— PERFORMANCE REPORT

Northstar Commerce

Sales and performance review for 2025-01-01 – 2026-08-31

DATA PERIOD	RECORDS	ANALYSES
2025-01-01 – 2026-08-31	5,952	10 / 10
CURRENCY	**REPORT LANGUAGE**	**MODULE**
USD ($)	English	—
GENERATED	**REPORT ID**	**PREPARED BY**
2026-09-29 · 15:07	RPT-20260929-150736	RBHelix

> This work has been prepared to present your recent sales performance and customer structure in a measurable way.

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01 Executive Summary
02 Sales Performance & Trends
03 Basket, Conversion & Funnel
04 Customer Analytics
05 Product Performance
06 Methodology & Data Quality

This document is prepared to be shared only with the relevant business and authorized people.

01 Executive Summary

This summary is compiled only from verified computed results; each item points to its analysis card.

VERIFIED KEY FIGURES

Revenue	Orders	2025 annual revenue ECM-033	2026 partial year (8 months) ECM-033
$577.3K	**4.1K**	**$341.6K**	**$235.7K**

TOP VERIFIED FINDINGS

- Total revenue in 2025 was **$341,647**; a second full year is needed for annual growth.
  ECM-033 · Year-over-Year Growth
- Average order value averaged **$140** between January 2025 and August 2026. The latest month (August 2026) closed at $134, close to where the period started. ECM-003 · Average Order Value and Basket Depth
- Total customer count of **2,053** is spread across 4 segments. **Active** holds the largest share (**30.6%**, 629); the distribution is balanced. ECM-009 · Churn and Reactivation Risk
- Total revenue of **$577,350** is spread across 24 products. **Noise-Cancelling Headphones** holds the largest share (**11.8%**, $67,879); the distribution is balanced. ECM-011 · Product Pareto / Long Tail
- Over the 20 months from January 2025 to August 2026, total order count came to **4,118**, an average of **205.90** per month. The latest month (August 2026: 244) closed **59.5%** above the first.
  ECM-031 · Monthly Orders Summary

LIMITATIONS

- **INTERVENTION · EVIDENCE —** Use the last 5-month average ($144) as the reference for plans and budgets; before setting a growth target, verify that the items behind the peak stretch recur.
  ECM-003 · Average Order Value and Basket Depth
- **INTERVENTION · EVIDENCE —** Keep priority on the top three segments (Active, At Risk, Churned); do not deprioritise the low-share segments before their contribution and own trajectory are reviewed.
  ECM-009 · Churn and Reactivation Risk
- **INTERVENTION · EVIDENCE —** Keep priority on the top three products (Noise-Cancelling Headphones, Robot Vacuum, Wireless Earbuds); do not deprioritise the low-share products before their contribution and own trajectory are reviewed. ECM-011 · Product Pareto / Long Tail

PRIORITISED NEXT STEPS

- **AVAILABLE DATA —** Start with the weakest stretch (February 2026 – April 2026): put these months next to the peak stretch (May 2026 – July 2026) by category, region and product. If the drop concentrates in one item, focus the review on it; if it is broad, focus on the period itself (pricing, campaign calendar, season).
  ECM-003 · Average Order Value and Basket Depth

- **AVAILABLE DATA —** Use 90% of the period average ($126) as the monthly watch threshold: when a month falls below it, check data entry first and then that month's breakdown by category, region and product; two consecutive months below the threshold call for a budget and target review.

  ECM-003 · Average Order Value and Basket Depth

- **AVAILABLE DATA —** Compare segments by each one's own period-over-period customer count change rather than by share; small but fast-growing segments are invisible in this table. ECM-009 · Churn and Reactivation Risk
- **AVAILABLE DATA —** Review the low-share segment **Reactivated** by category, region and product and over time; determine whether the weakness is persistent or tied to specific periods.

  ECM-009 · Churn and Reactivation Risk

- **AVAILABLE DATA —** Compare products by each one's own period-over-period revenue change rather than by share; small but fast-growing products are invisible in this table. ECM-011 · Product Pareto / Long Tail

