

⚠️ 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

Sales Performance Analysis - Clean Metrics Studio

Sales Performance Analysis

Luxe Gemstone Co. - Detailed Monthly Revenue & Conversion Metrics | FY 2025

Annual Performance Summary

\$9476.39M

GROSS REVENUE

\$190.87M

TOTAL DISCOUNTS

\$9285.52M

NET REVENUE

2.0%

DISCOUNT RATE

Monthly Revenue Trend

Month	Revenue	Orders	AOV	Customers	MoM Growth
2025-01	\$586,983,645	50,020	\$11,734.98	39,636	-
2025-02	\$878,385,873	74,186	\$11,840.32	53,357	+49.6%

2025-03	\$703,910,913	59,257	\$11,878.95	45,284	-19.9%
2025-04	\$769,930,447	65,384	\$11,775.52	48,608	+9.4%
2025-05	\$869,114,851	72,906	\$11,921.03	52,476	+12.9%
2025-06	\$885,615,903	74,828	\$11,835.35	53,557	+1.9%
2025-07	\$676,024,968	56,973	\$11,865.71	43,865	-23.7%
2025-08	\$652,484,451	54,878	\$11,889.73	42,547	-3.5%
2025-09	\$729,874,523	61,720	\$11,825.58	46,518	+11.9%
2025-10	\$804,602,290	68,205	\$11,796.82	50,166	+10.2%
2025-11	\$888,760,338	75,155	\$11,825.70	53,701	+10.5%
2025-12	\$1,030,697,914	86,488	\$11,917.24	59,128	+16.0%

Revenue Insights

- **Peak Month:** December generated \$1,030,697,914 (10.9% of annual)
- **Strongest Quarter:** Q4 represented the highest revenue period driven by holiday gifting
- **Seasonality Pattern:** Clear peaks in February (Valentine's), June (Weddings), and December (Holidays)
- **Average Monthly Revenue:** \$789,698,843

Order Status Analysis

Status	Orders	Percentage	Revenue Impact
Cancelled	15,845	2.0%	\$189,118,261

Delivered	655,897	82.0%	\$7,766,056,621
Processing	31,997	4.0%	\$380,818,895
Returned	31,816	4.0%	\$377,548,883
Shipped	64,445	8.1%	\$762,843,456

Payment Method Distribution

Payment Method	Revenue	Orders	AOV	Share
Credit Card	\$4,275,516,079	359,922	\$11,879.01	45.1%
Financing	\$1,892,565,416	160,117	\$11,819.89	20.0%
Wire Transfer	\$1,419,101,759	119,865	\$11,839.17	15.0%
Apple Pay	\$943,029,401	80,000	\$11,787.87	10.0%
PayPal	\$662,391,327	56,190	\$11,788.42	7.0%
Crypto	\$283,782,134	23,906	\$11,870.75	3.0%

Payment Insights

- **Financing Growth:** 20% of orders use financing, indicating strong demand for payment flexibility on high-value items
- **Digital Payments:** Apple Pay and PayPal combined represent 17% of orders - mobile optimization paying off
- **Crypto Adoption:** 3% of orders via cryptocurrency, showing early adopter luxury consumer interest

Add-On Services Performance

\$3,490,525

GIFT WRAP REVENUE

17.5% attachment

\$8,967,900

ENGRAVING REVENUE

14.9% attachment

\$95,308,355

INSURANCE REVENUE

34.7% attachment

\$553,305

SHIPPING REVENUE

2.5% paid shipping

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

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