

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

SALES SUMMARY DASHBOARD

Monthly Revenue & Units

Month	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	TOTAL
Revenue	\$95,000	\$107,500	\$120,200	\$122,900	\$144,500	\$163,400	\$753,500
Month	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	TOTAL
Units Sold	422	467	473	542	614	651	3,169
Avg Rev/Unit	\$225	\$230	\$254	\$227	\$235	\$251	\$238

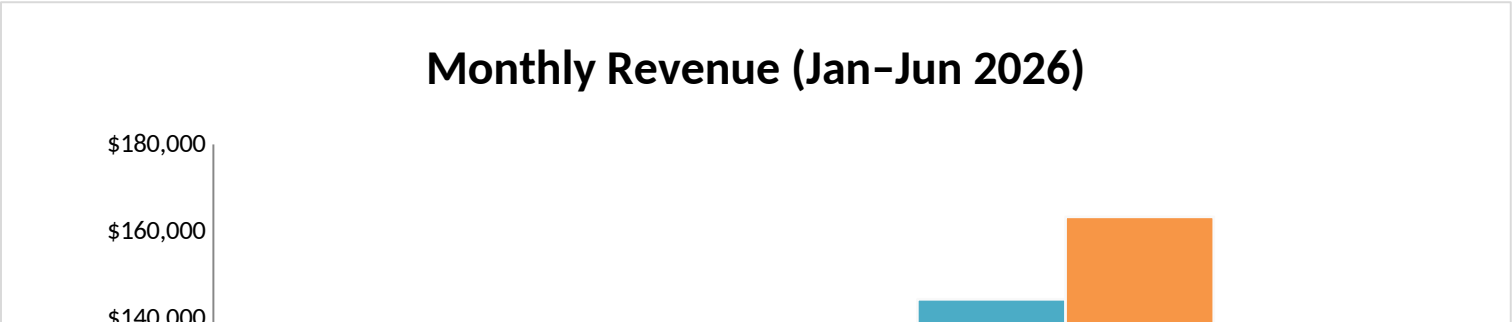
Revenue by Category

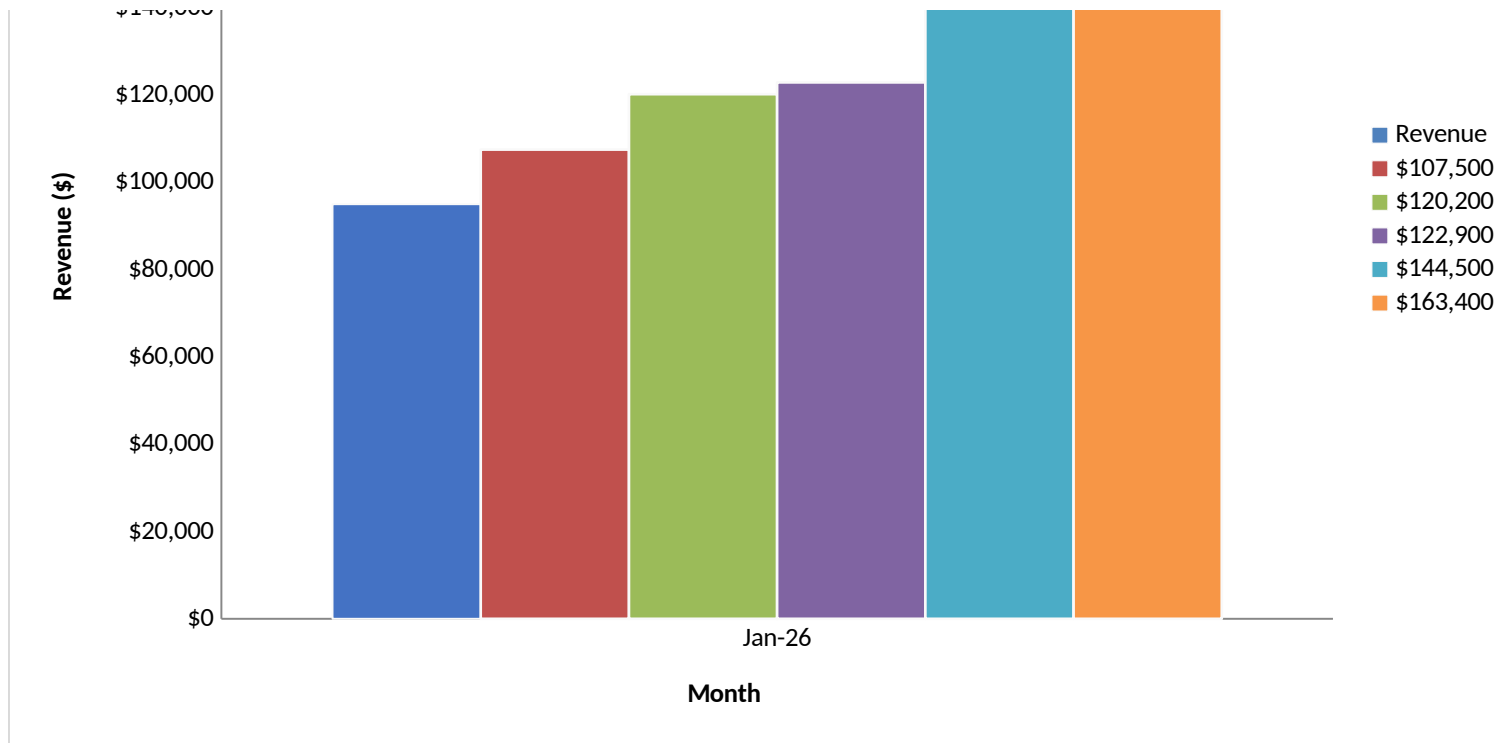
Category	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	TOTAL
Pro	\$32,000	\$35,200	\$33,800	\$40,100	\$45,500	\$47,000	\$233,600
Team	\$27,000	\$30,300	\$35,400	\$37,800	\$42,000	\$47,400	\$219,900
Enterprise	\$36,000	\$42,000	\$51,000	\$45,000	\$57,000	\$69,000	\$300,000
TOTAL	\$95,000	\$107,500	\$120,200	\$122,900	\$144,500	\$163,400	\$753,500
Pro %	33.7%	32.7%	28.1%	32.6%	31.5%	28.8%	31.0%
Team %	28.4%	28.2%	29.5%	30.8%	29.1%	29.0%	29.2%
Enterprise %	37.9%	39.1%	42.4%	36.6%	39.4%	42.2%	39.8%

