

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):

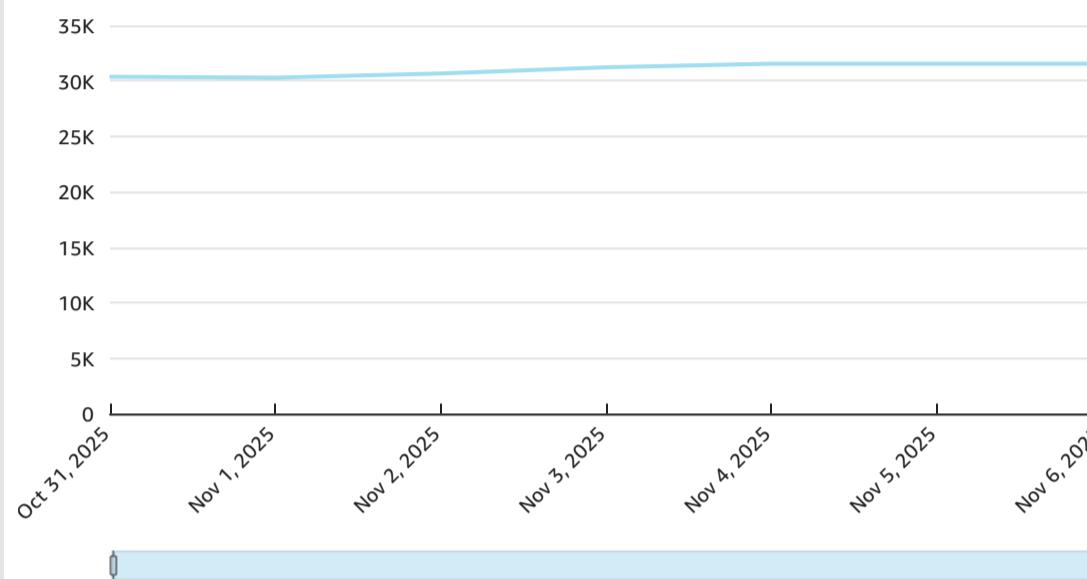
- Pod - Variety Pack: \$34,235 (16% of total revenue)
- Bean - Espresso: \$33,278 (15.6% of total revenue)
- Bean - Decaf: \$31,607 (14.8% of total revenue)
- Bean - House Blend: \$28,097 (13.2% of total revenue)

