

ECM04: Home Goods E-commerce Study

Executive Summary | February 01, 2026

Key Performance Indicators

<div>\$3.1B</div> <div>NET REVENUE</div>	<div>~85%</div> <div>US SHARE</div>	<div>31M</div> <div>ACTIVE CUSTOMERS</div>
<div>\$579</div> <div>LTM REV PER CUST</div>	<div>Furniture</div> <div>TOP CATEGORY</div>	<div>\$211</div> <div>AVG AOV</div>

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

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