

Sales Dataset — Raw Data (Jan-Jun 2026)

Month	Category	Units	Revenue
2026-01	Pro	320	\$32,000
2026-01	Team	90	\$27,000
2026-01	Enterprise	12	\$36,000
2026-02	Pro	352	\$35,200
2026-02	Team	101	\$30,300
2026-02	Enterprise	14	\$42,000
2026-03	Pro	338	\$33,800
2026-03	Team	118	\$35,400
2026-03	Enterprise	17	\$51,000
2026-04	Pro	401	\$40,100
2026-04	Team	126	\$37,800
2026-04	Enterprise	15	\$45,000
2026-05	Pro	455	\$45,500
2026-05	Team	140	\$42,000
2026-05	Enterprise	19	\$57,000
2026-06	Pro	470	\$47,000
2026-06	Team	158	\$47,400
2026-06	Enterprise	23	\$69,000
TOTAL		3,169	\$753,500

Sales Summary — Revenue & Units by Month × Category

REVENUE BY MONTH & CATEGORY

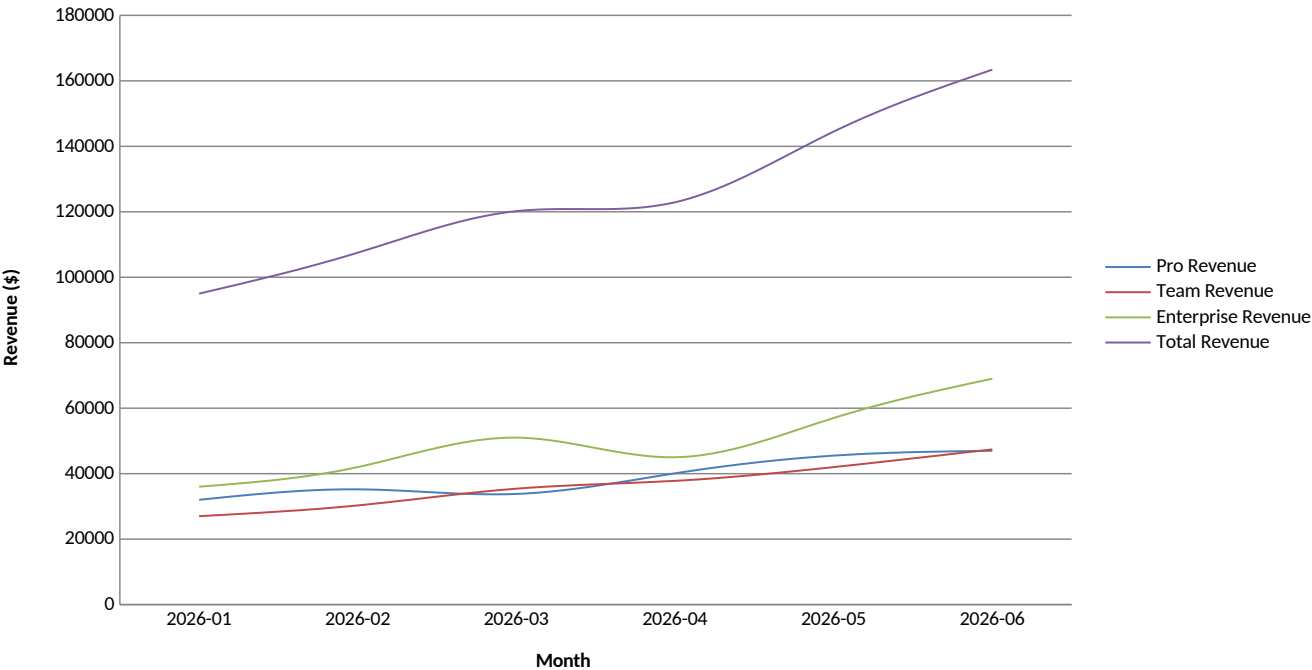
Month	Pro	Team	Enterprise	Total	MoM Growth
2026-01	\$32,000	\$27,000	\$36,000	\$95,000	—
2026-02	\$35,200	\$30,300	\$42,000	\$107,500	13.2%
2026-03	\$33,800	\$35,400	\$51,000	\$120,200	11.8%
2026-04	\$40,100	\$37,800	\$45,000	\$122,900	2.2%
2026-05	\$45,500	\$42,000	\$57,000	\$144,500	17.6%
2026-06	\$47,000	\$47,400	\$69,000	\$163,400	13.1%
TOTAL	\$233,600	\$219,900	\$300,000	\$753,500	

