

Net Revenue USD

\$31.8M

▼ 0.00% vs Last Month

Total Refund

\$635.7K

▼ 0.00% vs Last Month

Total Events

48,001

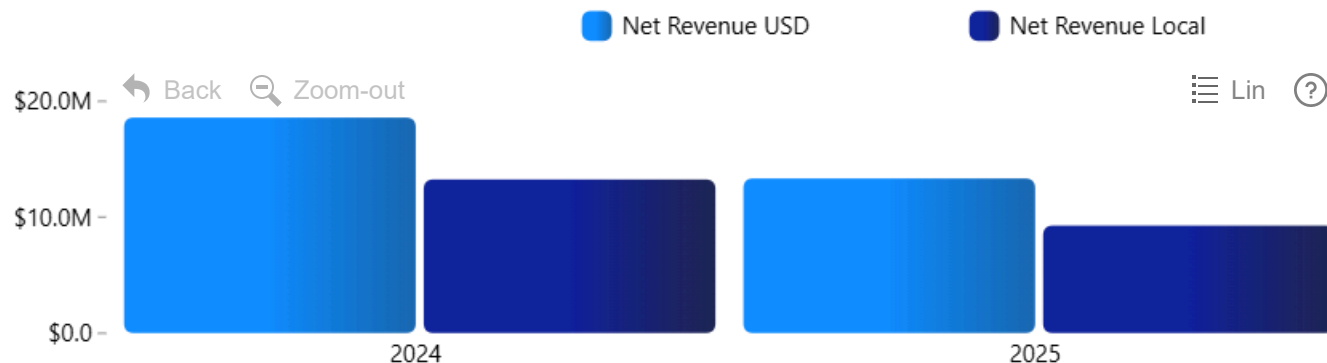
▲ 0.00% vs Last Month

Total Orders

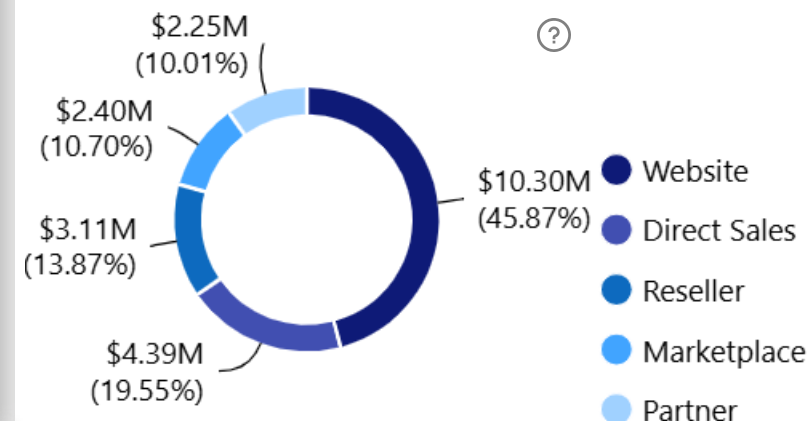
14,399

▼ 0.00% vs Last Month

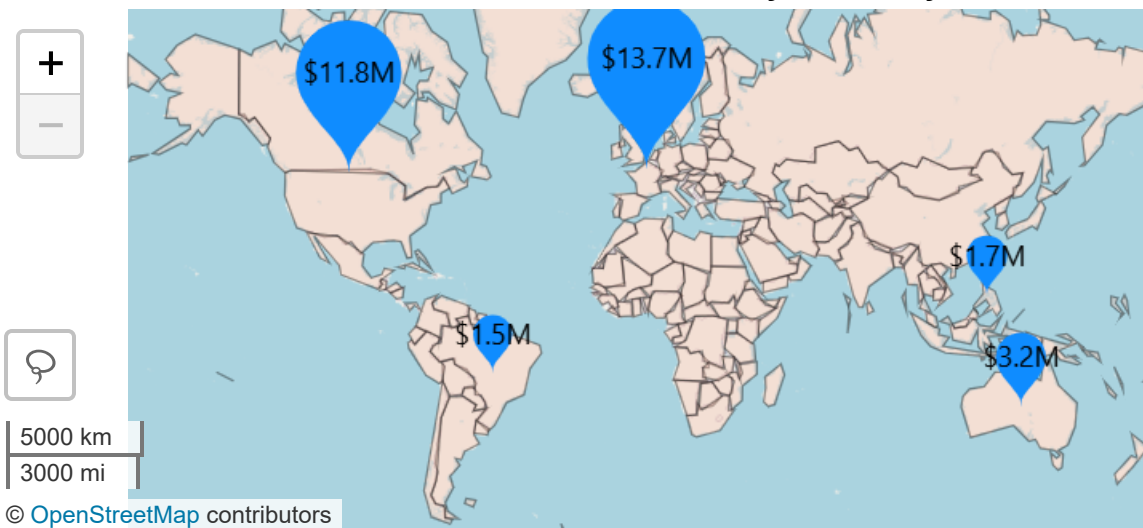
Net Revenue USD and Net Revenue Local



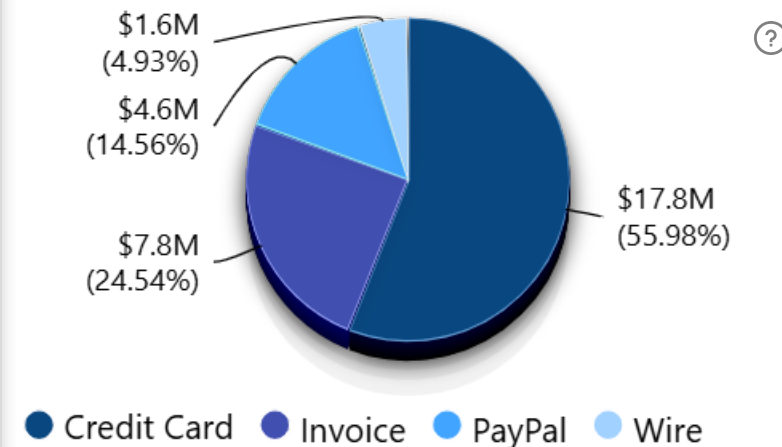
Net Revenue USD by Channel



Net Revenue USD by Country



