

Based on the CoffeeCo ecommerce synthesized data from the Redshift topic, here are the key business insights for October-November 2025:

Revenue Performance

CoffeeCo generated **\$213,183.58 in total revenue** across the analyzed period, with a dramatic **460% month-over-month growth** from October (\$30,371.91) to November (\$182,811.67). This exceptional growth indicates strong business momentum or successful marketing initiatives.

Product Performance Analysis

Top Revenue Generators (November 2025):

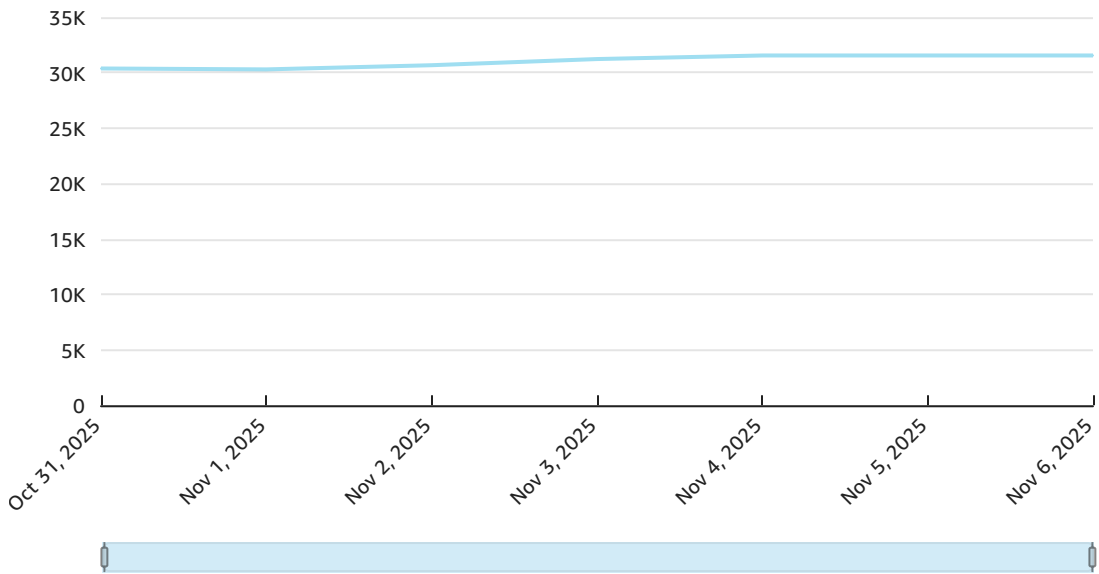
- **Pod - Variety Pack:** \$34,235 (16% of total revenue)
- **Bean - Espresso:** \$33,278 (15.6% of total revenue)
- **Bean - Decaf:** \$31,607 (14.8% of total revenue)
- **Bean - House Blend:** \$28,097 (13.2% of total revenue)

The coffee pods and beans dominate sales, representing over 59% of total revenue, indicating strong demand for core coffee products.

