



Bike Shop Analysis

2021	2022
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Riders
3M



Profit Margin
0.45

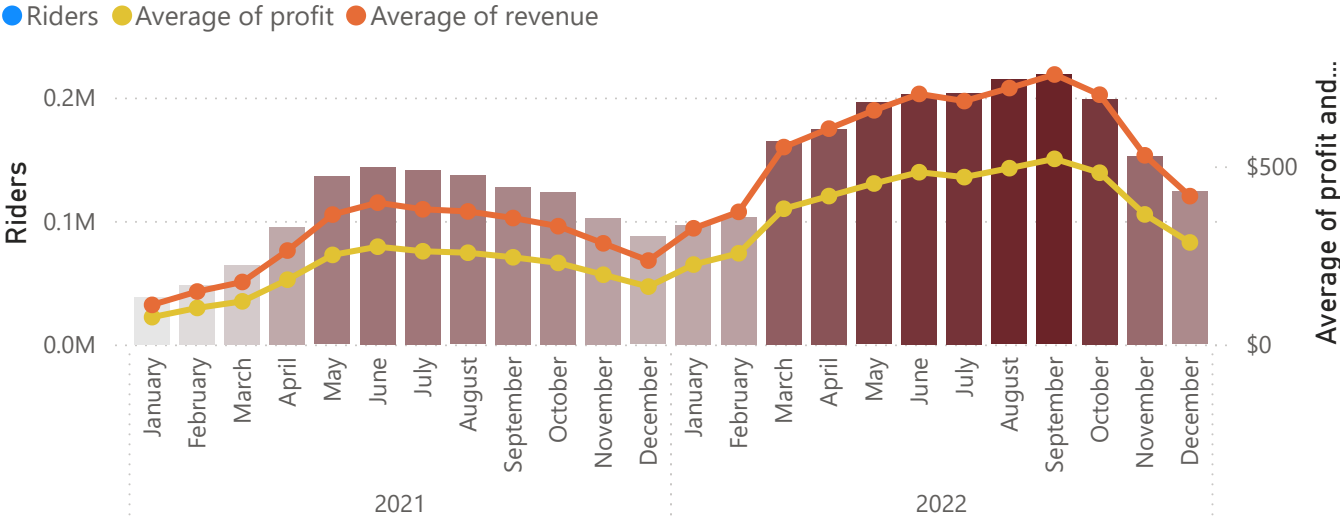
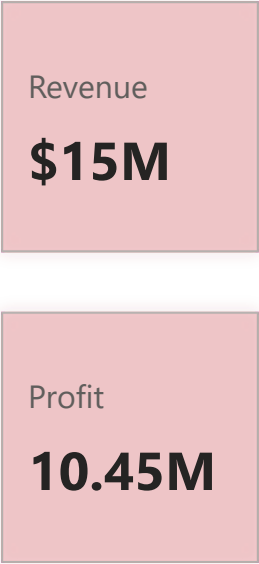


When are we making money?

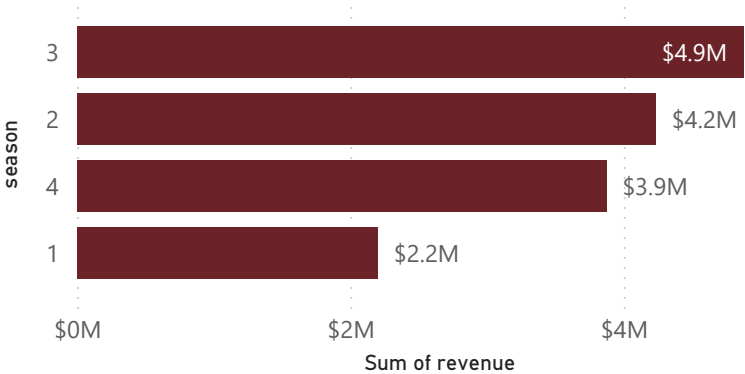
The table displays hourly sales data across a week, with higher earnings in midday and early evening hours, particularly around 10 to 15 hours, suggesting these are the most profitable times. Days like Wednesday and Friday show notably higher sales, indicating variable profitability across the week.

hr	0	1	2	3	4	5	6
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	\$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
21	\$292	\$399	\$426	\$451	\$457	\$391	\$358
22	\$215	\$264	\$303	\$333	\$339	\$338	\$321

KPI Over Time



Revenue By Season



Rider Demographic

