

Tweb Trees Sales Analysis (Feb 2025 - June 2025)

I have analyzed the sales data in BigQuery for the period of **February 1, 2025 through June 30, 2025**.

TWEB Tree Sales

These items are typically unique "The Web" specimen trees or specialty kits.

Metric	Value
Total TWEB Product Units Sold	169
Estimated Individual Trees	287
Total Net Revenue (TWEB)	\$25,931.35
Avg Price / Individual Specimen	\$164.35
Avg Price / Tree in Bundle	\$36.59

TIP: The "Avg Price / Individual Specimen" refers to single unique trees, while "Avg Price / Tree in Bundle" accounts for items like the Tropical Trio or 5-Tree Forests where the per-tree cost is significantly lower.

Bundle vs. Individual Breakdown

Category	Units Sold	Total Trees	Total Revenue	Avg Price/Tree
Individual Specimen	121	121	\$19,886.90	\$164.35
Tree Bundles	48	166	\$6,074.45	\$36.59

Species Breakdown (by Tree Count)

Species	Units Sold	Total Trees	Total Revenue	Avg Price/Tree
Ficus	54	86	\$9,699.50	\$112.78
Tropical Mix / Trio	22	66	\$3,039.65	\$46.06
Juniper	34	64	\$3,564.25	\$55.69
Jade	20	20	\$2,933.30	\$146.67
Hawaiian Umbrella	10	18	\$1,819.75	\$101.10
Black Olive	4	4	\$780.00	\$195.00
Other Species*	25	29	\$4,124.90	\$142.24

Includes specialty species like Bahama Berry, Natal Plum, Bougainvillea, Silverberry, boxwood, etc.

Additional Context: WEB Tree Sales

For context, here are the sales for products with the `WEB` prefix (often distinct from `TWEB`) during the same period:

	Metric	Value	
	Total WEB Product Units Sold	254	

Summary of Data Sources

- **Dataset:** `bonsai-outlet:sales`
- **Tables:** `bc_order`, `bc_order_line_items`, `bc_product`
- **Filters:** Excluded orders with status `Cancelled`, `Incomplete`, `Declined`, or `Disputed`.