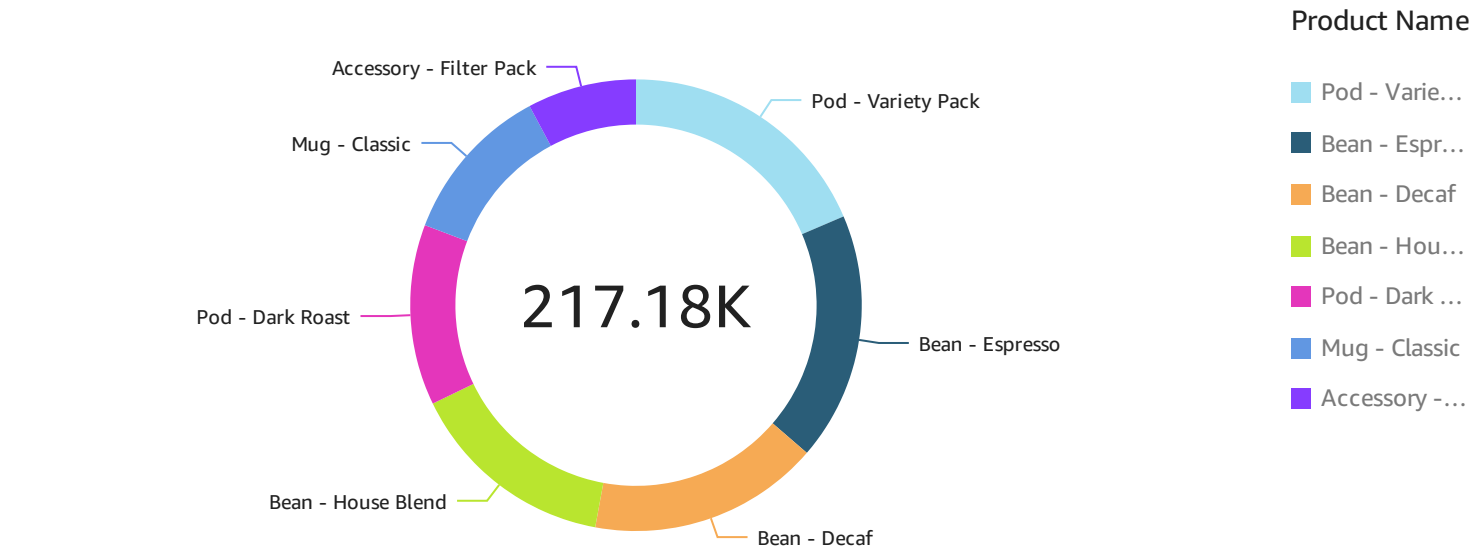
Operational Metrics

Volume Growth:

