



Toman Bike Shop

2021	2022
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Riders
3M



Profit Margin
0.45



When are We Making Money?

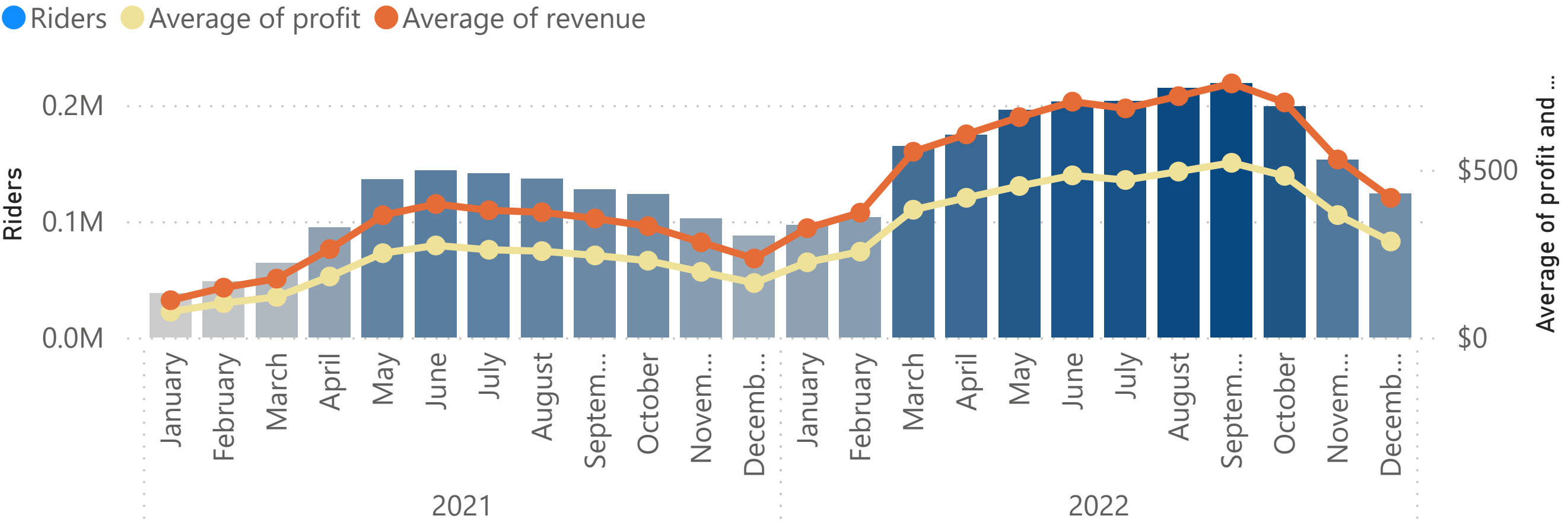
The analysis reveals a consistent **increase in revenue throughout the day**, with a significant **peak between 5-6 PM**. This pattern suggests that the bike shop experiences higher demand during the evening hours, likely due to commuter and recreational riders.

hr	0	1	2	3	4	5	6
0	\$216	\$77	\$63	\$80	\$91	\$121	\$217
1	\$179	\$39	\$29	\$36	\$39	\$57	\$156
2	\$142	\$23	\$15	\$18	\$21	\$29	\$116
3	\$71	\$11	\$9	\$11	\$12	\$15	\$52
4	\$22	\$13	\$12	\$11	\$12	\$14	\$18
5	\$20	\$50	\$56	\$60	\$60	\$55	\$19
6	\$33	\$197	\$245	\$249	\$248	\$208	\$48
7	\$76	\$573	\$688	\$706	\$707	\$588	\$106
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	\$421	\$455	\$552	\$892

