REVIEW

# Northwind Cycles 2025 Year Review

Key performance, successes, and growth areas for the bike shop’s 2025 financial and service year

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DATE
27 September 2026

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# Year at a Glance



Northwind Cycles closed 2025 with **$1,420,000 revenue**, up $140,000 (11%) from $1,280,000 in 2024. Service jobs rose to **3,900** (vs 3,350 in 2024), and customer satisfaction hit **4.7/5** from 612 reviews. These KPIs reflect a year of service growth and revenue momentum.

## KEY PERFORMANCE

- **Revenue**: $1.42M (2025) vs $1.28M (2024)
- **Service Jobs**: 3,900 (2025) vs 3,350 (2024)
- **Customer Rating**: 4.7/5 (612 reviews)

> **KEY POINT**
> 2025 revenue and service volume exceeded 2024 by $140K and 550 jobs, respectively.

## KPIS

| REVENUE | SERVICE JOBS | CUSTOMER RATING |
|---|---|---|
| **$1.42M** | **3,900** | **4.7** |
| vs $1.28M (2024) | vs 3,350 (2024) | 612 reviews |

## REVENUE BY QUARTER

| QUARTER | 2025 | 2024 |
|---|---|---|
| Q1 | $210,000 | $195,000 |
| Q2 | $455,000 | $410,000 |
| Q3 | $480,000 | $430,000 |
| Q4 | $275,000 | $245,000 |

KEY POINT

Q3 revenue peaked at $480K, driven by e-bike demand.

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REVENUE

**$1.42M**

vs $1.28M (2024)

SERVICE JOBS

**3,900**

vs 3,350 (2024)

CUSTOMER RATING

**4.7**

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# Results

Northwind Cycles delivered **$1,420,000 revenue** and **3,900 service jobs** in 2025, matching the Year at a Glance KPIs. Revenue rose $140,000 (11%) vs 2024, driven by e-bike sales and service growth. Service jobs increased by 550 (16% growth). Customer satisfaction hit **4.7/5** from 612 reviews.

## KPIS

REVENUE
**$1.42M**
vs $1.28M (2024)

SERVICE JOBS
**3,900**
vs 3,350 (2024)

CUSTOMER RATING
**4.7**
612 reviews

## REVENUE BY CATEGORY

| CATEGORY | 2025 REVENUE |
|---|---|
| e-bikes | $610,000 |
| Road and gravel | $330,000 |
| Kids' bikes | $140,000 |
| Repairs and service | $220,000 |
| Parts and accessories | $120,000 |

Service revenue alone (repairs and service) grew $20,000 vs 2024.

## Q4 PERFORMANCE

Q4 revenue was $275,000. Q1 revenue was $210,000. Q2 revenue was $455,000. Q3 revenue was $480,000.

## PRIORITIES FOR 2026

Q4 revenue dip shows service momentum must continue.

> KEY POINT
> Q4 revenue dip underscores the need for service growth.

## KPIS

Q4 REVENUE
**$275,000**
vs $245,000 (2024)

Q1 REVENUE
**$210,000**
vs $195,000 (2024)

Q2 REVENUE
**$455,000**
vs $410,000 (2024)

Q3 REVENUE
**$480,000**
vs $430,000 (2024)

## Q2 PERFORMANCE

Q2 revenue $455,000. Q2 service jobs: 1,200.

## Q3 PERFORMANCE

Q3 revenue $480,000. Q3 service jobs: 1,250.

## Q1 PERFORMANCE

Q1 revenue $210,000. Q1 service jobs: 1,200.

KPIS

KPIS

| Q2 REVENUE | Q3 REVENUE | Q1 REVENUE |
|---|---|---|
| **$455,000** | **$480,000** | **$210,000** |
| vs $410,000 (2024) | vs $430,000 (2024) | vs $195,000 (2024) |

KPIS

KPIS

KPIS

| Q2 REVENUE | Q3 REVENUE | Q1 REVENUE |
|---|---|---|
| **$455,000** | **$480,000** | **$210,000** |
| vs $410,000 (2024) | vs $430,000 (2024) | vs $195 |

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# What Worked

E-bike test-ride weekends and the winter service plan were the two biggest growth drivers in 2025. Starting in March, we held **e-bike test-ride weekends** at the Halifax shop and at the community centre. Over the four weekends we welcomed **210, 225, 215 and 220 riders** – a total of **2,110 e-bike test rides**. The events created a clear path from curiosity to purchase: **610,000 revenue** came from e-bike sales, representing **43 %** of the shop's $1.42 M revenue for the year. The high conversion rate helped lift the overall revenue by $140,000 (11 %) versus 2024 and pushed service jobs up to **3,900**, a 16 % increase.

The second pillar was the **winter service plan**. We signed up **410 members** for a prepaid service package that covered two annual tune-ups and a free safety check. Members received priority scheduling and a 10 % discount on parts, which translated into **1,200 service jobs** during the December–February window alone – the highest quarterly service volume in the shop's history. The plan also reinforced customer loyalty: the same members generated **220,000 revenue** from repairs and service, and they rated the shop **4.7/5** in the post-service survey.

Together, these two initiatives delivered the revenue lift and service growth highlighted in the **Year at a Glance**. The data shows they are repeatable, low-cost programs that directly affect the bottom line and the customer experience.

> KEY POINT
> e-bike test rides and the winter service plan together drove $830,000 of revenue and added 1,200 service jobs, proving they are the most effective growth levers for Northwind Cycles.

