

⚠ DEMONSTRATION REPORT - SYNTHETIC DATA

This report was generated using synthetic example data for demonstration purposes only. All figures, metrics, and insights are illustrative and do not represent any real company or actual business performance.

January 14, 2026

Product Category Analysis - Clean Metrics Studio

Product Category Deep-Dive

Luxe Gemstone Co. - Category, Material & Style Performance Analysis | FY 2025

Category Performance Matrix

Category	Revenue	Share	Units	Orders	AOV
Engagement Rings	\$3,541,716,185	37.4%	170,004	144,114	\$24,575.80
Fine Watches	\$2,325,272,266	24.5%	75,178	63,735	\$36,483.44
Necklaces	\$1,054,600,833	11.1%	150,589	127,574	\$8,266.58
Earrings	\$827,385,155	8.7%	160,346	136,045	\$6,081.70
Bracelets	\$712,279,384	7.5%	112,656	95,508	\$7,457.80
Wedding Bands	\$655,607,616	6.9%	141,303	119,883	\$5,468.73
Mens Jewelry	\$277,297,769	2.9%	75,804	64,232	\$4,317.13
	\$82,226,907	0.9%	57,792	48,909	\$1,681.22

**Gifts &
Accessories**

Top 20 Product Subcategories

Category	Subcategory	Revenue	Orders	AOV
Engagement Rings	Solitaire	\$715,907,441	29,117	\$24,587.27
Engagement Rings	Halo	\$712,471,613	28,713	\$24,813.56
Engagement Rings	Vintage	\$706,457,807	28,911	\$24,435.61
Engagement Rings	Pavé	\$703,533,776	28,584	\$24,612.85
Engagement Rings	Three-Stone	\$703,345,549	28,789	\$24,431.05
Fine Watches	Diamond	\$468,144,567	12,743	\$36,737.39
Fine Watches	Classic	\$467,009,129	12,760	\$36,599.46
Fine Watches	Dress	\$464,761,190	12,693	\$36,615.55
Fine Watches	Sport	\$464,249,136	12,755	\$36,397.42
Fine Watches	Limited Edition	\$461,108,244	12,784	\$36,069.17
Necklaces	Pendant	\$212,724,864	25,784	\$8,250.27
Necklaces	Choker	\$211,777,909	25,595	\$8,274.19
Necklaces	Layering	\$211,107,843	25,435	\$8,299.90
Necklaces	Chain	\$210,014,253	25,413	\$8,264.05
Necklaces	Statement	\$208,975,964	25,347	\$8,244.60
Earrings	Chandelier	\$167,794,630	27,430	\$6,117.19

Earrings	Drop	\$165,652,441	27,294	\$6,069.19
Earrings	Huggie	\$165,180,533	27,055	\$6,105.36
Earrings	Hoops	\$164,888,994	27,215	\$6,058.75
Earrings	Studs	\$163,868,557	27,051	\$6,057.76

Category Insights

- **Engagement Rings:** Highest AOV category at \$24,576 - key driver of premium revenue
- **Fine Watches:** Smallest volume but highest individual ticket items - opportunity for focused marketing
- **Earrings Dominance:** Most ordered category with broad appeal across segments
- **Gifts & Accessories:** Entry-point category driving new customer acquisition

Metal Type Performance

Metal Type	Revenue	Orders	AOV	Share
18K Yellow Gold	\$2,149,482,040	169,542	\$12,678.17	22.7%
18K White Gold	\$2,134,472,783	168,806	\$12,644.53	22.5%
Platinum	\$2,122,324,409	168,613	\$12,586.96	22.4%
18K Rose Gold	\$1,009,707,752	59,660	\$16,924.37	10.7%
14K Gold	\$784,748,836	120,646	\$6,504.56	8.3%
Stainless Steel	\$464,879,849	12,760	\$36,432.59	4.9%

Two-Tone	\$460,979,372	12,689	\$36,329.05	4.9%
Sterling Silver	\$267,564,169	38,375	\$6,972.36	2.8%

Stone Type Performance

Stone Type	Revenue	Orders	AOV	Share
Diamond	\$3,173,717,821	214,078	\$14,825.05	33.5%
Moissanite	\$1,184,732,963	48,114	\$24,623.46	12.5%
Lab Diamond	\$1,178,731,245	47,855	\$24,631.31	12.4%
Sapphire	\$733,203,923	111,943	\$6,549.80	7.7%
Ruby	\$354,407,136	45,143	\$7,850.77	3.7%
Emerald	\$342,532,223	48,503	\$7,062.08	3.6%
Pearl	\$341,985,960	48,778	\$7,011.07	3.6%
Onyx	\$90,948,328	21,008	\$4,329.22	1.0%

Material Trends

- Yellow Gold Resurgence:** 18K Yellow Gold shows strong performance, aligning with luxury fashion trends
- Platinum Premium:** Highest AOV metal type, preferred for engagement and heirloom pieces
- Lab Diamond Growth:** Increasing market share as sustainability-conscious consumers adopt alternatives
- Pearl Renaissance:** Strong performance in necklaces and earrings categories

Report prepared by **Clean Metrics Studio** | January 2026

Confidential - For Internal Use Only