02 Sales Performance & Trends

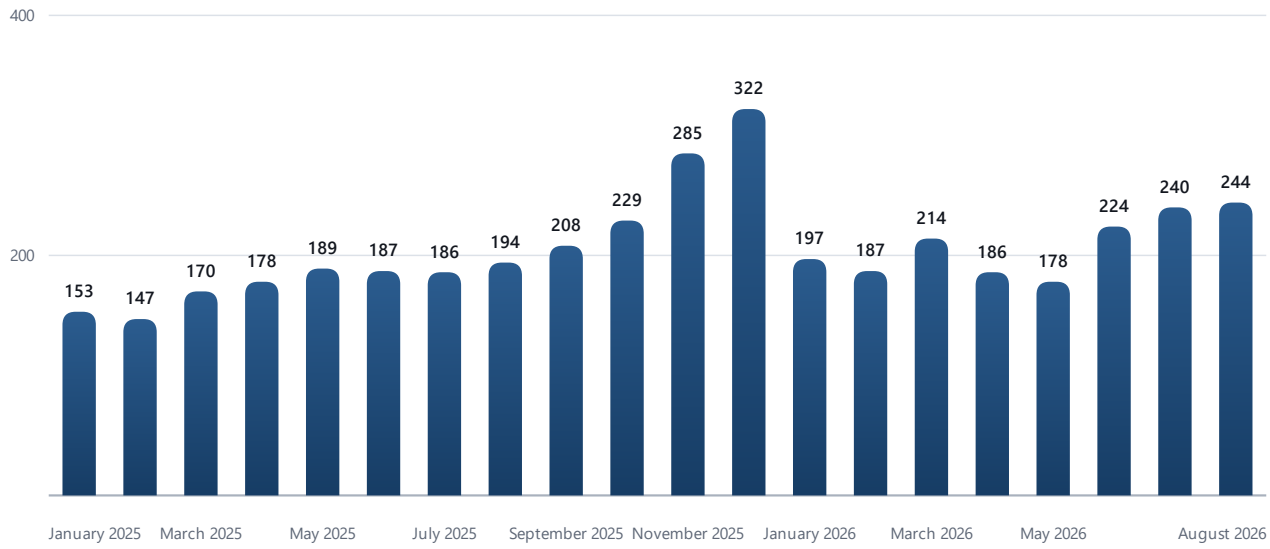
ECM-031 · Monthly Orders Summary

ECM-031 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain monthly

Shows how many orders you receive each month and how order volume develops over time.

Rows **5,952** · Periods **20**

Total **4.1K** · Average **206** · Peak **322**



Number of Orders

Over the 20 months from January 2025 to August 2026, total order count came to **4,118**, an average of **205.90** per month. The latest month (August 2026: 244) closed **59.5%** above the first.

- **When:** The peak came in **December 2025** (322) and the trough in **February 2025** (147); the gap between them is **119.0%**. The weakest three-month stretch was January 2025 – March 2025 (averaging 156.67), the strongest October 2025 – December 2025 (278.67).
- **How much:** The value was above average in 8 of 20 months; month-to-month fluctuation is moderate (typical deviation 20.7% of the mean).

> RECENT RUN RATE Observed recent average; not a forecast.
>
> The last 5 months average **214.40**, **11.0%** below the prior 5 months and above the period average.

RECOMMENDED ACTIONS

→ AVAILABLE DATA — Start with the weakest stretch (January 2025 – March 2025): put these months next to the peak stretch (October 2025 – December 2025) by category, region and product. If the drop concentrates in one item, focus the review on it; if it is broad, focus on the period itself (pricing, campaign calendar, season).

→ AVAILABLE DATA — Use 90% of the period average (185.31) as the monthly watch threshold: when a month falls below it, check data entry first and then that month's breakdown by category, region and product; two consecutive months below the threshold call for a budget and target review.

→ INTERVENTION · EVIDENCE — Use the last 5-month average (214.40) as the reference for plans and budgets; before setting a growth target, verify that the items behind the peak stretch recur.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

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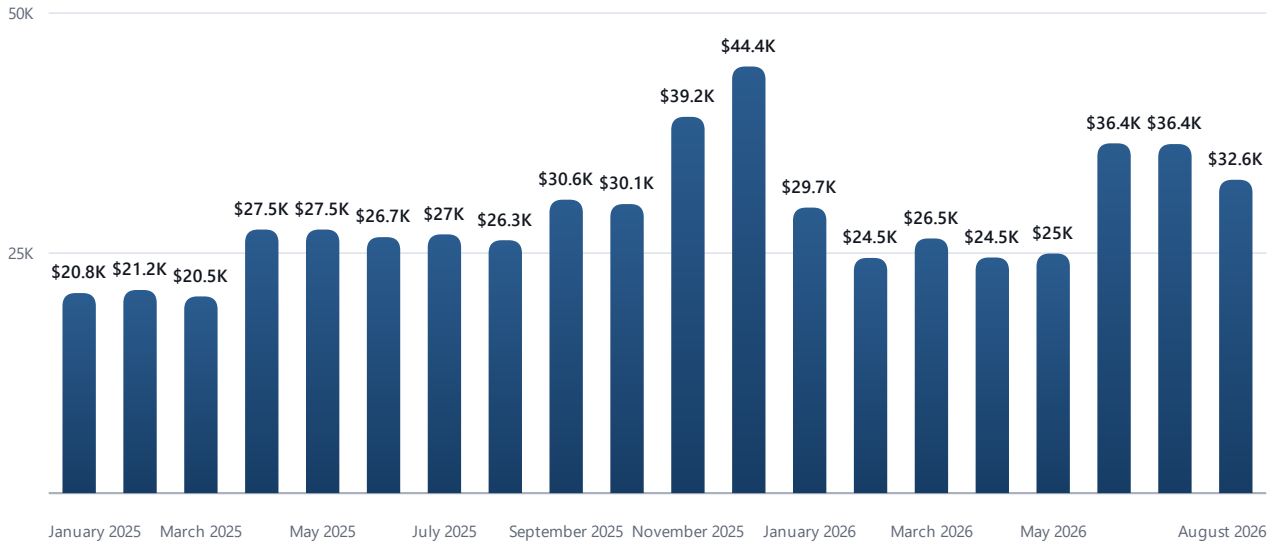
ECM-032 · Monthly Revenue Summary

ECM-032 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain monthly

Shows how your revenue develops month by month.