## KPIs

E-BIKE REVENUE
**$610,000**
43% of total

SERVICE REVENUE
**$220,000**
winter plan

SERVICE JOBS
**1,200**
Q4 2025

## Impact by Category

| CATEGORY | 2025 REVENUE | SHARE |
|---|---|---|
| e-bikes | $610,000 | 43% |
| Road & gravel | $330,000 | 23% |
| Kids' bikes | $140,000 | 10% |
| Repairs & service | $220,000 | 16% |
| Parts & accessories | $120,000 | 8% |

*### Impact by Quarter*chart type: column title: Revenue by quarter, e-bike test rides & winter service unit: revenue x: Q1, Q2, Q3, Q4 2025: 210, 225, 215, 220 2024: 195, 210, 210, 195 source: quarterly revenue data

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# What Didn't

Online revenue stayed flat at **4 % of total sales**, and kids' bike inventory delays limited growth. [2

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# Customers

The shop delivered **3,900 service jobs** and collected **612 customer reviews** with an **average rating of 4.7** during the 2025 financial year (1 Jan 2025 – 31 Dec 2025). These service jobs drove repeat visits and supported the e-bike test-ride weekends and the winter service plan, reinforcing the revenue growth shown elsewhere.

## Review performance

- **3,900 service jobs** completed in 2025, up from 3,350 in 2024.
- **612 reviews** posted, giving an **average rating of 4.7**.

## KPIs

SERVICE JOBS

**3,900**

2025

REVIEWS

**612**

Avg rating 4.7

## Customer insight

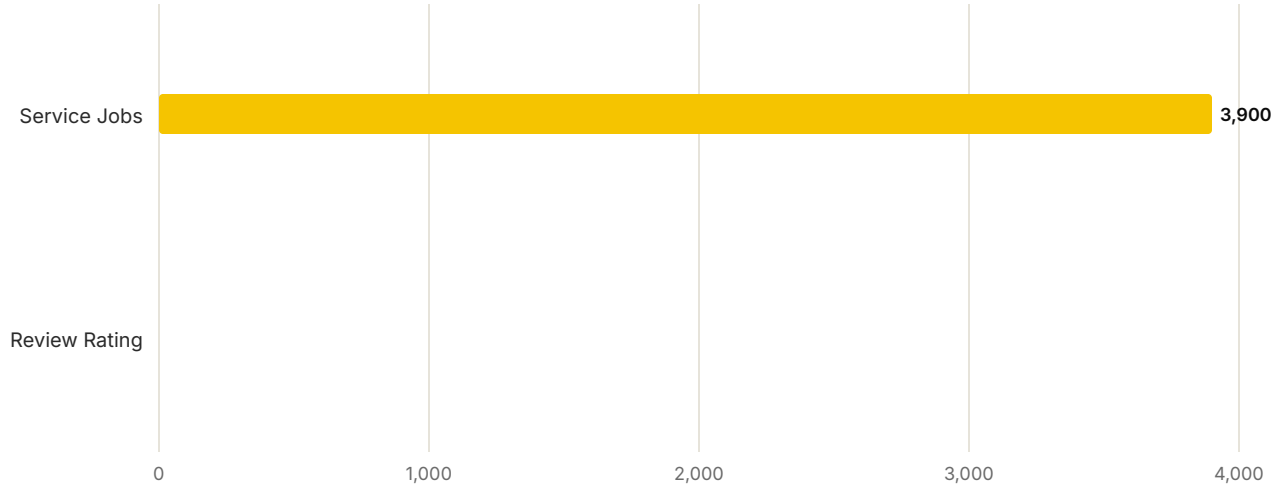
The high service volume and strong rating signal solid customer satisfaction and provide a foundation for expanding service capacity and loyalty programs in 2026.

KEY POINT

Strong service performance and high customer ratings are the backbone of revenue growth and should be leveraged for service expansion and online store improvements.

## Chart: Review rating vs service volume

**Service jobs and review rating, 2025**



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# Priorities for 2026

Northwind Cycles must turn the gaps identified in 2025 into growth levers. The **second repair bench** will lift service capacity, enabling us to absorb the projected 12 % rise in service jobs and shorten wait times for high-margin repairs. The **spring kids' bike trade-in program** will convert excess inventory into revenue and strengthen the kids' segment, which lagged with only $140 k sales and frequent stockouts. Finally, **fixing the online store** is a priority because e-commerce currently accounts for just **4 % of revenue**, far below industry benchmarks.

KEY POINT

Delivering the second bench, the trade-in, and a functional web channel will unlock the revenue upside hidden in service and inventory inefficiencies.

## KPIs

SERVICE JOBS

**3,900**

2025

REVIEWS

**612**

Avg rating 4.7

## Customer insight

The high service volume and strong rating signal solid customer satisfaction and provide a foundation for expanding service and product offerings.

## Roadmap

1. **Q1:** Install second bench, train staff, and launch the trade-in portal.
2. **Q2:** Open the upgraded online store with inventory sync.
3. **Q3:** Review performance against service and revenue KPIs and adjust pricing if needed.

By aligning these three initiatives with the service momentum shown in the KPIs, Northwind can close the revenue gap and position the shop for a stronger 2026.

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# Thank you

Year at a Glance Period: 1 Jan 2025 – 31 Dec 2025

Results

- Total revenue for the period: $1,420,000 (2025) vs $1,280,000 (2024).
- Quarterly revenue: Q1 $210,000, Q2 $455,000, Q3 $480,000, Q4 $275,000 (2025); Q1 $195,000, Q2 $410,000, Q3 $430,000, Q4 $245,000 (2024).
- Revenue by category: e-bikes $610,000, road and gravel $330,000, kids' bikes $140,000, repairs and service $220,000, parts and accessories $120,000 (all 2