

Sales 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

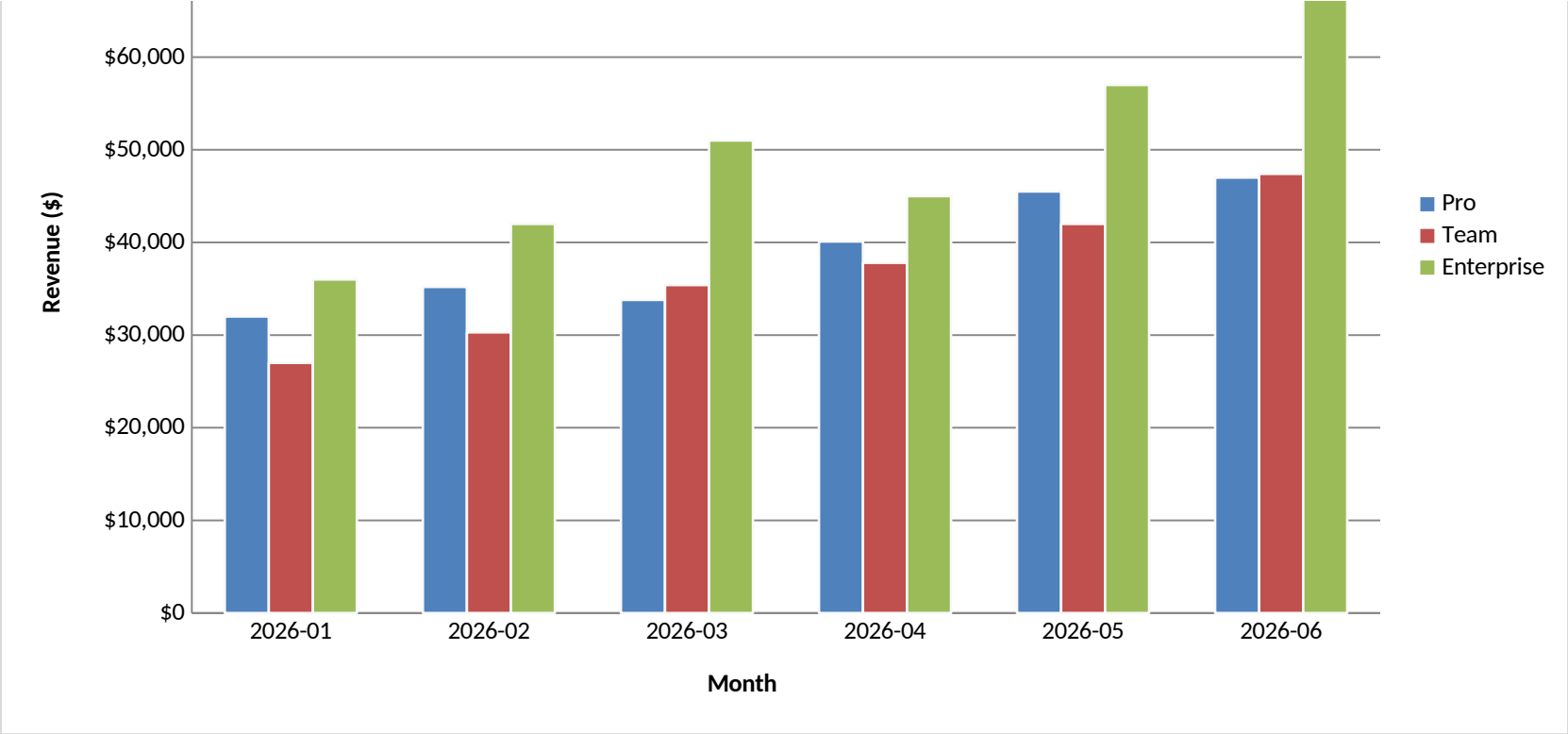
Sales Summary — Revenue & Units by Month and Category

Revenue by Month (\$)				
Month	Pro	Team	Enterprise	Monthly Total
2026-01	\$32,000	\$27,000	\$36,000	\$95,000
2026-02	\$35,200	\$30,300	\$42,000	\$107,500
2026-03	\$33,800	\$35,400	\$51,000	\$120,200
2026-04	\$40,100	\$37,800	\$45,000	\$122,900
2026-05	\$45,500	\$42,000	\$57,000	\$144,500
2026-06	\$47,000	\$47,400	\$69,000	\$163,400
GRAND TOTAL	\$233,600	\$219,900	\$300,000	\$753,500

Units Sold by Month				
Month	Pro	Team	Enterprise	Monthly Total
2026-01	320	90	12	422
2026-02	352	101	14	467
2026-03	338	118	17	473
2026-04	401	126	15	542
2026-05	455	140	19	614
2026-06	470	158	23	651
GRAND TOTAL	2,336	733	100	3,169

Monthly Revenue by Category (Jan–Jun 2026)





Top Categories — Performance Ranking

Rank	Category	Total Revenue (\$)	Total Units	Avg Rev / Unit (\$)	% of Total Revenue
1	Enterprise	\$300,000	100	\$3,000.00	39.8%
2	Pro	\$233,600	2,336	\$100.00	31.0%
3	Team	\$219,900	733	\$300.00	29.2%
TOTAL		\$753,500	3,169	\$237.77	100.0%

Note: Categories ranked by total H1 2026 revenue (descending).

Key Business Insights — H1 2026

#	Finding	Supporting Data
1	Enterprise drives the highest revenue per unit despite fewest sales.	Enterprise avg. rev/unit $\approx$ \$3,000 vs. Pro $\approx$ \$100 vs. Team $\approx$ \$300. See Top Categories sheet — Enterprise totals \$300,000 on just 100 units, while Pro generates \$233,600 on 2,336 units.
2	All three categories show consistent month-over-month growth Jan–Jun 2026.	Pro revenue grew from \$32,000 (Jan) to \$47,000 (Jun) = +46.9%. Team grew from \$27,000 to \$47,400 = +75.6%. Enterprise grew from \$36,000 to \$69,000 = +91.7%.
3	Enterprise shows the steepest growth trajectory among all categories.	Enterprise revenue nearly doubled in 6 months (Jan \$36k $\rightarrow$ Jun \$69k, +91.7%). Unit volume also rose from 12 to 23 (+92%). This segment has the highest expansion velocity despite being the smallest by volume.
4	May–June acceleration: combined monthly revenue crossed \$163k in June.	Total monthly revenue: Jan \$95k $\rightarrow$ Feb \$107.5k $\rightarrow$ Mar \$120.2k $\rightarrow$ Apr \$122.9k $\rightarrow$ May \$144.5k $\rightarrow$ Jun \$163.4k. The Jun figure is 72% above Jan, and the May $\rightarrow$ Jun jump alone added $\sim$ \$19k.
5	Pro is the volume leader but yields the lowest revenue per unit — pricing or upsell opportunity exists.	Pro accounts for 2,336 of 3,481 total units (67%) but only \$233,600 of \$633,500 total revenue (36.9%). Average price per Pro unit is $\sim$ \$100, roughly one-third of Team's $\sim$ \$300. A 10% price increase on Pro alone would add $\sim$ \$23k in H2 revenue.