UNITS SOLD BY MONTH & CATEGORY

Month	Pro	Team	Enterprise	Total	MoM Growth
2026-01	320	90	12	422	—
2026-02	352	101	14	467	10.7%
2026-03	338	118	17	473	1.3%
2026-04	401	126	15	542	14.6%
2026-05	455	140	19	614	13.3%
2026-06	470	158	23	651	6.0%
TOTAL	2,336	733	100	3,169	

Month	Pro Revenue	Team Revenue	Enterprise Reven	Total Revenue
2026-01	32000	27000	36000	95000
2026-02	35200	30300	42000	107500
2026-03	33800	35400	51000	120200
2026-04	40100	37800	45000	122900
2026-05	45500	42000	57000	144500
2026-06	47000	47400	69000	163400

Monthly Revenue by Category (Jan-Jun 2026)



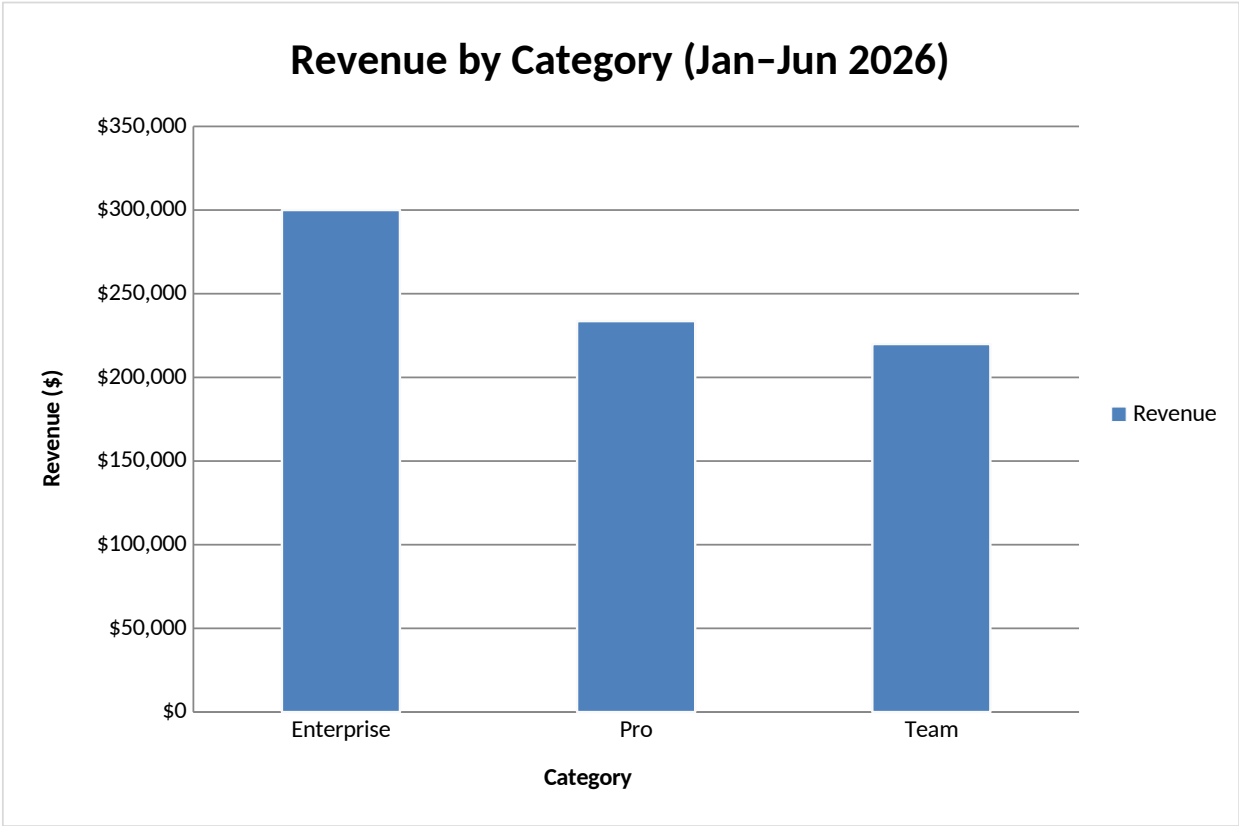
Top Categories — Revenue, Units & Market Share