Payment method Distribution



E-Commerce
Dashboard



Overview

Customer

Product

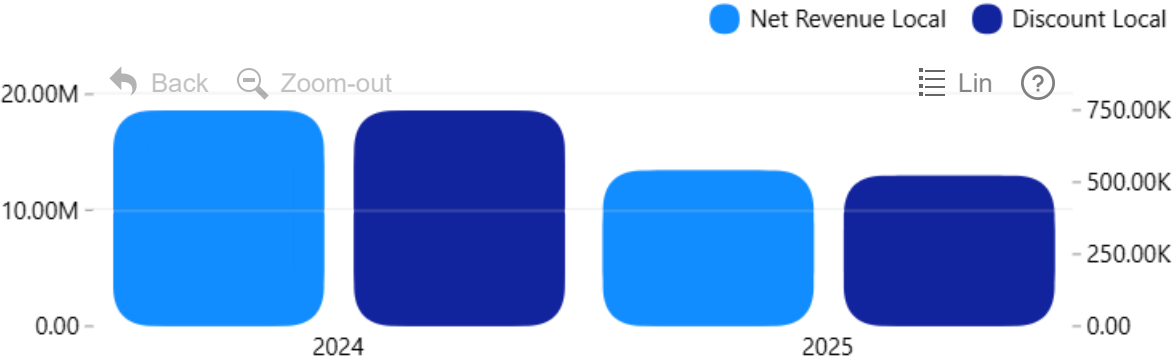
Summery

Unique Customers
4,000

▼ 0.00% vs Last Month

Repeat Rate
100.0%

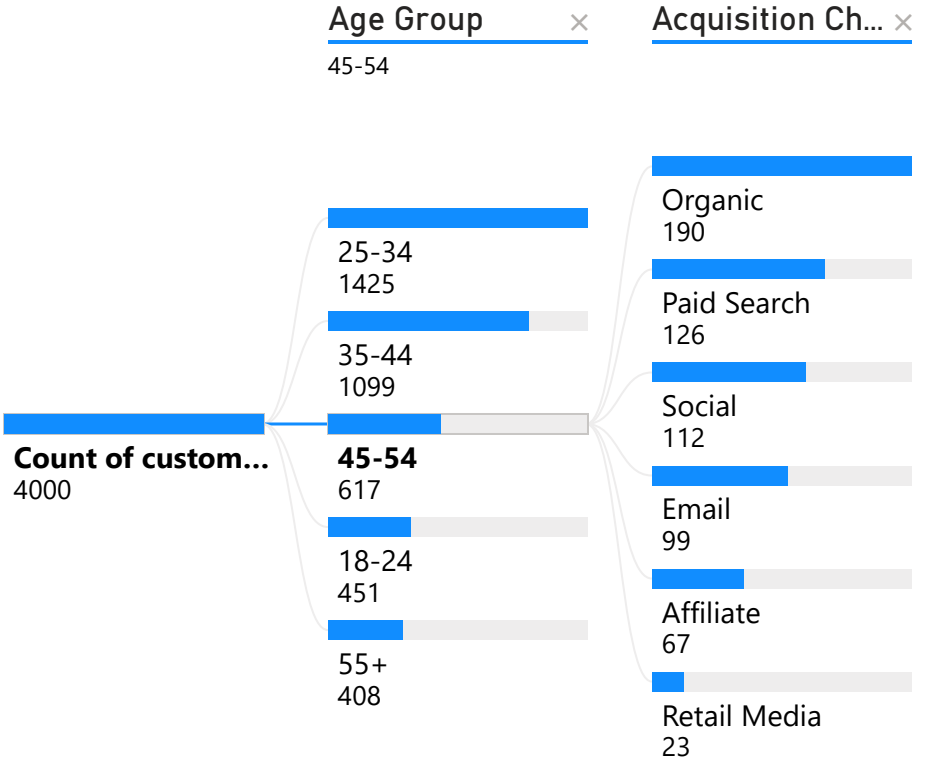
Discount Local Effect on Net Revenue Local



Top 10 Customer Id	Acquisition Channel	Country	Net Revenue USD
CUST0002747	Organic	France	\$37,830.1
CUST0003429	Email	Brazil	\$28,926.3
CUST0002014	Social	Germany	\$28,441.0
CUST0001607	Affiliate	Spain	\$27,027.2
CUST0001368	Affiliate	Netherlands	\$26,952.9
CUST0000228	Paid Search	Netherlands	\$26,674.9
CUST0002128	Social	Germany	\$26,642.4
CUST0003611	Email	Philippines	\$26,012.4
Total			\$2,80,303.4

Channel	Once Customers	Repeated Customers	Total
Website	123	3851	3974
Direct Sales	855	2821	3676
Reseller	1260	2060	3320
Partner	1475	1360	2835
Marketplace	1458	1371	2829
Total	4000	4000	4000

