

⚠ DEMONSTRATION REPORT - SYNTHETIC DATA

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January 14, 2026

Monthly Executive Summary - Clean Metrics Studio

Monthly Executive Summary

Luxe Gemstone Co. - E-Commerce Performance Analysis | January - December 2025

Key Performance Indicators

\$9476.4M

TOTAL REVENUE

+18.4% YoY

800,000

TOTAL ORDERS

+12.7% YoY

\$11,845

AVG ORDER VALUE

+5.2% YoY

119,533

UNIQUE CUSTOMERS

+22.1% YoY

58

NET PROMOTER SCORE

+8 pts YoY

25.0%

GIFT ORDERS

+3.2% YoY

\$6,421

MEDIAN ORDER VALUE

+4.8% YoY

4.0%

RETURN RATE

-0.8% YoY

Quarterly Performance Trend

Quarter	Revenue	Orders	AOV	Unique Customers
2025Q1	\$2,169,280,431	183,463	\$11,824.08	89,920
2025Q2	\$2,524,661,201	213,118	\$11,846.31	95,380
2025Q3	\$2,058,383,942	173,571	\$11,859.03	87,505
2025Q4	\$2,724,060,542	229,848	\$11,851.57	98,096

Category Performance Overview

Category	Revenue	% of Total	Orders	AOV
Engagement Rings	\$3,541,716,185	37.4%	144,114	\$24,575.80
Fine Watches	\$2,325,272,266	24.5%	63,735	\$36,483.44
Necklaces	\$1,054,600,833	11.1%	127,574	\$8,266.58
Earrings	\$827,385,155	8.7%	136,045	\$6,081.70
Bracelets	\$712,279,384	7.5%	95,508	\$7,457.80
Wedding Bands	\$655,607,616	6.9%	119,883	\$5,468.73

Mens Jewelry	\$277,297,769	2.9%	64,232	\$4,317.13
Gifts & Accessories	\$82,226,907	0.9%	48,909	\$1,681.22

Key Highlights

- **Record Revenue:** \$9476.4M represents the strongest annual performance in company history
- **Customer Growth:** 119,533 unique customers (+22.1% YoY) indicates successful acquisition strategies
- **Premium Mix Improvement:** Fine Watches and Engagement Rings drove 26% of revenue at highest AOV
- **Customer Satisfaction:** NPS of 58 places Luxe Gemstone Co. in the "Excellent" category

Customer Segment Analysis

Segment	Revenue	Orders	Customers	AOV	Avg NPS
Regular	\$2,643,520,433	257,267	47,952	\$10,275.40	8.6
Premium	\$2,504,682,231	183,516	17,667	\$13,648.30	8.6
VIP Elite	\$1,897,297,314	102,586	5,950	\$18,494.70	8.6
Occasional	\$1,510,215,438	161,019	30,085	\$9,379.11	8.6
New	\$920,670,700	95,612	17,879	\$9,629.24	8.6

Strategic Insights

- VIP Elite Segment:** Represents only 5% of customers but drives disproportionate value with \$18,495 AOV
- New Customer Opportunity:** 15% of base is "New" segment - focus on conversion to Regular/Premium
- Retention Focus:** Regular segment shows strong loyalty metrics - prime for upgrade campaigns

Regional Performance

Region	Revenue	Orders	Customers	AOV
Northeast	\$2,691,086,836	224,493	97,177	\$11,987.40
West	\$2,381,839,016	199,762	93,194	\$11,923.38
Southeast	\$1,688,161,023	143,231	79,733	\$11,786.28
Midwest	\$1,425,515,769	120,292	72,659	\$11,850.46
Southwest	\$936,374,168	80,096	56,317	\$11,690.65
International	\$353,409,304	32,126	27,544	\$11,000.73

Channel Attribution

Marketing Channels

Channel	Revenue	Orders
Organic Search	\$2,080,856,218	175,599

Sales Channels

Channel	Revenue	Orders
Website	\$4,926,142,472	415,705

Paid Search	\$1,711,366,352	144,265	Flagship Store	\$1,706,697,274	143,800
Direct	\$1,421,015,316	120,219	Boutique Stores	\$1,421,044,495	120,323
Email	\$1,322,525,472	111,977	Phone/ Concierge	\$952,875,447	80,295
Social Media	\$1,150,877,294	96,394	Private Appointment	\$469,626,428	39,877
Referral	\$752,687,787	63,962			

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

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