Rows **5,952** · Periods **20**

Total **$577.3K** · Average **$28.9K** · Peak **$44.4K**



Revenue · Currency: USD ($)

Over the 20 months from January 2025 to August 2026, total revenue came to **$577,349**, an average of **$28,867** per month. The latest month (August 2026: $32,642) closed **56.6%** above the first.

- **When:** The peak came in **December 2025** ($44,437) and the trough in **March 2025** ($20,492); the gap between them is **116.8%**. The weakest three-month stretch was January 2025 – March 2025 (averaging $20,833), the strongest October 2025 – December 2025 ($37,909).
- **How much:** The value was above average in 8 of 20 months; month-to-month fluctuation is moderate (typical deviation 21.8% of the mean).
- **Source (computed):** The last month (August 2026) closed at **$32,642**, down **10.2%** versus the month before.
- By category, the change came from a single item: **Home & Living**; the remaining items partly moved the other way. The item changes sum exactly to the total change.
- This decomposition shows which item the change came from; why that item changed (demand, stock, pricing, seasonality) cannot be determined from this dataset.

> RECENT RUN RATE Observed recent average; not a forecast.
>
> The last 5 months average **$30,986**, **5.8%** below the prior 5 months and above the period average.

RECOMMENDED ACTIONS

→ **AVAILABLE DATA —** Start with the weakest stretch (January 2025 – March 2025): put these months next to the peak stretch (October 2025 – December 2025) by category, region and product. If the drop concentrates in one item, focus the review on it; if it is broad, focus on the period itself (pricing, campaign calendar, season).

→ **AVAILABLE DATA —** Use 90% of the period average ($25,981) as the monthly watch threshold: when a month falls below it, check data entry first and then that month's breakdown by category, region and product; two consecutive months below the threshold call for a budget and target review.

→ **INTERVENTION · EVIDENCE —** Use the last 5-month average ($30,986) as the reference for plans and budgets; before setting a growth target, verify that the items behind the peak stretch recur.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

ECM-033 · Year-over-Year Growth

ECM-033 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain yearly

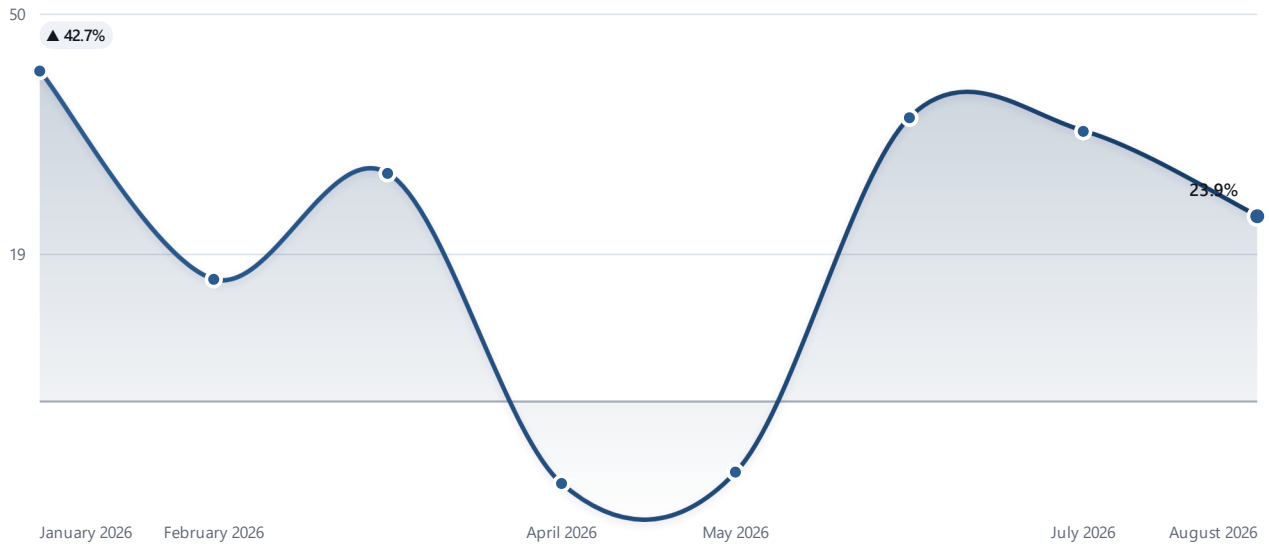
Shows how revenue and orders compare with the same period one year earlier.

Rows **5,952** · Periods **20**

PRIMARY KPIS · YEARLY

2025 annual revenue	2026 partial year (8 months)
$341,647	**$235,702**

Latest month **23.9%** · Monthly median **26.7%** · Monthly peak **42.7%**



Monthly Year-over-Year Change (YoY) — each month versus the same month a year earlier; not annual growth.