Customer Distribution





Overview

Customer

Product

Summary

Net Revenue USD
\$31.8M

▼ 0.00% vs Last Month

Avg Selling Price
369.03

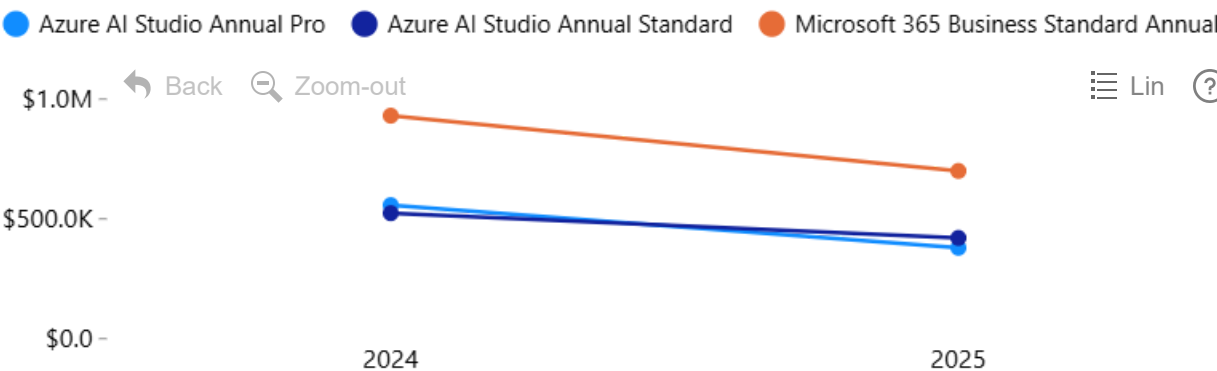
▼ 0.00% vs Last Month

Total Sold Quantity
86,259

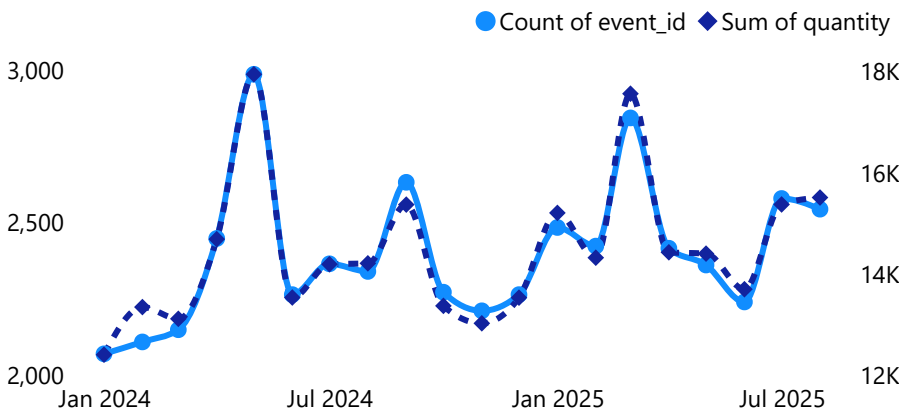
▼ 0.00% vs Last Month

Unique SKU
101

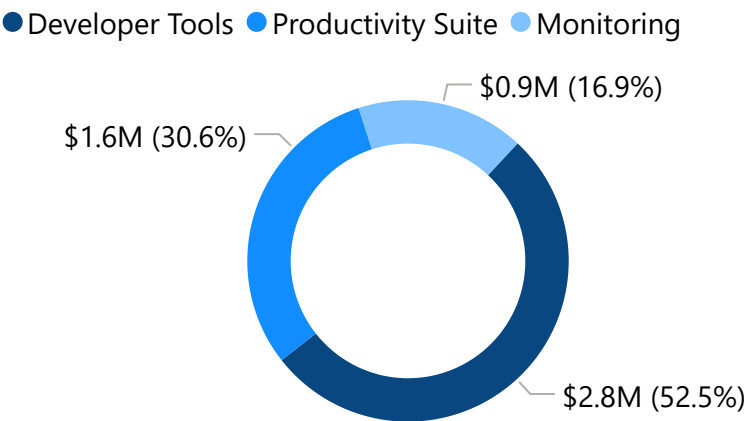
Top 3 Products Revenue Trend



Total Order & Total Quantity by Date



Category wise Revenue



Top 10 Products

Top 10 Products	Vendor	Orders	Net Revenue USD
Microsoft 365 Business Standard Annual	Microsoft	127	\$16,30,479.2
Azure AI Studio Annual Standard	Microsoft	146	\$9,42,931.1
Azure AI Studio Annual Pro	Microsoft	153	\$9,35,435.3
Azure AI Studio Annual	Microsoft	150	\$9,13,944.7
Datadog Pro Annual	Datadog	153	\$9,00,514.9
JetBrains All Products Pack Annual	JetBrains	138	\$8,76,552.6
Adobe Creative Cloud All Apps Annual	Adobe	140	\$8,68,209.2
ChatGPT Team Annual Business	AI Tools	135	\$8,48,322.0
Total		1,461	\$95,14,365.0

E-Commerce
Dashboard



Overview

Customer

Product

Summery

Top 10 customers together contribute around \$280K, with the highest individual customer generating \$37,830 from France through the Organic channel. Customer acquisition grew strongly in 2024, with 2,350 customers. Repeat rate stayed at 100%, showing very loyal users.

