

⚠️ DEMONSTRATION REPORT - SYNTHETIC DATA

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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

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

