Northwind Goods

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Investor Update

2025-07 — 2026-09

633 records analysed

Generated October 23, 2026 with ReportWise

Investor Update

2025-07 — 2026-09 · 633 records

Key Metrics

Total Revenue	Orders	Avg Order Value	Unique Customers
$151,483	320	$473	314
▲ 62% MoM			
▼ 18% YoY			

How these numbers were built

- Source: Shopify.
- Revenue = order subtotals after discounts, excluding shipping. Refunds count in the month of the original order, so dashboards that book refunds by refund date can differ.
- Data covers 2025-07-01 to 2026-09-27. Records counted: 320.
- Refunds of $15,089 deducted from revenue (refunded records: 24).
- Data for 2026-09 runs only to 2026-09-27; it may be a partial month, so compare its month-over-month change with care.

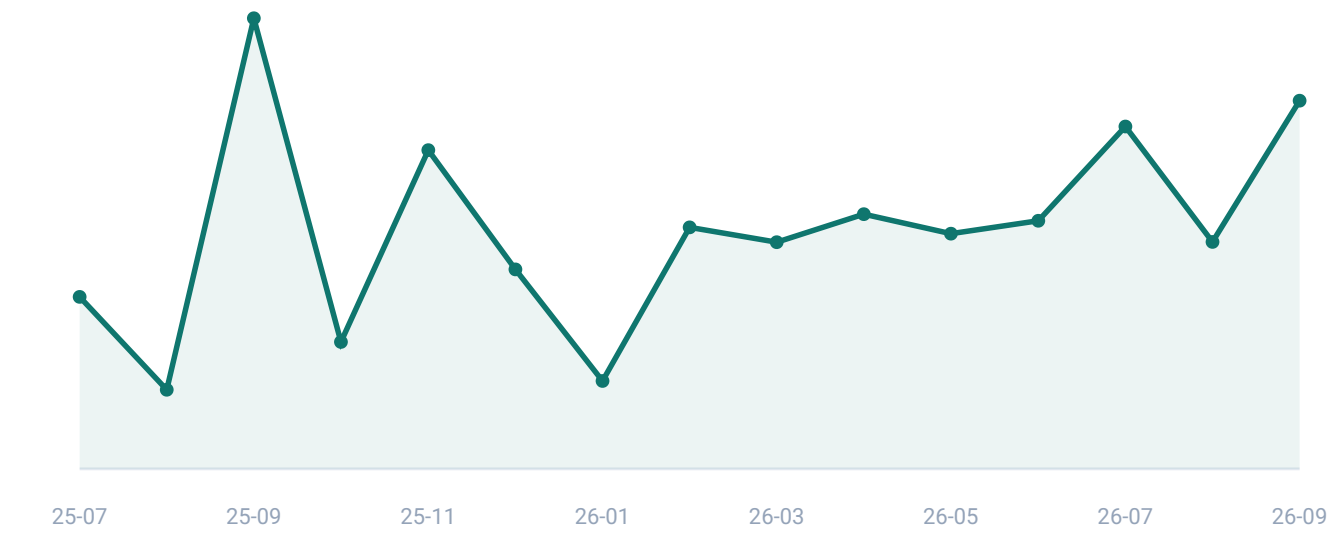
Executive Summary

Over the reporting period, total revenue reached $151,483 across 320 orders. Month-over-month revenue grew by 62%. The top performer was "Vertex Standing Desk". The trend reflects 15 months of activity.

Period Comparison

Period	Revenue	Change
This period · 2026-09	**$15,585**	—
Prior period · 2026-08	$9,606	▲ 62%
Same period last year · 2025-09	$19,078	▼ 18%

Revenue Over Time



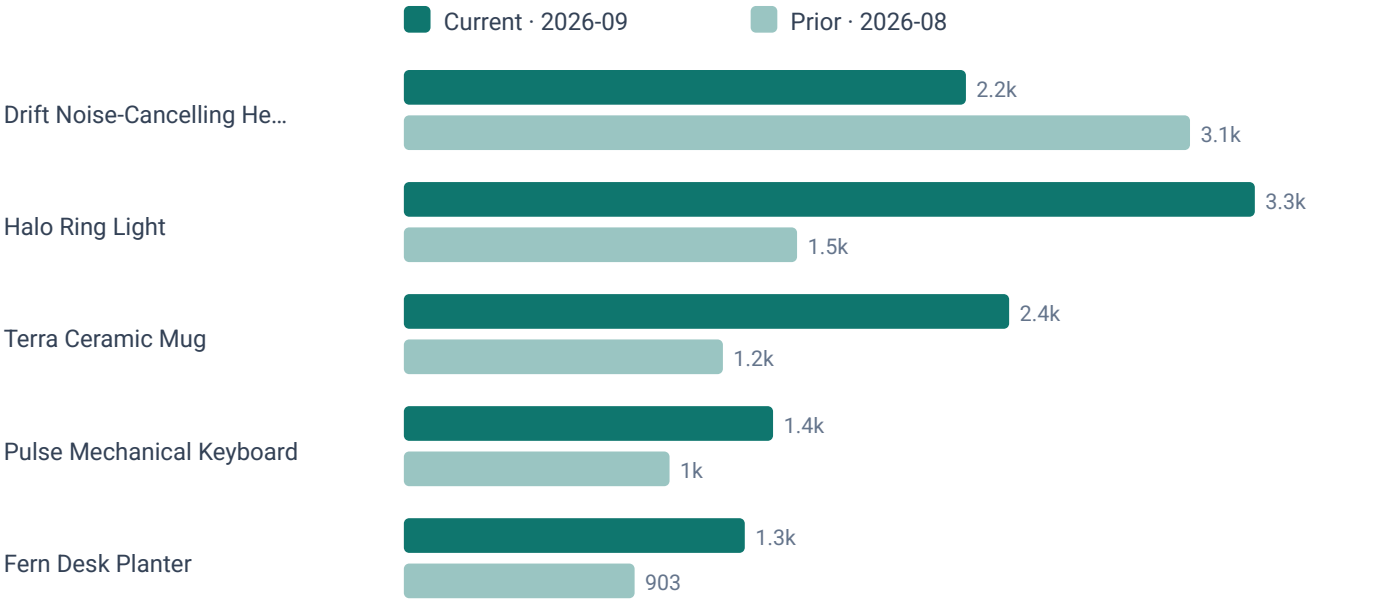
Revenue Over Time over the reporting period

Top Products



Ranked by value, largest first

Top Products · Period over Period



2026-09 vs. 2026-08

Revenue Mix



Vertex Standing Desk	25%
Halo Ring Light	13%
Drift Noise-Cancelling Headphon…	12%
Pulse Mechanical Keyboard	11%
Nimbus Wireless Charger	9%
Other	30%

Share of total revenue by product