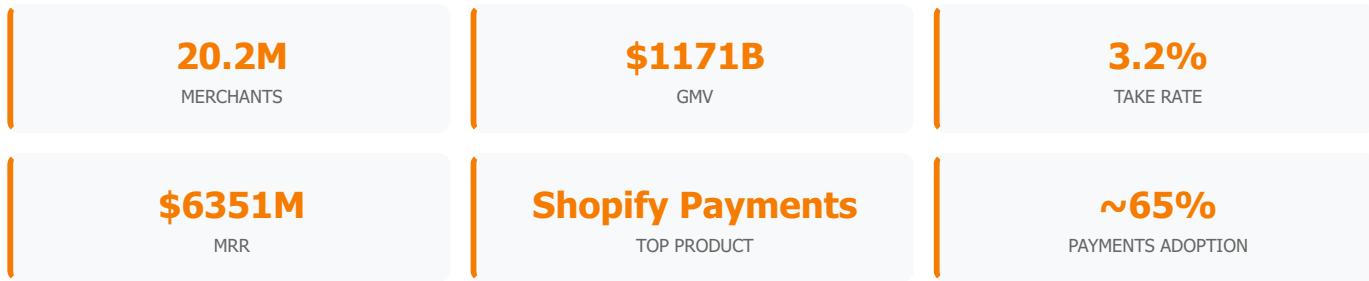


# ECM02: E-commerce Platform Analysis

Executive Summary | February 01, 2026

## Key Performance Indicators



## Stock Performance Summary

Metric	Value	Interpretation
Total Return (10.0Y)	5605.7%	Cumulative appreciation
Annualized Return	50.0%	Geometric mean annual
Volatility	58.5%	Annualized std dev
Sharpe Ratio	0.86	Risk-adjusted return
Max Drawdown	-84.8%	Peak-to-trough

## Data Coverage

**Company:** Shopify (SHOP)  
**Analysis Period:** 2016-02-03 to 2026-01-30  
**Total Data Points:** 11,547  
**Data Sources:** Yahoo Finance (stock), synthetic operational metrics  
**Focus:** Merchant services and GMV trends

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Portfolio Sample - Demonstrates data engineering methodology | Generated: 2026-02-01 00:57:55