Total revenue in 2025 was **$341,647**; a second full year is needed for annual growth.

- **Context:** On a monthly basis, revenue exceeded the same month of the prior year in 6 of 8 months; the annual rate is the net result of these monthly gains and losses.
- No annual growth rate was computed for 2026 because the year is incomplete in the data.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

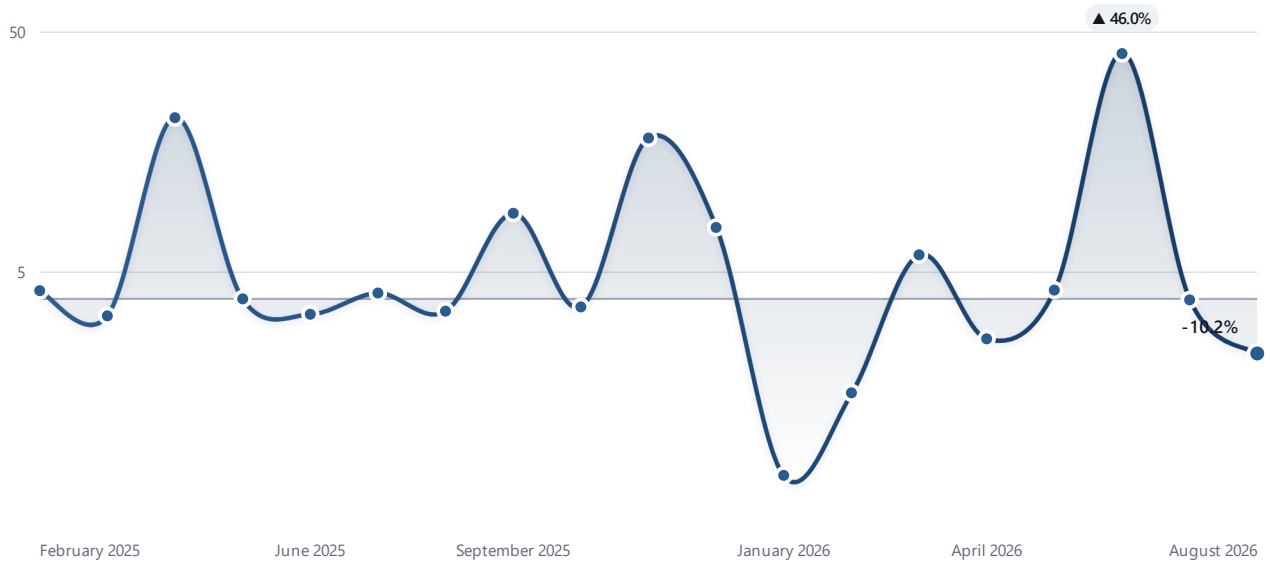
ECM-034 · Month-over-Month Growth

ECM-034 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain monthly

Shows how revenue and order counts change from one month to the next.

Rows **5,952** · Periods **20**

Latest month **-10.2%** · Monthly median **0.0%** · Monthly peak **46.0%**



Revenue growth (month-over-month, MoM) was measured over 19 periods from February 2025 to August 2026; the latest is **-10.2%** and the simple average of period changes is **+3.9%** (not a long-run growth rate). The change was positive in 9 of 19 periods.

- The highest value was in **June 2026** (+46.0%) and the lowest in **January 2026** (-33.1%); the spread between the two is 79.1 points.
- The last 4 months average **+9.3%**, 21.8 points higher than the prior 4 months.

RECOMMENDED ACTIONS

→ AVAILABLE DATA — Compare June 2026 and January 2026 by category, region and product; identify the item that moves the rate. More often than not a single item pushes the rate up or down.

→ AVAILABLE DATA — Track the rate against its average (+3.9%) every month; on marked deviations check data entry first and business drivers second.

→ INTERVENTION · EVIDENCE — Why the rate moved cannot be determined from this series; verify the driver before changing targets or plans.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