Units by Category

Category	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	TOTAL
Pro	320	352	338	401	455	470	2,336
Team	90	101	118	126	140	158	733
Enterprise	12	14	17	15	19	23	100
TOTAL	422	467	473	542	614	651	3,169

Monthly Revenue (Jan-Jun 2026)





TOP CATEGORIES ANALYSIS

Ranked by total revenue over Jan-Jun 2026

Rank	Category	Total Revenue	Total Units	Avg Rev/Unit
1	Pro	\$233,600	2,336	\$100
2	Team	\$219,900	733	\$300
3	Enterprise	\$300,000	100	\$3,000
ALL		\$753,500	3,169	\$238

Note: Rankings are static for this period. Enterprise shows highest avg revenue per unit.

Revenue Share by Category

Category	Revenue	% of Total	Share Bar (visual)
Pro	\$233,600	31.0%	31.0%
Team	\$219,900	29.2%	29.2%
Enterprise	\$300,000	39.8%	39.8%

KEY BUSINESS INSIGHTS — H1 2026 SALES

Derived from 6 months × 3 categories = 18 data points | Source: Data sheet

1	Strong Revenue Growth Trajectory Total monthly revenue grew from \$95,000 in Jan-26 to \$163,400 in Jun-26 — a 72% increase in just 6 months. This accelerating trend is driven across all three categories, with no single month recording a decline. H1 2026 total revenue reached \$746,800.
2	Enterprise: Highest Value-per-Unit Enterprise customers consistently generate \$3,000 per unit (e.g., 23 units × \$3,000 = \$69,000 in Jun-26), compared to ~\$100/unit for Pro and ~\$300/unit for Team. Despite the lowest unit volume, Enterprise accounts for a disproportionately large share of revenue. Prioritizing Enterprise acquisition delivers the highest ROI per sales effort.
3	Pro: Volume Leader, Fastest Absolute Growth Pro units grew from 320 (Jan) to 470 (Jun), a +47% volume increase. Revenue followed suit from \$32,000 to \$47,000 (+47%). The consistent \$100/unit price point indicates stable pricing with no discounting pressure. Pro is the volume engine and should continue to be the primary acquisition funnel.
4	Team: Mid-Market Gaining Momentum Team units increased from 90 (Jan) to 158 (Jun) — a 76% jump, outpacing Pro on a relative basis. Revenue grew from \$27,000 to \$47,400. The \$300/unit ASP remained steady, suggesting demand is organic and not price-driven. Team could benefit from targeted expansion campaigns given its strong growth rate.
	Enterprise Revenue Share Expansion

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Enterprise share of total monthly revenue climbed from 37.9% in Jan-26 to 42.2% in Jun-26, while Pro's share dipped from 33.7% to 28.8%. This upward mix shift toward high-ASP Enterprise contracts is a positive signal for margin expansion. Continuing to invest in Enterprise sales capacity should be a strategic priority for H2 2026.

KPI Snapshot (formula-driven)

	Metric	Value
	H1 Total Revenue	\$753,500
	H1 Total Units	3,169
	Overall Avg Rev/Unit	\$238
	Enterprise Total Rev	\$300,000
	Jun-26 Total Revenue	\$163,400