Northwind Goods

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Investor Update

2025-07 — 2026-09

360 records analysed

Generated October 23, 2026 with ReportWise

Investor Update

2025-07 — 2026-09 · 360 records

Key Metrics

Total Revenue	Orders	Avg Order Value	Unique Customers
$72,556	360	$202	351
▲ 29% MoM			
▲ 23% YoY			

How these numbers were built

- Source: Stripe.
- Data covers 2025-07-05 to 2026-09-28. Records counted: 360.
- Refunds of $6,456 deducted from revenue (refunded records: 26).
- 2025-07 starts on 2025-07-05 and is a partial month.

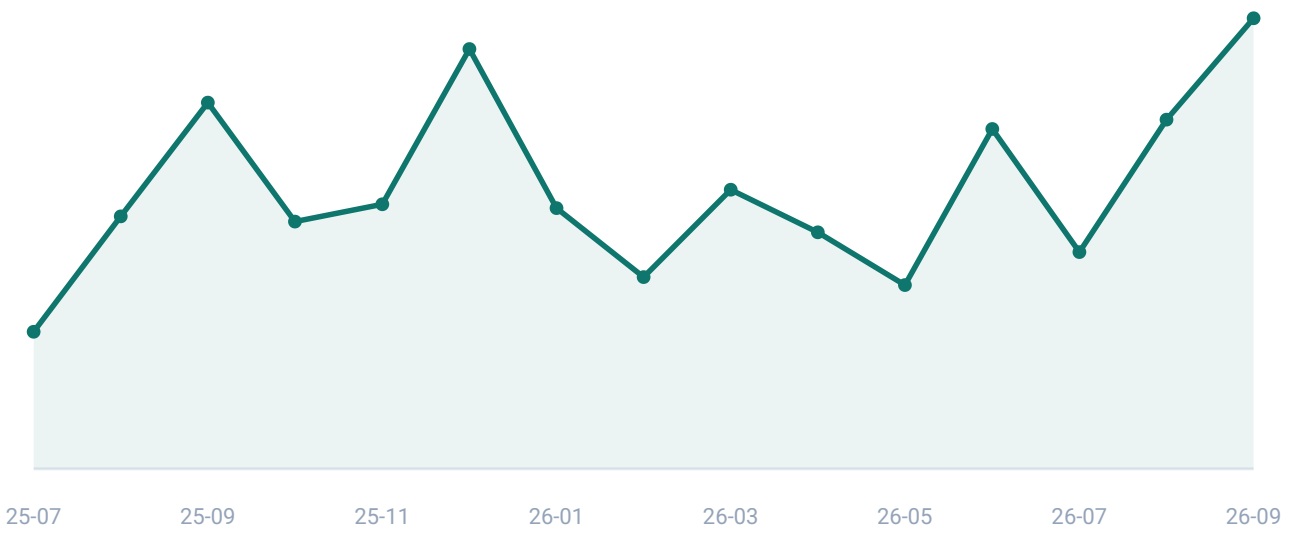
Executive Summary

Over the reporting period, total revenue reached $72,556 across 360 orders. Month-over-month revenue grew by 29%. The top performer was "Subscription — Vertex Standing Desk". The trend reflects 15 months of activity.

Period Comparison

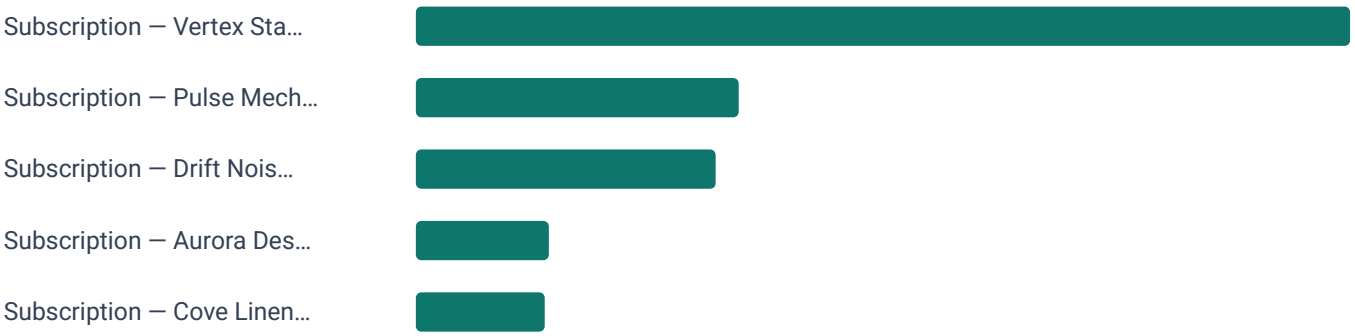
Period	Revenue	Change
This period · 2026-09	**$7,792**	—
Prior period · 2026-08	$6,038	▲ 29%
Same period last year · 2025-09	$6,334	▲ 23%

