

# SKU Performance Analysis: January YoY (2025 vs 2026)

I've broken down the SKU performance between the **Amazon** and **Bonsai Outlet (Direct)** channels.

## ■ Amazon Channel

Analysis based on `amazon\_econ.fact\_sku\_day\_us`.

### Top Gainers (Amazon)

	SKU	Jan 2025 Sales	Jan 2026 Sales	Jan 2025 Net	Jan 2026 Net	Sales Change	
	PPT6-9	\$1,272.80	\$3,527.80	\$252.37	\$1,313.83	+177.2%	
	PREMIUM-2QT	\$2,202.73	\$3,464.14	\$209.05	\$657.62	+57.3%	
	JR-moss-U PC	\$1,074.99	\$2,231.84	\$496.23	\$967.01	+107.6%	
	SL05-AMZ	\$993.92	\$1,611.99	-\$65.11	\$276.83	+62.2%	
	SL08-2	\$610.98	\$1,198.00	\$255.61	\$511.62	+96.1%	

### Top Concerning (Amazon)

	SKU	Jan 2025 Sales	Jan 2026 Sales	Jan 2025 Net	Jan 2026 Net	Sales Change	
	SL04-UPC	\$12,546.45	\$9,060.14	\$144.06	\$2,669.89	-27.8%	
	BIOG-FIX	\$3,265.37	\$0.00	\$809.12	\$8.46	-100.0%	
	PPT8-9	\$2,712.68	\$1,247.70	\$463.07	\$141.01	-54.0%	
	SL08-UPC	\$3,080.12	\$1,667.68	\$307.61	\$477.18	-45.9%	
	SL07-amz	\$1,020.28	\$0.00	\$395.99	\$0.00	-100.0%	

**TIP:** \*\*Profitability over Volume\*\*: Interestingly, \*\*SL04-UPC\*\* saw a 27.8% drop in sales but a massive jump in Net Proceeds (from \$144 to \$2,669). This suggests significantly improved margins or lower returns/fees compared to last year.

## ■ Bonsai Outlet Channel (Direct)

Analysis based on `sales.bc\_order\_line\_items` joined with `sales.bc\_order` and `sales.bc\_product`.

### Top Gainers (Bonsai Outlet)

	SKU	Jan 2025 Sales	Jan 2026 Sales	Change (\$)	Change (%)	
	WEB15353	\$0.00	\$1,209.90	+\$1,209.90	NEW	

	4RS12	\$0.00	\$879.95	+\$879.95	NEW	
	WEB14047	\$0.00	\$850.00	+\$850.00	NEW	
	SOIL_ALLPU_RP	\$779.65	\$1,494.70	+\$715.05	+91.7%	
	WEB7513	\$0.00	\$695.00	+\$695.00	NEW	

### **Top Concerning (Bonsai Outlet)**

	SKU	Jan 2025 Sales	Jan 2026 Sales	Change (\$)	Change (%)	
	WEB17107	\$2,564.90	\$0.00	-\$2,564.90	-100.0%	
	TinMan	\$2,500.00	\$750.00	-\$1,750.00	-70.0%	
	WEB17774	\$1,517.89	\$0.00	-\$1,517.89	-100.0%	
	JuniperSet	\$1,756.88	\$310.65	-\$1,446.23	-82.3%	
	ElmSet	\$3,818.78	\$2,429.35	-\$1,389.43	-36.4%	

**CAUTION:** \*\*BIOG-FIX\*\* (Amazon), \*\*WEB17107\*\* (Bonsai), and \*\*WEB17774\*\* (Bonsai) have dropped to \$0 sales in January 2026. This strongly suggests inventory outages for these high-performing legacy items.

### **■ 'WEB' SKU Summary (One-of-a-Kind Specimen Sales)**

SKUs starting with **WEB** represent unique, individual specimen trees. These are "One-of-a-Kind" (OAK) listings.

#### **YoY Revenue Comparison**

	Metric	Jan 2025	Jan 2026	Change (%)	
	Total Revenue	\$16,652.19	\$4,219.70	-74.6%	
	Order Volume	41	12	-70.7%	
	Avg. Specimen Price	\$406.15	\$351.64	-13.4%	

#### **Key Takeaway:**

The significant decline in 'WEB' SKU revenue is driven almost entirely by **volume**. We sold 29 fewer unique specimens in January 2026 than we did in January 2025. This may point to lower specimen inventory availability or a decrease in high-ticket OAK sales velocity.

### **■ 'TWEB' SKU Summary**

SKUs starting with **TWEB** (typically Tropical/Handpicked specimens) showed robust growth.

#### **YoY Revenue Comparison**

	Metric	Jan 2025	Jan 2026	Change (%)	

	Total Revenue	\$1,554.75	\$5,042.30	+224.3%	
	Order Volume	13	22	+69.2%	
	Avg. Specimen Price	\$119.60	\$229.20	+91.6%	

### Key Takeaway:

In contrast to 'WEB' SKUs, **TWEB SKUs are performing exceptionally well**. There is a massive increase in both volume (+9 orders) and Average Order Value (nearly doubling). The growth is led by several high-value Tiger Bark Ficus specimens priced at \$200-\$650.

## ■■ Bonsai Outlet Category Rankings

YoY Performance for Jan 2025 vs Jan 2026.

### ■ Top 5 Categories (by Jan 2026 Revenue)

	Category	Jan 2025	Jan 2026	Change (\$)	
	View All Bonsai Trees	\$36,921	\$24,852	-\$12,069	
	All Bonsai Pots	\$15,849	\$14,039	-\$1,810	
	Bonsai	\$21,602	\$12,645	-\$8,957	
	WEEKLY SPECIALS	\$19,779	\$12,603	-\$7,176	
	Beginner Bonsai	\$15,866	\$12,459	-\$3,407	

### ■ Top 5 Category Gainers (by Revenue Change)

	Category	Jan 2025	Jan 2026	Change (\$)	
	Holiday Shop	\$4,482	\$6,940	+\$2,458	
	Unglazed Bonsai Pots	\$3,000	\$5,392	+\$2,392	
	Glazed Bonsai Pots	\$5,585	\$7,866	+\$2,281	
	Re-Potting (Seasonal)	\$7,371	\$9,532	+\$2,161	
	10-15 inches	\$7,258	\$9,323	+\$2,065	

### ■ Top 5 Category Decliners (by Revenue Change)

	Category	Jan 2025	Jan 2026	Change (\$)	
	Outdoor Bonsai	\$18,901	\$5,915	-\$12,986	
	View Trees (All)	\$36,921	\$24,852	-\$12,069	
	Bonsai	\$21,602	\$12,645	-\$8,957	
	Pines	\$10,934	\$2,280	-\$8,654	

	WEEKLY SPECIALS	\$19,780	\$12,603	-\$7,177	
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**NOTE:** \*\*Re-Potting (Seasonal)\*\* was the breakout category, growing from \*\*\$7,370 to \$9,531\*\* (+29%). In contrast, many of the top categories saw significant YoY declines, mirroring the lower order volume seen in the 'WEB' SKU specimen trees.