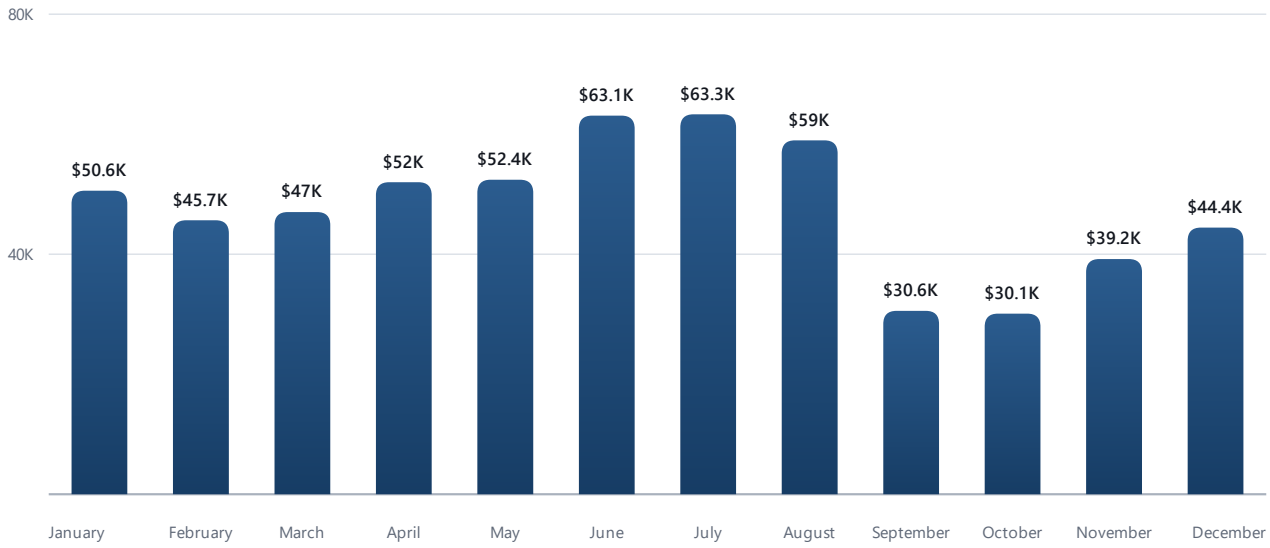
ECM-041 · Seasonal Sales Analysis

ECM-041 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain calendar month (years combined)

Shows which calendar months and seasons are strongest and weakest for your sales.

Rows **5,952** · Periods **20**

Total **$577.3K** · Average **$48.1K** · Peak **$63.3K**



> Revenue by calendar month — the same calendar month summed across all years in the dataset (not a monthly trend). · Currency: USD ($)

With 1 complete years combined, **July** holds the highest revenue share (11.0%, $63,314) and **October** the lowest (5.2%, $30,105); the pattern does not recur consistently across years, so it is not evidence of seasonality.

- **When:** The three strongest months (July, June, August) carry **32.1%** of the total; the three weakest (October, September, November) carry **17.3%**.
- **How much:** Revenue share by season: Summer 32.1%, Spring 26.2%, Winter 24.4%, Autumn 17.3%.

RECOMMENDED ACTIONS

→ **AVAILABLE DATA —** Compare July and October year by year; if the same months lead every year, the seasonal signal strengthens and can enter planning.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

03 Basket, Conversion & Funnel

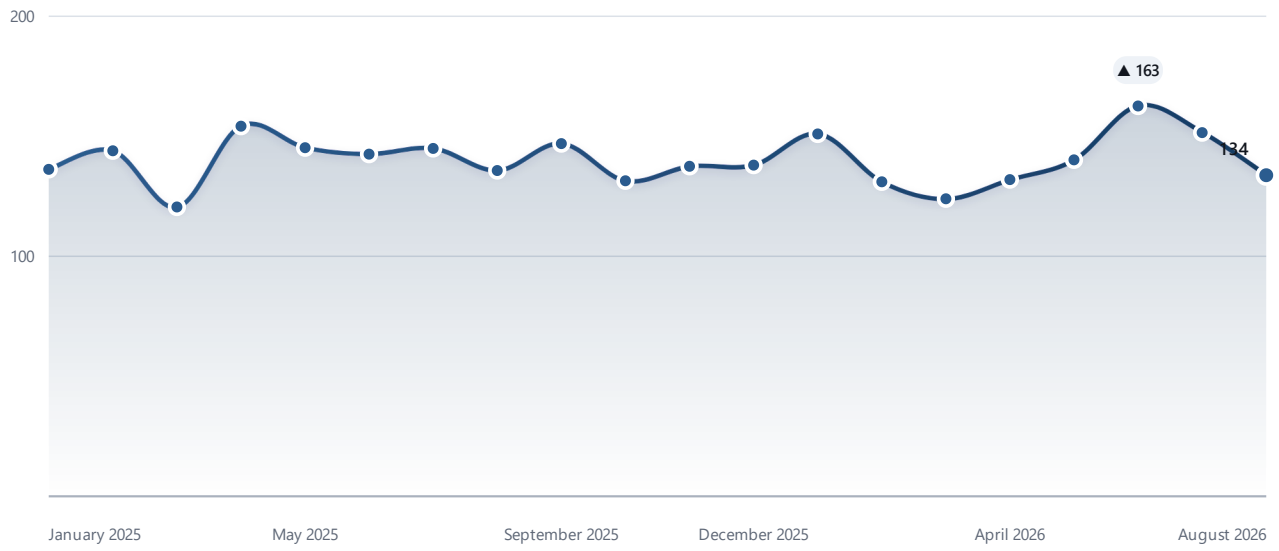
ECM-003 · Average Order Value and Basket Depth

ECM-003 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain monthly

Shows how much customers spend per order and how many items they buy, month by month.

Rows **5,952** · Periods **20**

Latest month **134** · Monthly median **139** · Monthly peak **163**



Average order value averaged **$140** between January 2025 and August 2026. The latest month (August 2026) closed at $134, close to where the period started.