Revenue Over Time



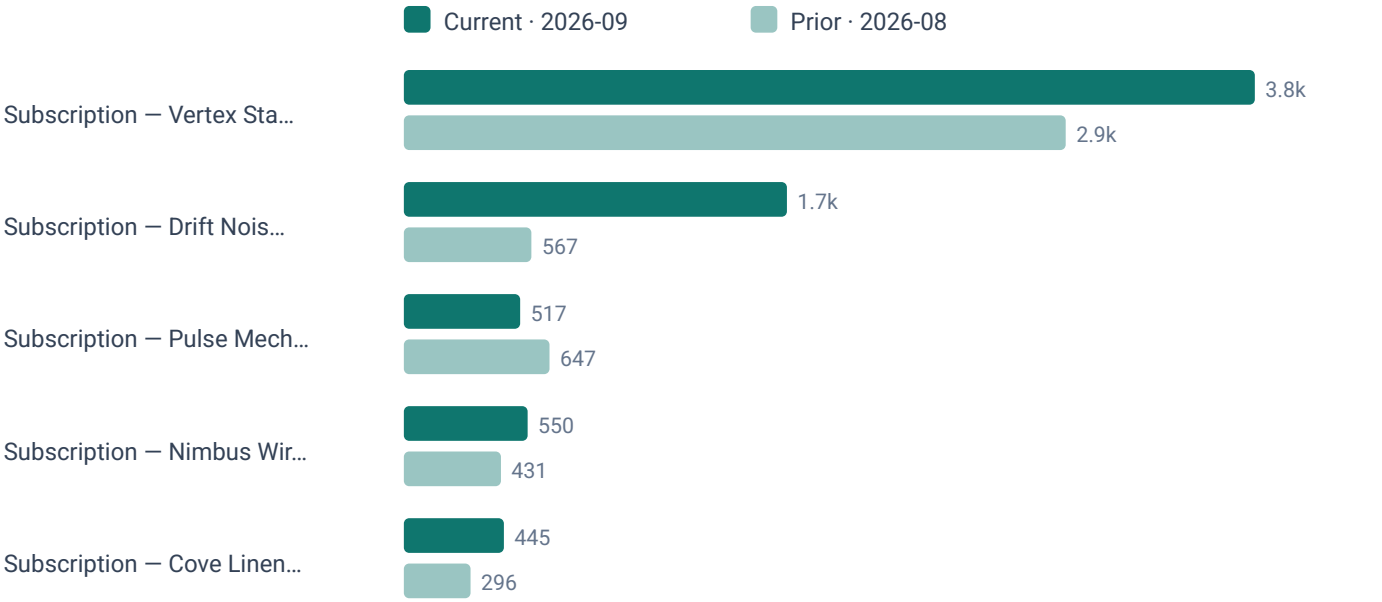
Revenue Over Time over the reporting period

Top Products



Ranked by value, largest first

Top Products · Period over Period



2026-09 vs. 2026-08

Revenue Mix



Subscription — Vertex Standing …	42%
Subscription — Pulse Mechanical…	15%
Subscription — Drift Noise-Canc…	14%
Subscription — Aurora Desk Lamp	6%
Subscription — Cove Linen Throw	6%
Other	18%

Share of total revenue by product