September 2026

Monthly Sales Report

Prepared by **Grace Ellison**
Head of Retail Operations
For the Leadership Team · October 5, 2026

REVENUE	ORDERS	AVG. ORDER VALUE	NEW CUSTOMERS
1,126,400.00	**7,560**	**148.99**	**926**
+7.9% vs. August	+6.2% vs. August	+1.6% vs. August	+10.9% vs. August

Revenue and order values are in USD.

Revenue trend

MONTH	REVENUE	AMOUNT
April		899,800.00
May		941,600.00
June		1,006,300.00
July		966,700.00
August		1,043,900.00
September		1,126,400.00

Highlights

- September was the strongest month of the last six, with revenue up 7.9% on August
- East Coast grew 15.4%, the fastest of the four regions
- Trail Running Shoe led sales with 2,380 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		536,200.00	47.6%	+7.1%
Mountain States		351,400.00	31.2%	+7.9%
Midwest		166,700.00	14.8%	+7.5%
East Coast		72,100.00	6.4%	+15.4%

Top products

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
1	Trail Running Shoe	Footwear	2,380	285,600.00	25.4%
2	Insulated Jacket	Apparel	1,037	217,770.00	19.3%
3	Two-Person Tent	Camping	545	185,300.00	16.5%
4	Hiking Backpack 40L	Packs	776	116,400.00	10.3%

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
5	**Water Filter Bottle**	Accessories	1,890	**85,050.00**	7.6%

Sales team

REP	DEALS	REVENUE	QUOTA
Dana Holloway	56	**207,700.00**	**119%**
Ravi Menon	51	**188,100.00**	**114%**
Sofia Lindqvist	44	**164,100.00**	**106%**
Tyler Brooks	39	**142,800.00**	**89%**
Mei Tanaka	33	**123,900.00**	**83%**

Pipeline outlook

Open pipeline	**2,490,000.00**
Win rate	**26%**
Avg. sales cycle	**32 days**
Forecast (October)	**1,170,000.00**

Next steps

- Expand the footwear range in East Coast, the fastest growing region
- Review pricing on packs, where margins fell by 1.9 points
- Coach the two reps under quota on late-stage deal handling

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