

Toman Bike Shop



When are we making money?

This 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	Sunday	Monday	Tuesday	Wednesd
8	\$40,681	\$198,000	\$221,828	\$235,3
9	\$75,657	\$104,659	\$111,308	\$114,7
10	\$124,834	\$66,328	\$60,672	\$63,5
11	\$152,160	\$78,130	\$69,011	\$73,3
12	\$179,986	\$99,117	\$86,943	\$93,4
13	\$180,575	\$98,241	\$87,880	\$89,6
14	\$175,281	\$92,116	\$80,621	\$82,1
15	\$170,615	\$96,895	\$89,565	\$87,6
16	\$171,307	\$136,014	\$137,690	\$131,5
17	\$153,763	\$239,814	\$260,882	\$246,5
18	\$131,344	\$229,929	\$247,948	\$235,6
19	\$108,413	\$164,584	\$169,573	\$170,3
20	\$80,903	\$115,528	\$121,099	\$122,6
Total	\$1,745,520	\$1,719,355	\$1,745,018	\$1,746,6

2021

2022

Total Number of Riders

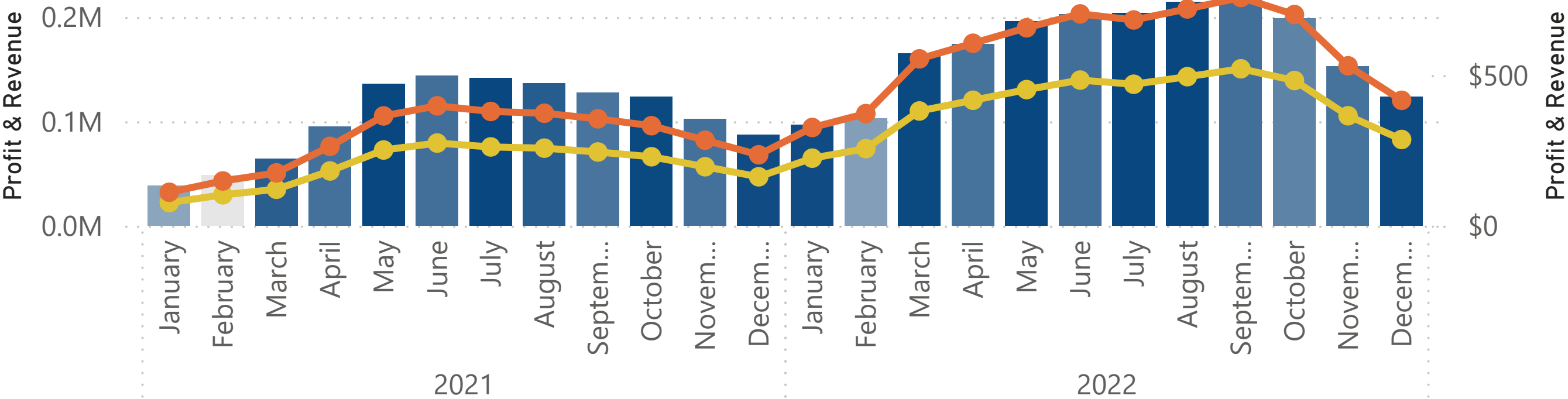
Profit Margin

3M

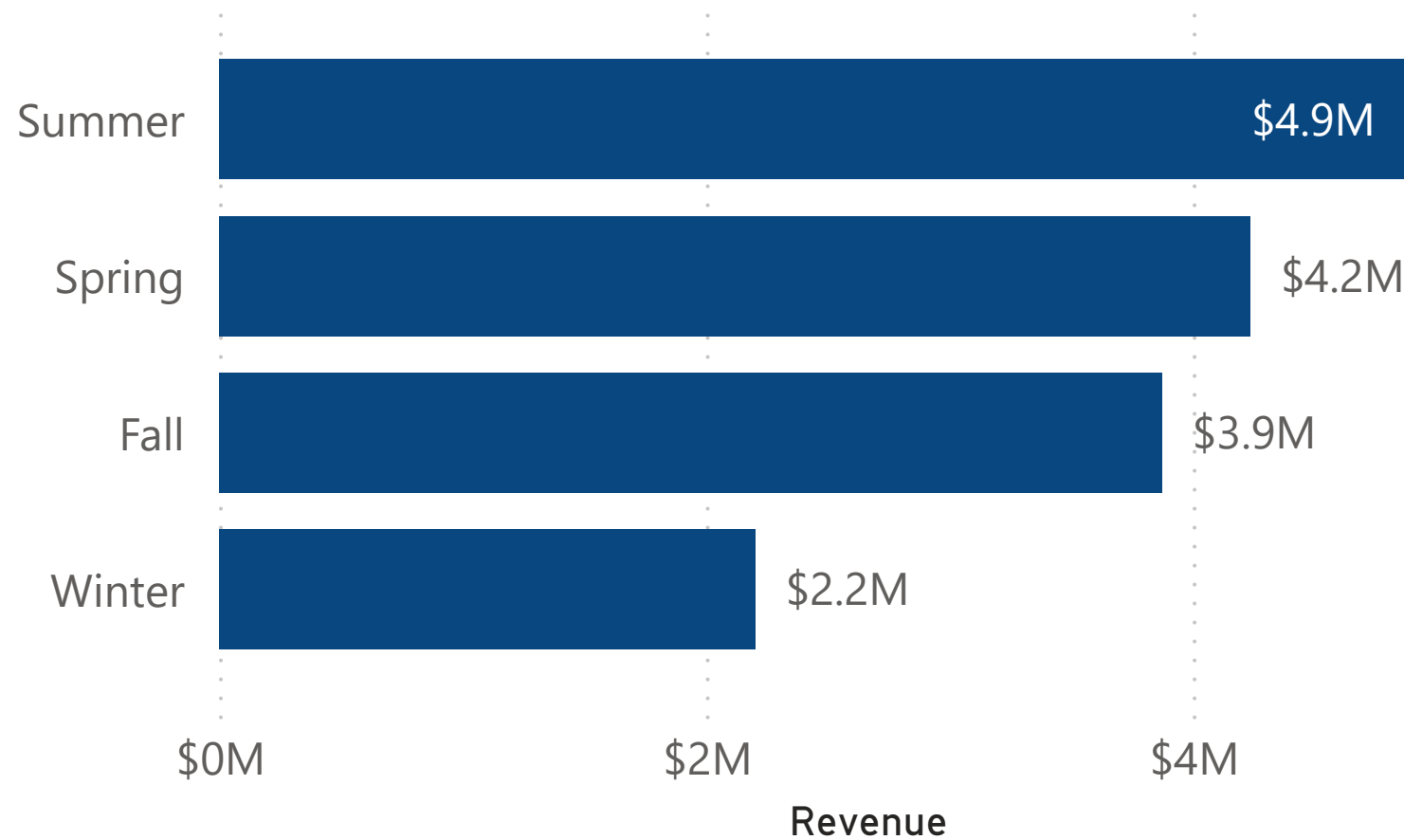
45.4%

KPI Over Time

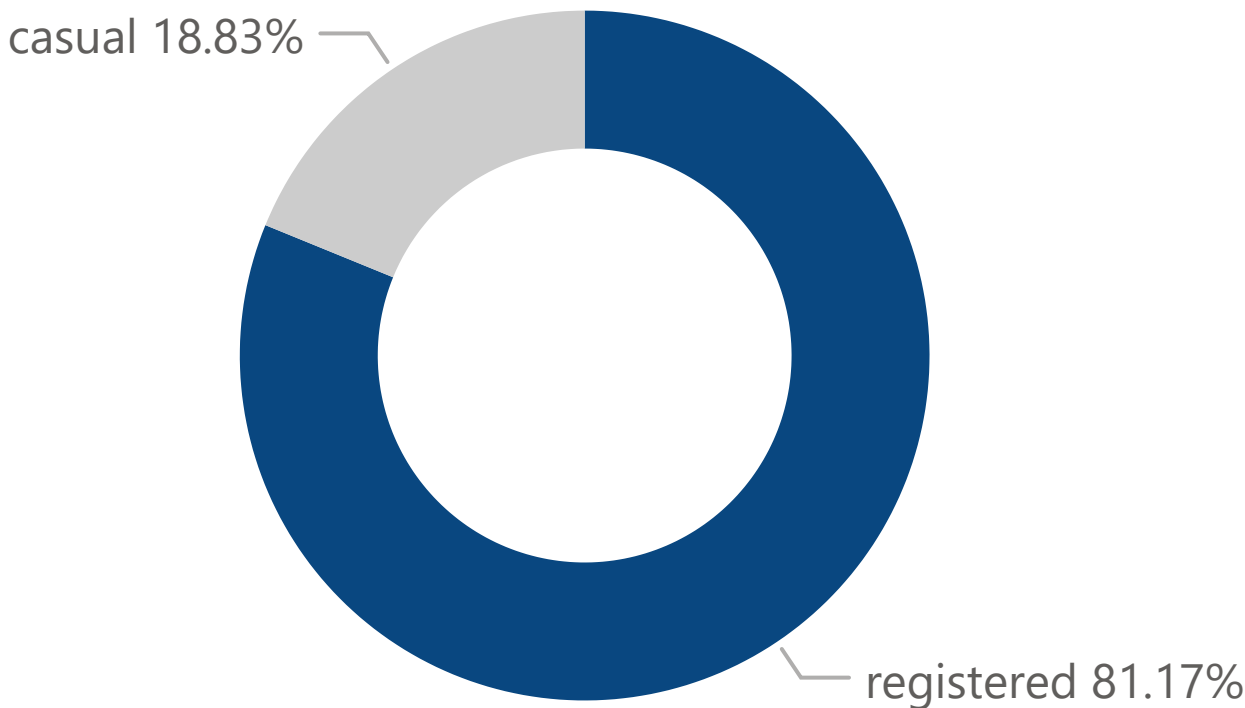
Riders Average of profit Average of revenue



Revenue by Season



Riders Demographic



Recommendation

Considering the increase last year, a more conservative increase might be crucial to avoid a hitting a price ceiling where demand starts to drop. An increase 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 ~\$5.74.

Recommended Strategy:

- Market Analysis: conduct further research to better 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.
- Pricing Strategy: consider different pricing for casual vs registered users, as they may have different price sensitivities.
- Monitor and Adjust: implement new prices but be ready to adjust based on immediate customer feedback and sales data. Monitoring will allow you to fine-tune your pricing strategy without committing to a price that might turn out to be too high.

Years	Sum of riders	Sum of revenue	Sum of profit	Average of price
2022	2049576	\$10,227,384	\$7,030,046	4.99
2021	1243103	\$4,959,981	\$3,418,533	3.99
Total	3292679	\$15,187,365	\$10,448,579	4.49

We saw a 25% price increase and a 64% increase in demand.