

# ECM04: Home Goods E-commerce Study

Executive Summary | February 01, 2026

## Key Performance Indicators



## Stock Performance Summary

Metric	Value	Interpretation
Total Return (10.0Y)	157.1%	Cumulative appreciation
Annualized Return	9.9%	Geometric mean annual
Volatility	74.7%	Annualized std dev
Sharpe Ratio	0.13	Risk-adjusted return
Max Drawdown	-93.0%	Peak-to-trough

## Data Coverage

**Company:** Wayfair (W)  
**Analysis Period:** 2016-02-03 to 2026-01-30  
**Total Data Points:** 14,060  
**Data Sources:** Yahoo Finance (stock), synthetic operational metrics  
**Focus:** Furniture and home goods logistics

Report prepared by Mboya Jeffers | MboyaJeffers9@gmail.com  
Portfolio Sample - Demonstrates data engineering methodology | Generated: 2026-02-01 00:57:55