

# Northwind Outdoor Supply

## FY2025 Annual Financial Summary

January 1 – December 31, 2025 | Confidential

### Annual Key Metrics

Metric	Value
Total Orders	15,000
Gross Order Value	\$28,704,615.45
Net Product Revenue (post-discount, pre-tax)	\$26,761,830.81
Total Customers	2,600
Active Products	240
Support Tickets	4,200
Average Order Value	\$1,913.64

### Revenue by Channel

Online channels contributed the largest share of order volume (~42%), followed by Retail Store (~25%), Marketplace (~18%), and Phone (~15%). Online and Marketplace channels showed the highest average order values. Retail Store orders reflect walk-in and local account sales.

### Category Performance

Category	Net Revenue	Share of Total
Hydration	\$3,766,127.99	14.1%
Tents	\$3,410,818.30	12.7%
Lighting	\$3,087,139.04	11.5%
Outerwear	\$3,046,217.88	11.4%
Trail Safety	\$2,812,224.63	10.5%
Climbing Gear	\$2,603,121.40	9.7%
Navigation	\$2,417,118.02	9.0%
Backpacks	\$2,292,774.63	8.6%
Camp Kitchen	\$1,837,841.22	6.9%
Hiking Footwear	\$1,488,447.70	5.6%
Total	\$26,761,830.81	100.0%

## **Management Notes**

- Gross order value (\$28,704,615.45) includes sales tax and shipping; net product revenue (\$26,761,830.81) reflects post-discount, pre-tax line item totals.
- Hydration and Tents led all categories, consistent with peak spring and summer demand.
- Support ticket volume (4,200) was concentrated in shipping delay and return request categories.
- Recommended focus areas for FY2026: vendor lead-time reduction for Tents and Outerwear, website funnel optimization, and support SLA improvement for warranty claims.

This report covers the full fiscal year January 1 – December 31, 2025. All figures are internal operational data. For Q1 2025 (January – March) only, estimated orders: ~3,750; estimated net product revenue: ~\$6.7M.