sales data over a week, revealing peak earnings during midday and early evening hours, particularly between 10 AM and 3 PM. Notably, Wednesday and Friday stand out with significantly higher sales, indicating that these periods and days are the most profitable. This variability suggests strategic opportunities for optimizing operations and marketing efforts to maximize revenue.

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

Riders, Profit and Revenue by Year and Month



Revenue by season



Rider Demographic by rider\_type

