

ECM03: Artisan Marketplace Economics

Executive Summary | February 01, 2026

Key Performance Indicators

\$2.8B GMS	98M ACTIVE BUYERS	6M ACTIVE SELLERS
18% TAKE RATE	Home & Living TOP CATEGORY	\$49 AVG ITEM PRICE

Stock Performance Summary

Metric	Value	Interpretation
Total Return (10.0Y)	623.5%	Cumulative appreciation
Annualized Return	22.0%	Geometric mean annual
Volatility	56.0%	Annualized std dev
Sharpe Ratio	0.39	Risk-adjusted return
Max Drawdown	-86.3%	Peak-to-trough

Data Coverage

Company: Etsy (ETSY)
Analysis Period: 2016-02-03 to 2026-01-30
Total Data Points: 14,060
Data Sources: Yahoo Finance (stock), synthetic operational metrics
Focus: Handmade and vintage marketplace