- **When:** The peak came in **June 2026** ($163) and the trough in **March 2025** ($121); the gap between them is **34.9%**. The weakest three-month stretch was February 2026 – April 2026 (averaging $129), the strongest May 2026 – July 2026 ($151).
- **How much:** The value was above average in 10 of 20 months; month-to-month fluctuation is low (typical deviation 7.4% of the mean).

> **RECENT RUN RATE** Observed recent average; not a forecast.
>
> The last 5 months average **$144**, **5.7%** above the prior 5 months and above the period average.

RECOMMENDED ACTIONS

→ AVAILABLE DATA — Start with the weakest stretch (February 2026 – April 2026): put these months next to the peak stretch (May 2026 – July 2026) by category, region and product. If the drop concentrates in one item, focus the review on it; if it is broad, focus on the period itself (pricing, campaign calendar, season).

→ AVAILABLE DATA — Use 90% of the period average ($126) as the monthly watch threshold: when a month falls below it, check data entry first and then that month's breakdown by category, region and product; two consecutive months below the threshold call for a budget and target review.

→ INTERVENTION · EVIDENCE — Use the last 5-month average ($144) as the reference for plans and budgets; before setting a growth target, verify that the items behind the peak stretch recur.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

04 Customer Analytics

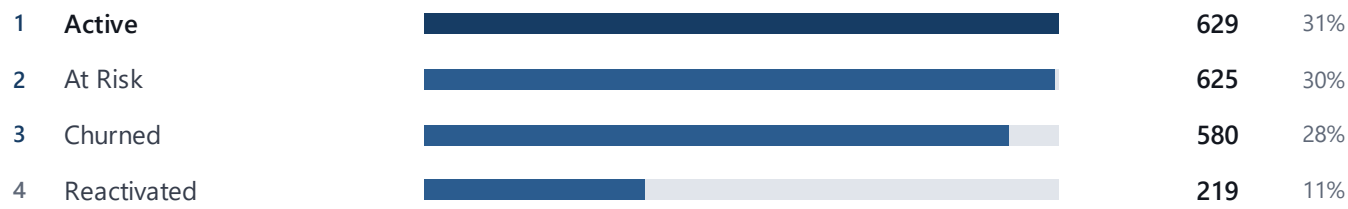
ECM-009 · Churn and Reactivation Risk

ECM-009 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain by breakdown

Identifies which customers are active, at risk, lost or won back, based on your customers' own buying rhythm.

Rows **5,952** · Periods **20**

Total **2.1K** · Average **513** · Leader **629**



Customer count

Total customer count of **2,053** is spread across 4 segments. **Active** holds the largest share (**30.6%**, 629); the distribution is balanced.

- **How much:** The top three items account for **89.3%** of the total; the gap between the leader and second-placed **At Risk** is **0.6%**. 3 of 4 items sit above the average (513.25).
- **Where:** The lowest share is **Reactivated** (**10.7%**, 219), 2.9× below the leader. The 1 items below the average together make up **10.7%** of the total.

RECOMMENDED ACTIONS

→ AVAILABLE DATA — Compare segments by each one's own period-over-period customer count change rather than by share; small but fast-growing segments are invisible in this table.

→ AVAILABLE DATA — Review the low-share segment **Reactivated** by category, region and product and over time; determine whether the weakness is persistent or tied to specific periods.

→ INTERVENTION · EVIDENCE — Keep priority on the top three segments (Active, At Risk, Churned); do not deprioritise the low-share segments before their contribution and own trajectory are reviewed.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