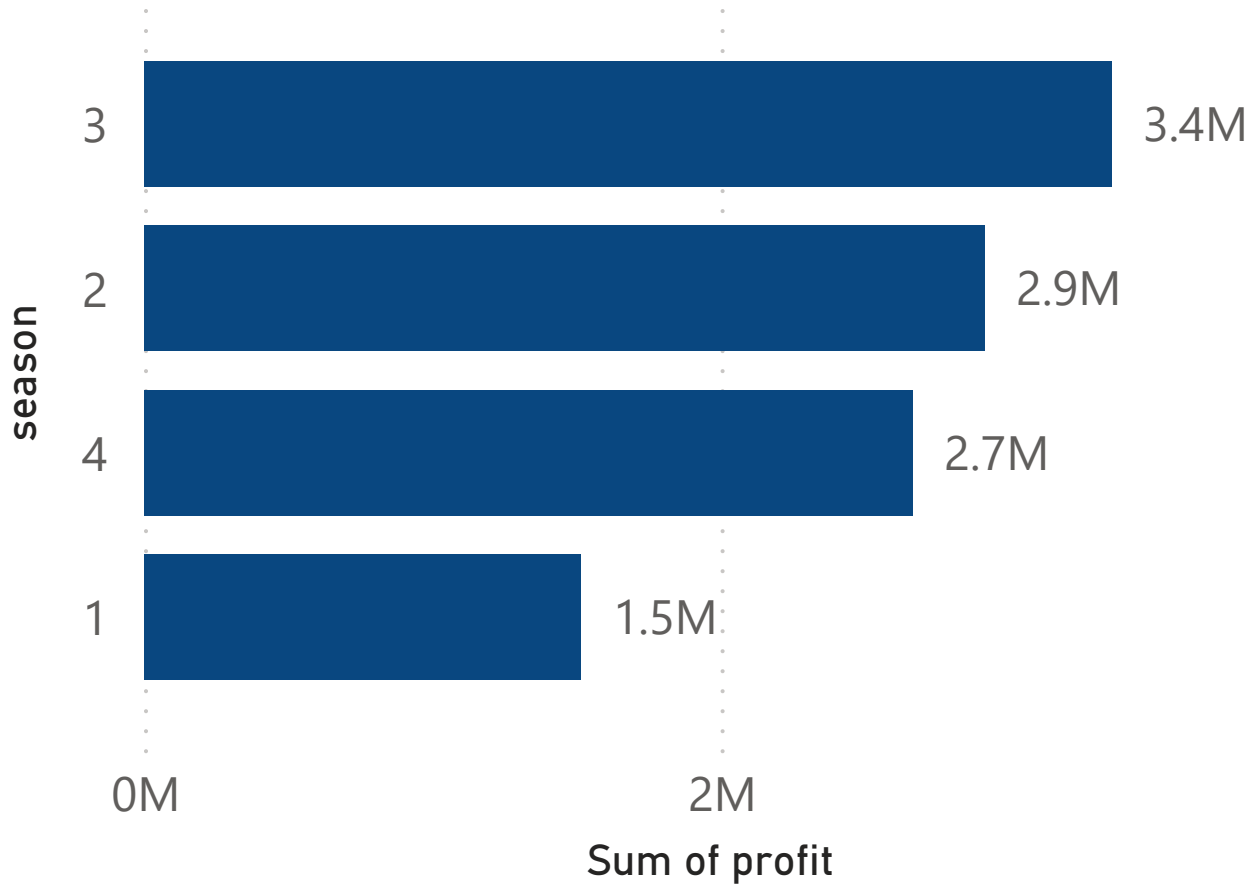
PROFIT
10.45M

REVENUE
\$15M

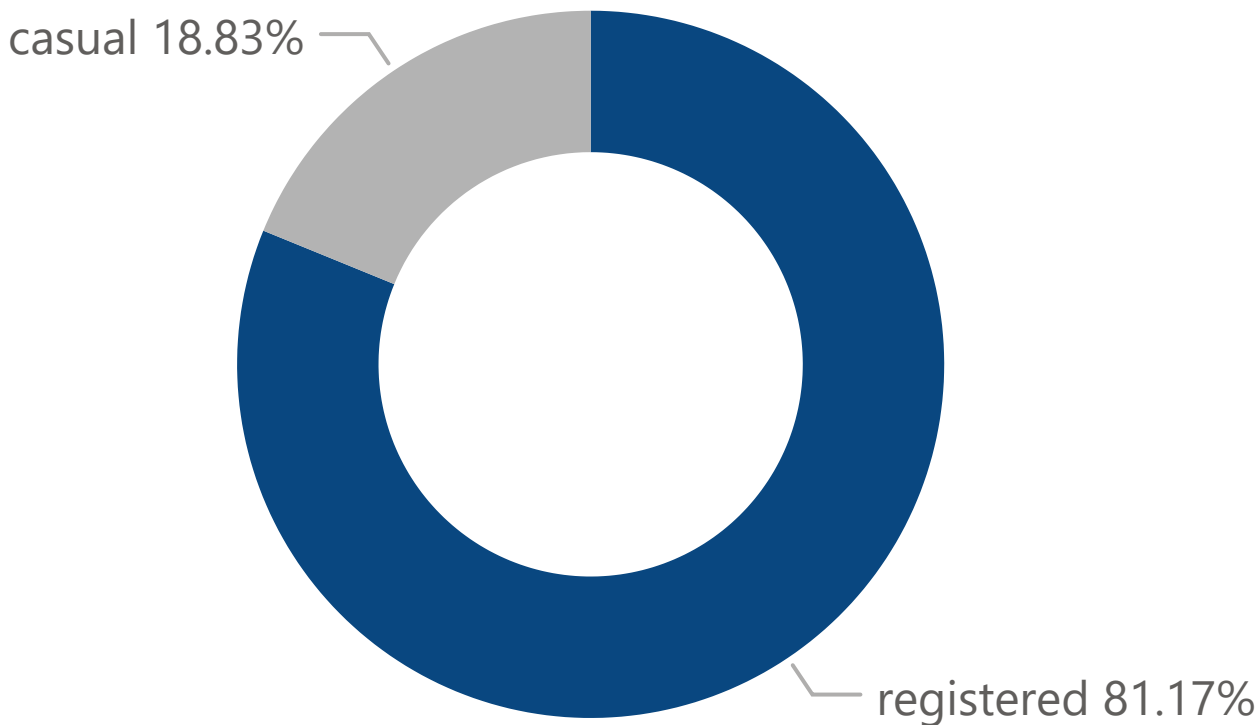
KPI over Time



Profit by Season



Riders Demographic



Years	Sum of riders	Sum of revenue	Sum of profit	Average of price
2021	1243103	\$4,959,981	3,418,533.25	3.99
2022	2049576	\$10,227,384	7,030,045.68	4.99
Total	3292679	\$15,187,365	10,448,578.93	4.49