

ECM04: Home Furnishings E-commerce Study

Executive Summary | January 31, 2026

Revenue Metrics

\$3.1B

NET REVENUE

31M

ACTIVE CUSTOMERS

\$579

LTM REV/CUSTOMER

80%

2-DAY DELIVERY

Categories

Top: Furniture | **AOV:** \$211

Logistics

Daily Orders: 198K | CastleGate: 30%

Author: Mboya Jeffers | *Mboya Jeffers - Data Engineering Portfolio*