05 Product Performance

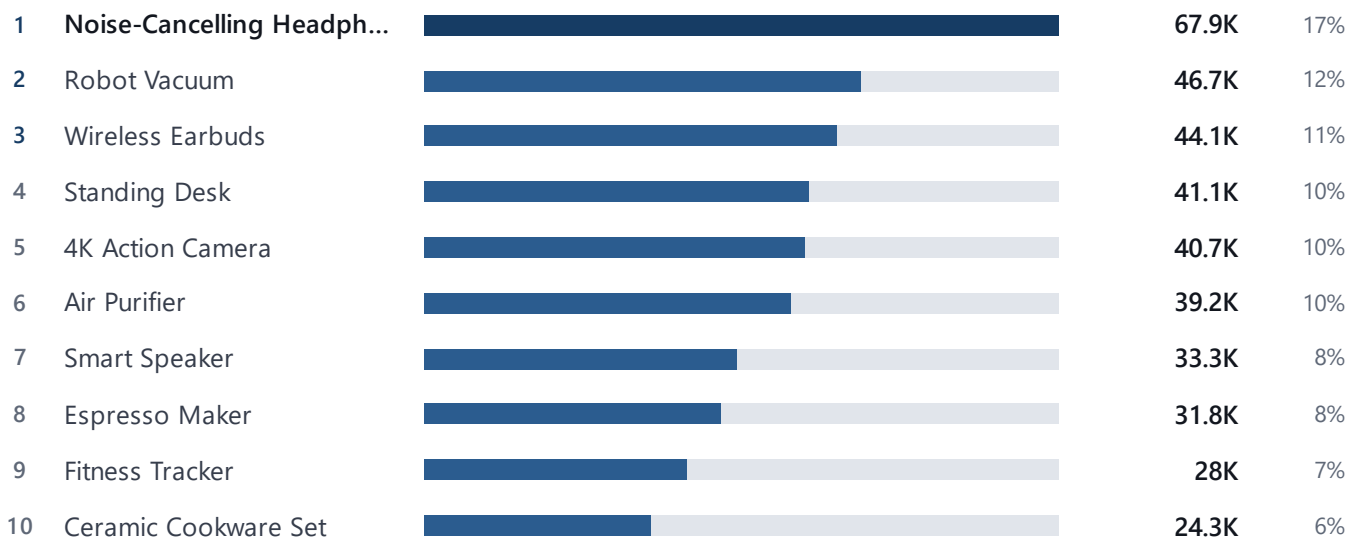
ECM-011 · Product Pareto / Long Tail

ECM-011 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain by breakdown

Shows how concentrated your revenue is: which products bring in 80% of sales and which form the long tail.

Rows **5,952** · Periods **20**

Total **$396.9K** · Average **$39.7K** · Leader **$67.9K**



Revenue · Currency: USD ($)

Total revenue of **$577,350** is spread across 24 products. **Noise-Cancelling Headphones** holds the largest share (**11.8%**, $67,879); the distribution is balanced.

- **How much:** The top three items account for **27.5%** of the total; the gap between the leader and second-placed **Robot Vacuum** is **45.5%**. 10 of 24 items sit above the average ($24,056).
- **Where:** The lowest share is **Watch Strap** (**0.9%**, $4,955), 13.7× below the leader. The 14 items below the average together make up **31.2%** of the total.

RECOMMENDED ACTIONS

→ AVAILABLE DATA — Compare products by each one's own period-over-period revenue change rather than by share; small but fast-growing products are invisible in this table.

→ AVAILABLE DATA — Review the low-share product **Watch Strap** by category, region and product and over time; determine whether the weakness is persistent or tied to specific periods.

→ INTERVENTION · EVIDENCE — Keep priority on the top three products (Noise-Cancelling Headphones, Robot Vacuum, Wireless Earbuds); do not deprioritise the low-share products before their contribution and own trajectory are reviewed.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

ECM-036 · Sales by Category

ECM-036 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain by breakdown

Shows how your revenue is distributed across product categories and which categories lead.

Rows **5,952** · Periods **20**

Total **$577.3K** · Average **$144.3K** · Leader **$220.3K**

1	**Electronics**		**220.3K**	38%
2	Home & Living		**202.9K**	35%
3	Outdoor & Fitness		**103.8K**	18%
4	Accessories		**50.4K**	9%

Revenue · Currency: USD ($)

Total revenue of **$577,349** is spread across 4 categories. **Electronics** holds the largest share (**38.2%**, $220,261); the distribution is balanced.

- **How much:** The top three items account for **91.3%** of the total; the gap between the leader and second-placed **Home & Living** is **8.5%**. 2 of 4 items sit above the average ($144,337).
- **Where:** The lowest share is **Accessories** (**8.7%**, $50,398), 4.4× below the leader. The 2 items below the average together make up **26.7%** of the total.

RECOMMENDED ACTIONS

→ AVAILABLE DATA — Compare categories by each one's own period-over-period revenue change rather than by share; small but fast-growing categories are invisible in this table.

→ AVAILABLE DATA — Review the low-share category **Accessories** by category, region and product and over time; determine whether the weakness is persistent or tied to specific periods.

→ INTERVENTION · EVIDENCE — Keep priority on the top three categories (Electronics, Home & Living, Outdoor & Fitness); do not deprioritise the low-share categories before their contribution and own trajectory are reviewed.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