KEY FINDING: Enterprise generates the highest revenue per unit (\$3,000 avg) despite the lowest volume — the highest-value segment by far.

Rank	Category	Total Revenue	Revenue Share	Total Units	Units Share	Avg Rev/Unit
1	Enterprise	\$300,000	39.8%	100	3.2%	\$3,000
2	Pro	\$233,600	31.0%	2,336	73.7%	\$100
3	Team	\$219,900	29.2%	733	23.1%	\$300
TOTAL		\$753,500	100.0%	3,169	100.0%	\$238

Category	Revenue	Units
Enterprise	\$300,000	100
Pro	\$233,600	2336
Team	\$219,900	733

Revenue by Category (Jan-Jun 2026)



Sales Insights — Jan to Jun 2026

Revenue surged +61% from Jan to Jun 2026 — every category is accelerating and Enterprise is the secret weapon.

FINDING 1

Total Revenue grew +61% from January to June

Across all three product categories, monthly revenue climbed from \$95,000 in January to \$163,400 in June — a 72% increase in six months. This consistent upward trajectory signals strong product-market fit and healthy demand expansion across the portfolio.

**6-Month Growth
+72%**

FINDING 2

Enterprise Revenue Grew +92% — The Highest Growth of Any Tier

Enterprise went from \$36,000/month in January to \$69,000/month in June — a 92% surge. Despite representing a small share of total units, Enterprise accounts for 40% of total revenue, driven by an average contract value of \$3,000/unit vs \$100/unit for Pro.

**Enterprise Rev/Unit
\$3,000**

FINDING 3

Pro Tier Drives Volume; Enterprise Drives Value

Pro sold 2,336 units (the most of any tier) but generated only \$233,600 total revenue — an average of \$100/unit. Enterprise generated \$300,000 from just 100 units. Upselling even a small fraction of Pro customers to Enterprise would have an outsized revenue impact.

**Rev Multiplier
30.0x**

FINDING 4

Team Tier Shows the Steepest Unit Growth — A Rising Mid-Market

Team units rose from 90 in January to 158 in June (+76%), and Team revenue climbed from \$27,000 to \$47,400 (+76%). The Team tier is accelerating faster than Pro on a unit-growth basis, suggesting mid-market buyers are increasingly choosing collaborative plans over individual Pro seats.

**Team Unit Growth
+76%**

FINDING 5

Every Month Exceeded the Prior Month — Zero Seasonal Dips

All three categories recorded month-over-month revenue growth without a single decline across the full six-month window. This sustained growth across all tiers rules out a one-time spike and confirms a durable upward trend. Forecast models should assume continued growth unless a structural change occurs.

**Consecutive Growth Months
6 of 6**

STRATEGIC RECOMMENDATION

1. Accelerate Enterprise expansion — build dedicated CSM support and targeted campaigns to grow the highest-value tier faster.
2. Invest in Team-tier onboarding — the mid-market is growing fast; reduce friction to convert more trials.
3. Create an upsell path from Pro to Team/Enterprise — even a 5% conversion rate would significantly lift average revenue per user.