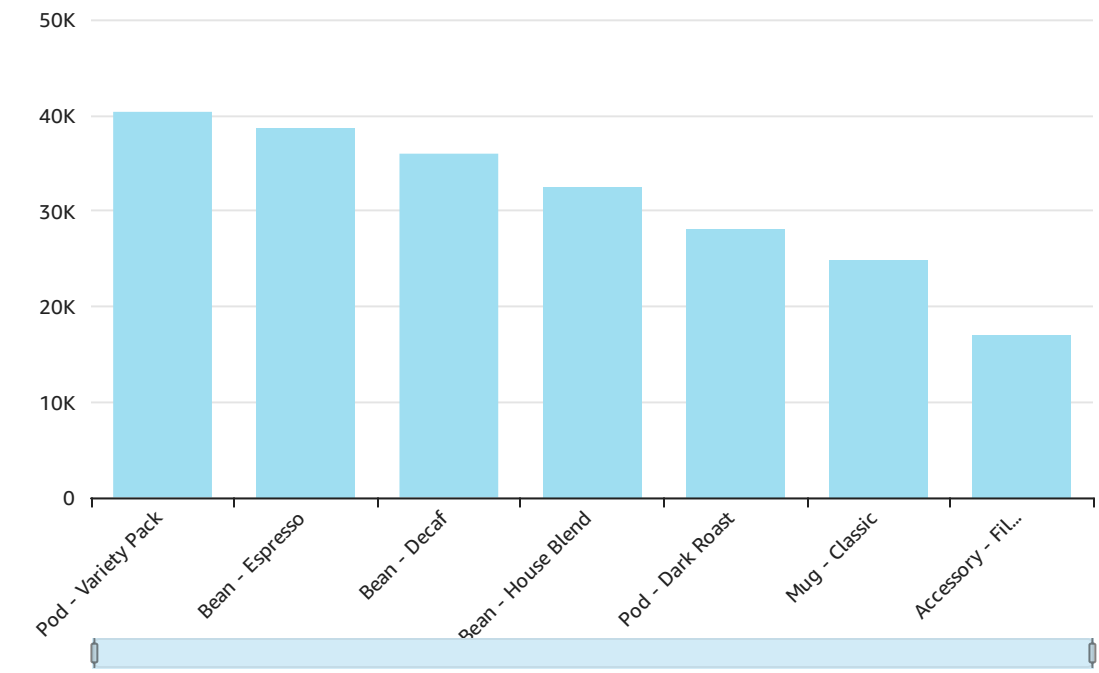
Sum of Revenue_usd by Order_date



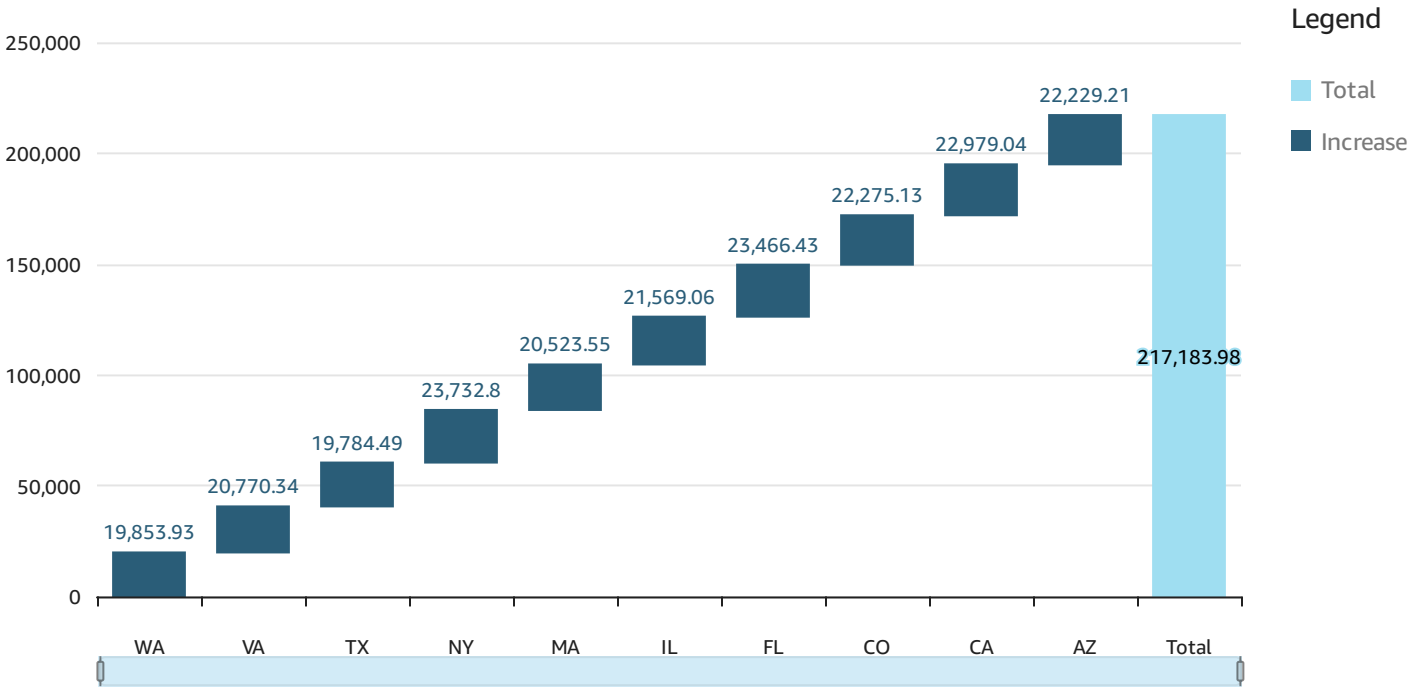
Sum of Revenue_usd by Product_name



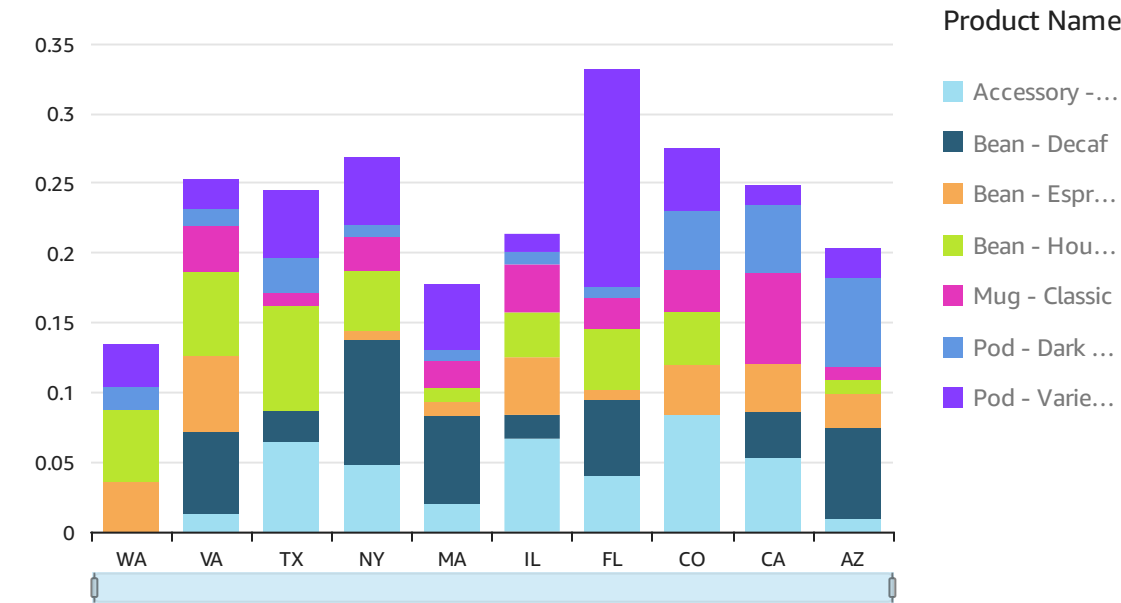
Sum of Revenue_usd by Product_name



Sum of Revenue_usd by State



Average of Cancel_rate by State and Product_name



Average of Cancel_rate by State and Product_name

