June 2026

Monthly Sales Report

Prepared by **Grace Ellison**
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For the Leadership Team · July 5, 2026

REVENUE	ORDERS	AVG. ORDER VALUE	NEW CUSTOMERS
968,300.00	**6,678**	**145.00**	**818**
+9.1% vs. May	+7.4% vs. May	+1.6% vs. May	+10.8% vs. May

Revenue and order values are in USD.

Revenue trend

MONTH	REVENUE	AMOUNT
January		765,000.00
February		800,500.00
March		855,600.00
April		821,800.00
May		887,500.00
June		968,300.00

Highlights

- June was the strongest month of the last six, with revenue up 9.1% on May
- East Coast grew 17.6%, the fastest of the four regions
- Trail Running Shoe led sales with 2,046 units
- Three of five reps beat their quota, led by Dana Holloway at 119%

Sales by region

REGION	SHARE OF REVENUE	REVENUE	SHARE	CHANGE
Western States		460,900.00	47.6%	+8.2%
Mountain States		302,100.00	31.2%	+9.1%
Midwest		143,300.00	14.8%	+8.6%
East Coast		62,000.00	6.4%	+17.6%

Top products

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
1	Trail Running Shoe	Footwear	2,046	245,520.00	25.4%
2	Insulated Jacket	Apparel	892	187,320.00	19.3%
3	Two-Person Tent	Camping	468	159,120.00	16.4%
4	Hiking Backpack 40L	Packs	667	100,050.00	10.3%

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
5	**Water Filter Bottle**	Accessories	1,625	**73,125.00**	7.6%

Sales team

REP	DEALS	REVENUE	QUOTA
Dana Holloway	48	**178,600.00**	119%
Ravi Menon	44	**161,700.00**	112%
Sofia Lindqvist	38	**141,100.00**	109%
Tyler Brooks	33	**122,800.00**	91%
Mei Tanaka	29	**106,500.00**	82%

Pipeline outlook

Open pipeline	**2,140,000.00**
Win rate	**28%**
Avg. sales cycle	**35 days**
Forecast (July)	**1,000,000.00**

Next steps

- Expand the footwear range in East Coast, the fastest growing region
- Review pricing on packs, where margins fell by 1.6 points
- Coach the two reps under quota on late-stage deal handling

Figures cover orders invoiced between June 1 and June 30, 2026, net of returns and discounts. Quota attainment is measured against each rep's monthly target.