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

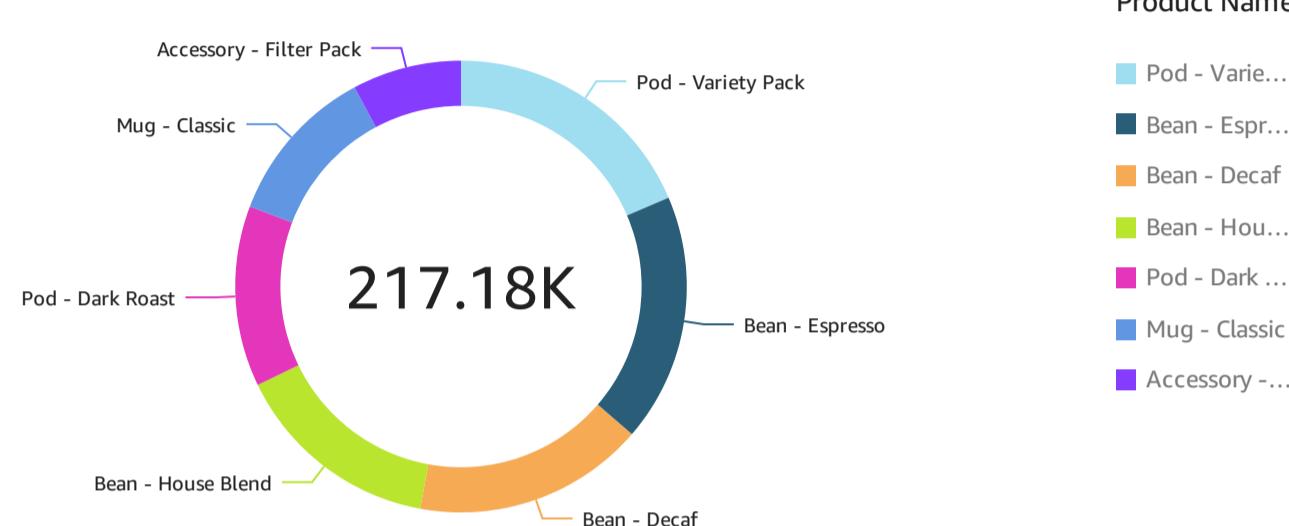
#### Operational Metrics

##### Volume Growth:

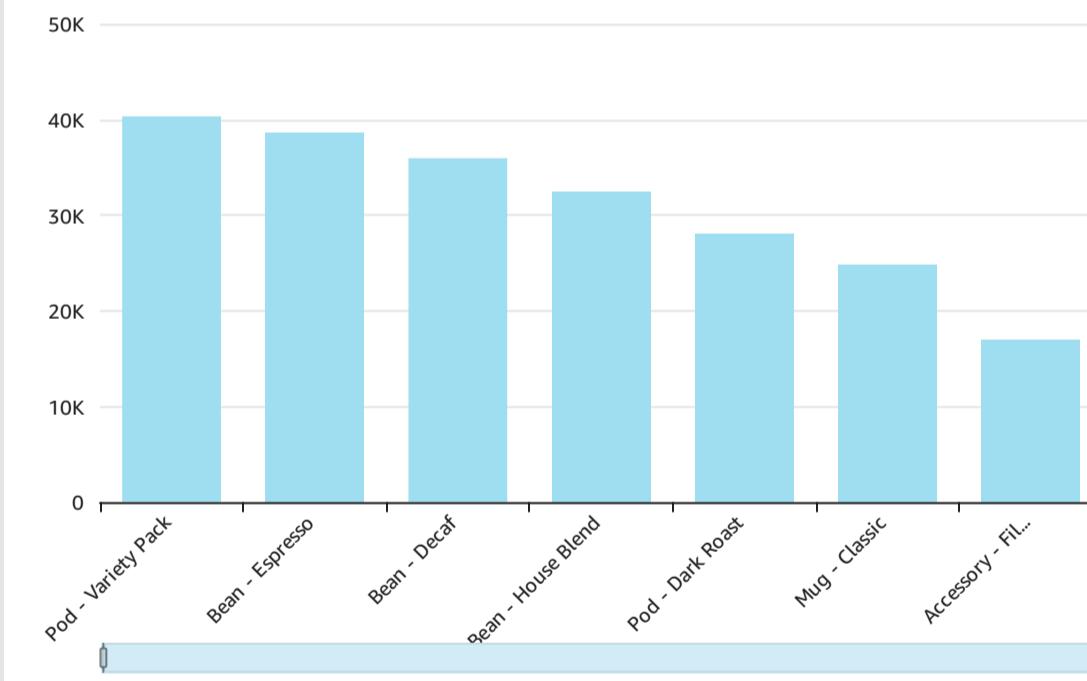
Sum of Revenue\_usd by Order\_date



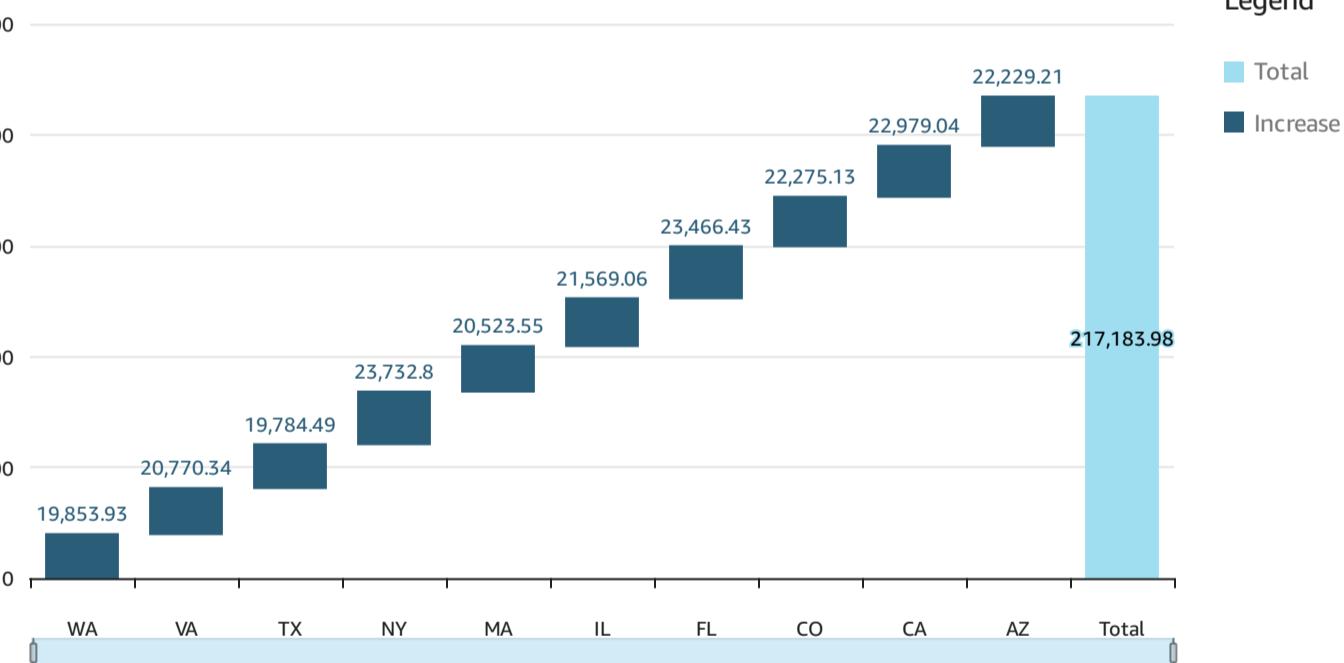