Website brought 2,335 customers, making it strongest channel again. The 25–34 group remained the largest segment with 821 customers, followed by 35–44 with 659, meaning young and mid-age adults dominate buying audience.

Top 10 customers contributed \$262K, led by a Brazil-based Email acquisition customer contributing \$28,926.

In 2025, customer count dropped to 1,650 customers, which is a –10.18% decline, aligning with the overall revenue drop we saw earlier.

Marketplace (1,161) and partner (1,196) channels still performed well, but website customers fell sharply to 1,639, compared to 2,335 in 2024 — a clear sign of declining inbound demand.

The 25–34 age group remains dominant with 604 customers, but this is down from 821 last year, showing reduced engagement from core audience.

Top 10 customers contributed \$266K, similar to prior years, meaning high-value customers stayed loyal even though overall customer acquisition decreased.

Action Plan

We need to rebuild customer acquisition, especially on the website, which dropped from 2,335 to 1,639 customers. Focus marketing on the 25–34 age group —is strongest segment that fell by 300 customers—and boost traffic through paid campaigns, SEO, and retargeting. Strengthen social, email, and affiliate channels since many top customers come from there, while continuing to grow strong markets like France, Germany, Brazil, and Spain with localized offers.

Protect top high-value customers (who bring ~\$260K+ yearly) using loyalty perks and personalized communication. Finally, optimize discounts by targeting only low-engagement customers to lift net revenue without over-discounting.

Product

Across both years, the business generated \$31.8M in revenue with 86,259 units sold and an average selling price of \$369. Revenue is highly concentrated, with Microsoft 365 Business Standard Annual alone contributing \$16.3M, making it the strongest driver across all products. The top three categories show Developer Tools dominating at \$2.8M (52.5%), indicating customers prefer business-oriented productivity solutions over Developer Tools and Monitoring. Order patterns fluctuate between 2,000–3,000 per month, suggesting consistent demand but strong seasonal peaks around mid-year. Unique SKUs remain stable at 101, implying a controlled and focused product portfolio.

In 2024, revenue was \$18.5M, with 50,236 units sold, showing strong growth (+8.69% vs last month) in several months. The ASP remained stable at \$368.9, maintaining pricing consistency. The Microsoft 365 Business Standard Annual product led again with \$9.3M revenue, followed by Azure AI and JetBrains products. Category-wise, Developer Tools accounted for \$2.2M (69.8%), a significant shift from the overall mix, proving 2024 was heavily driven by productivity demand. Order trends peaked around Apr–May, crossing 2986 monthly orders, indicating mid-year spikes. Overall, 2024 shows strong volume-driven revenue with healthy demand and balanced product performance.

In 2025, revenue dipped to \$13.3M, with sold quantity falling to 36,023, marking a 9–10% decline vs previous months. Despite lower demand, the ASP held at \$369.17, indicating price stability and reduced discounting pressure. Microsoft 365 Business Standard Annual still led with \$6.9M, but other top products displayed a downward trend compared to 2024. Category share shifted again — Productivity Suite remained highest at \$1.1M (47%), but Developer Tools and Monitoring were significantly weaker. Monthly orders dropped to the 2,200–2,600 range, showing softer customer activity and fewer high-volume peaks. Overall, 2025 reflects demand slowdown, reduced order frequency, and lower category contribution compared to 2024.

Action Plan

We need to prioritize top-performing products, especially Microsoft 365 Business Standard Annual and the Productivity Suite, which consistently

drive revenue. Focus marketing efforts on categories that showed decline like Developer Tools and Monitoring using targeted campaigns, bundles, and