

When are we making money?

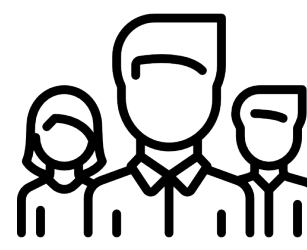
Year

2021

2022

Sum of riders

1M



Profit margin

0.45



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	\$125	\$610	\$716	\$695	\$701	\$678	\$161
9	\$244	\$334	\$354	\$348	\$361	\$388	\$262
10	\$409	\$223	\$200	\$187	\$196	\$231	\$377
11	\$502	\$262	\$214	\$217	\$235	\$279	\$464
12	\$592	\$329	\$269	\$274	\$294	\$348	\$545
13	\$609	\$325	\$272	\$261	\$286	\$355	\$547
14	\$585	\$303	\$259	\$242	\$266	\$339	\$551
15	\$569	\$312	\$285	\$246	\$278	\$370	\$566
16	\$572	\$445	\$426	\$388	\$403	\$488	\$553
17	\$509	\$802	\$828	\$758	\$746	\$742	\$503
18	\$441	\$762	\$792	\$716	\$701	\$630	\$460
19	\$373	\$546	\$541	\$522	\$500	\$441	\$378
20	\$274	\$387	\$395	\$364	\$388	\$317	\$291