Sum of Revenue\_usd by Product\_name



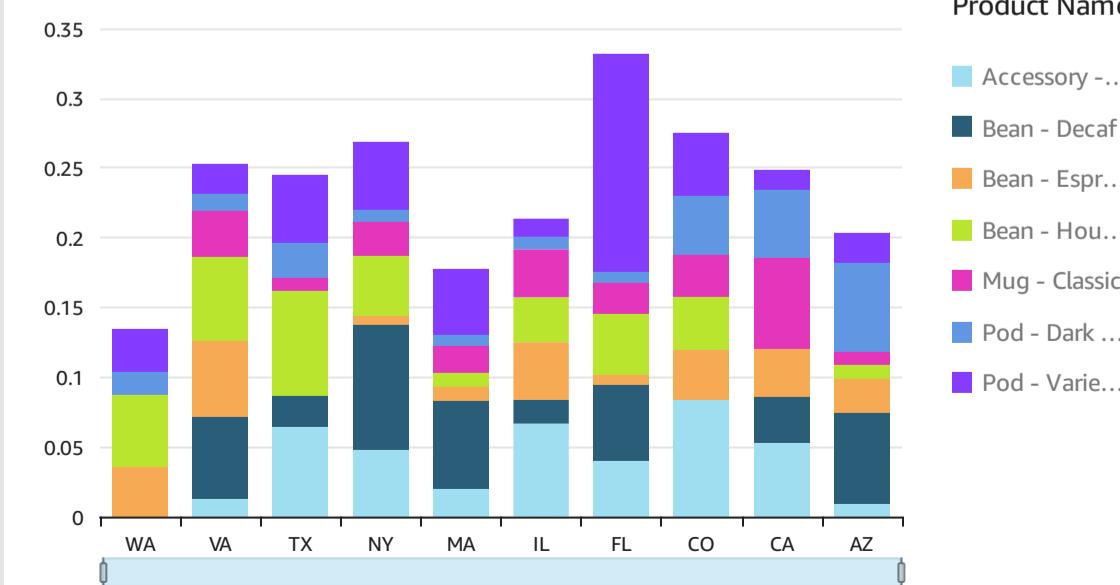
Sum of Revenue\_usd by Product\_name



Sum of Revenue\_usd by State



Average of Cancel\_rate by State and Product\_name



Average of Cancel\_rate by State and Product\_name