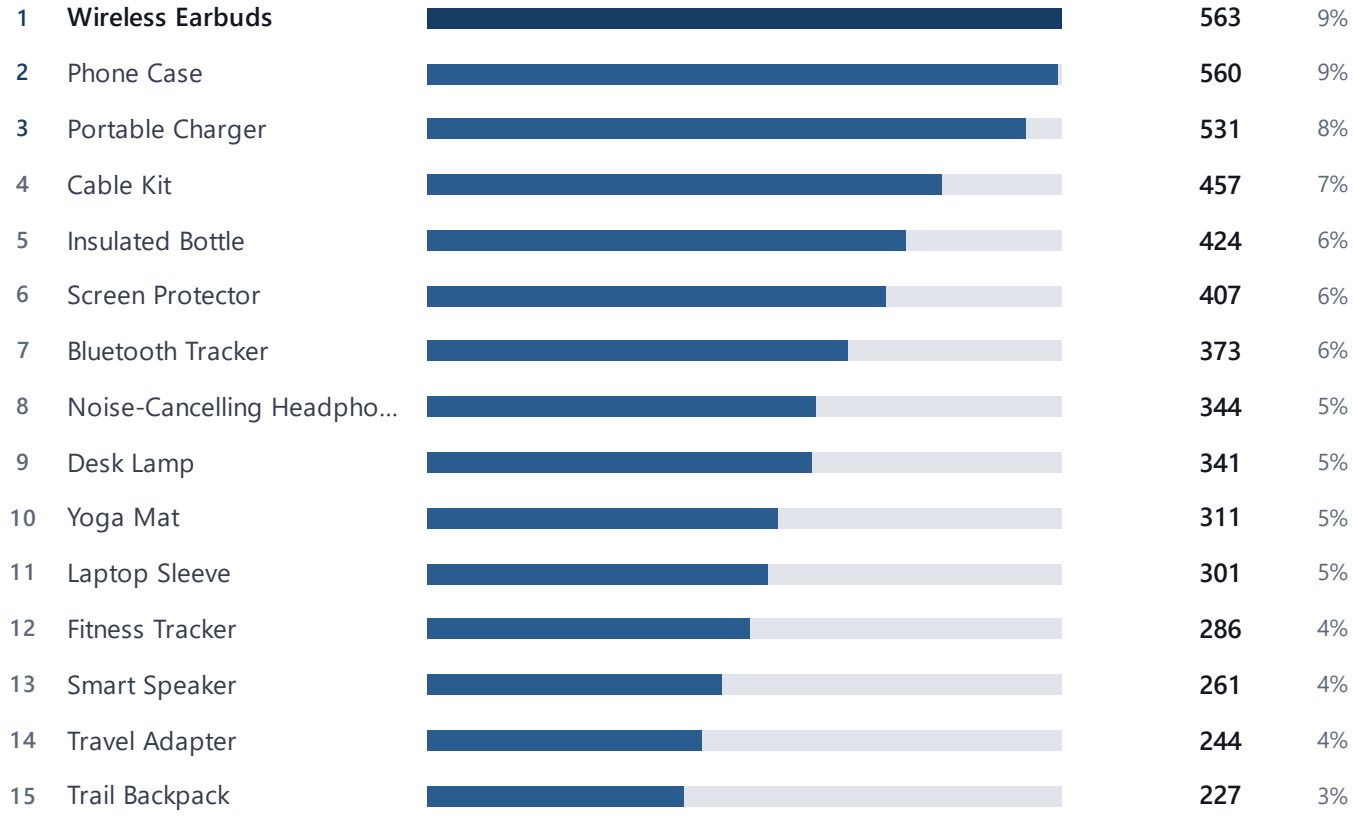
ECM-040 · Top Selling Products

ECM-040 | COMPUTED · DATA CHECKS PASSED | Period 2025-01-01 – 2026-08-31 | Time grain by breakdown

Identifies your best-selling products by units sold, along with the revenue each one brings in.

Rows **5,952** · Periods **20**

Total **6.6K** · Average **328** · Leader **563**



+5 more

Quantity sold

Total units sold of **7,007** is spread across 24 product ids. **Wireless Earbuds** holds the largest share (**8.0%**, 563); the distribution is balanced.

- **How much:** The top three items account for **23.6%** of the total; the gap between the leader and second-placed **Phone Case** is **0.5%**. 11 of 24 items sit above the average (291.96).
- **Where:** The lowest share is **Camping Tent** (**1.3%**, 88), 6.4× below the leader. The 13 items below the average together make up **34.2%** of the total.

RECOMMENDED ACTIONS

→ AVAILABLE DATA — Compare product ids by each one's own period-over-period units sold change rather than by share; small but fast-growing product ids are invisible in this table.

→ AVAILABLE DATA — Review the low-share product id **Camping Tent** by category, region and product and over time; determine whether the weakness is persistent or tied to specific periods.

→ INTERVENTION · EVIDENCE — Keep priority on the top three product ids (Wireless Earbuds, Phone Case, Portable Charger); do not deprioritise the low-share product ids before their contribution and own trajectory are reviewed.

VALIDATION CHECKLIST Period boundaries computed from raw data (not a bucket label) · Calculation confidence: high · Interpretation/evidence level: high

06 Methodology & Data Quality

This appendix records which data, mappings and limits this report was produced with.

DATASETS USED

DATASET	ROWS	COLUMNS	DATE RANGE	TIME GRAIN
orders	5,952	14	2025-01-01 – 2026-08-31	monthly, by breakdown, yearly, calendar month (years combined)

CLEANING LEDGER

- orders: 5,952 → 5,952

CURRENCY: USD ($) REPORT ID: RPT-20260929-150736 GENERATED: 2026-09-29 15:07 ENGINE VERSION: 1.0.0
RUN ID: run_20260929_150733_b7bc8fa6

RBHelix

Thank You

This report was prepared by RBHelix based on the data you shared.

GENERATED 2026-09-29 · 15:07 REPORT ID RPT-20260929-150736

contact@rbhelix.com

All metrics are calculated using your sales records and standardized evaluation methods.
This document is prepared to be shared only with the relevant business and authorized people.