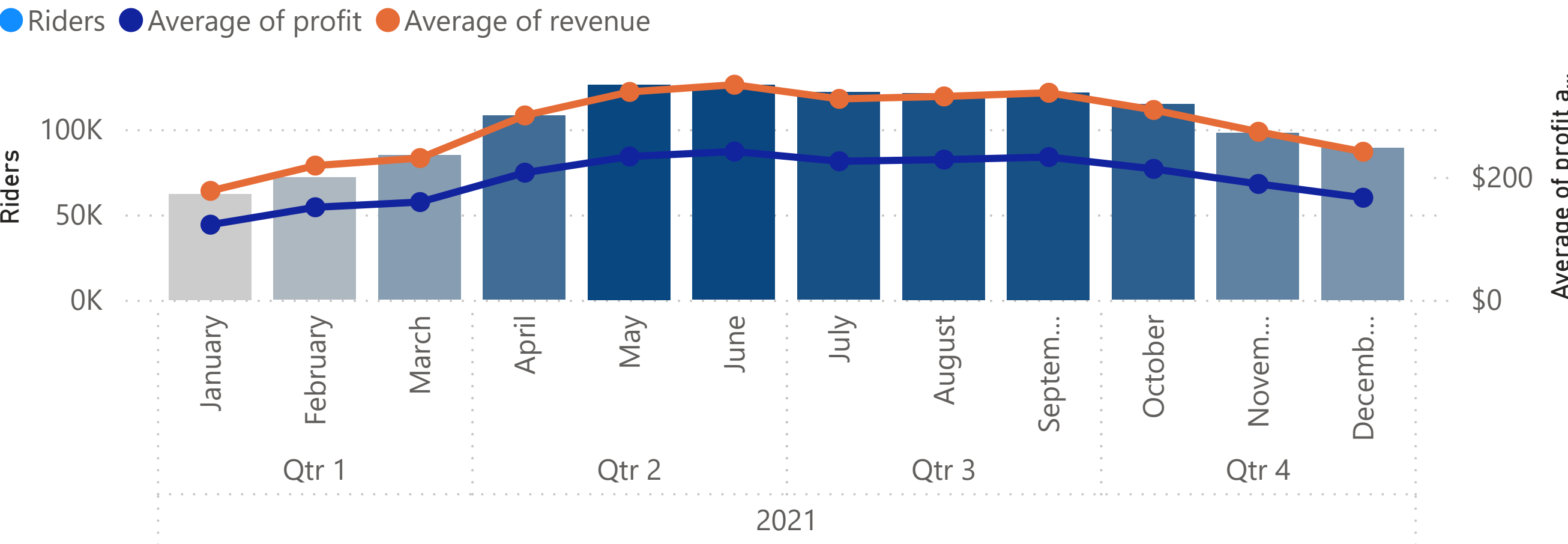
Sum of profit

3.42M

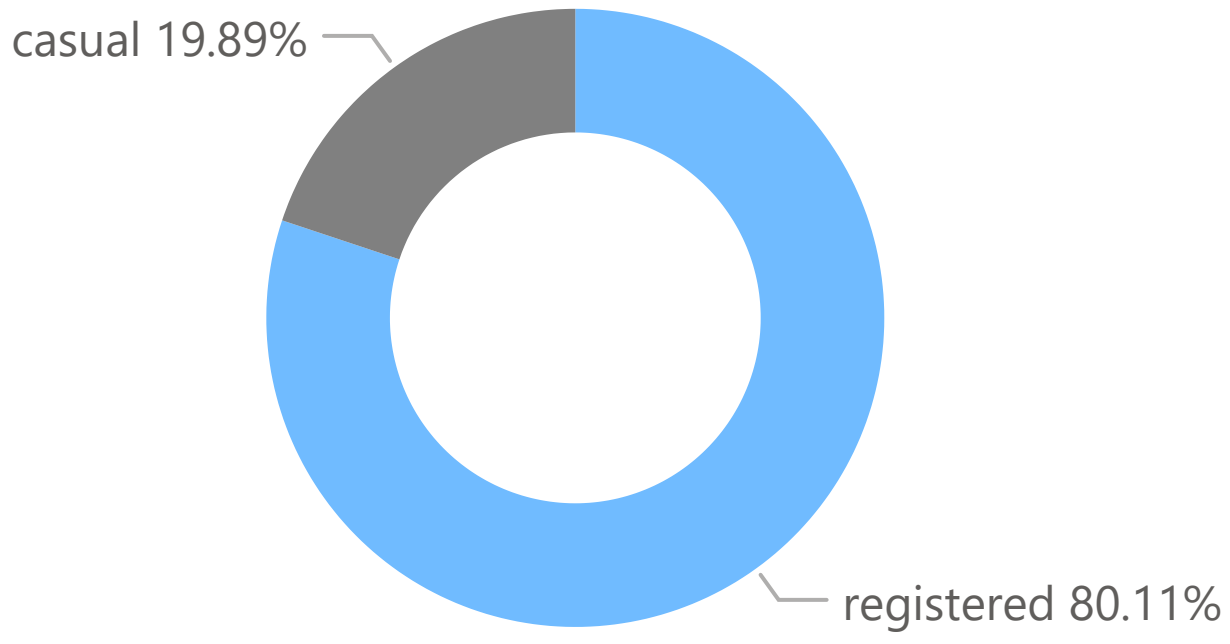
Sum of revenue

\$5M

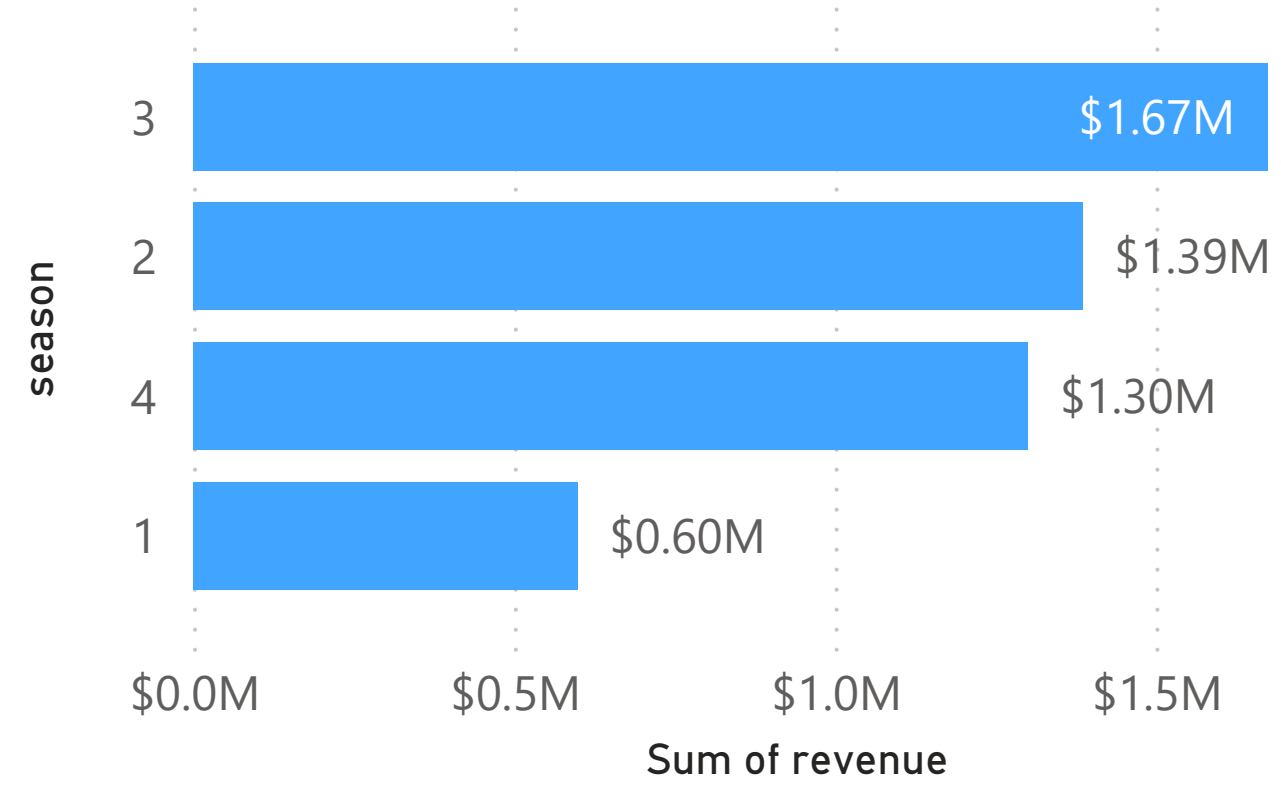
KPI Over Time



Rider demographic



Sum of revenue by season



Year	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