

Nordlicht Outdoor — Q1 2026 sales

From the Shopify orders export (Orders → Export), 1 Jan – 31 Mar 2026, shop time EUR, including VAT, excluding shipping

NET SALES
€1,474,891.63
after discount codes and refunds

ORDERS
8,664
paid orders in the quarter

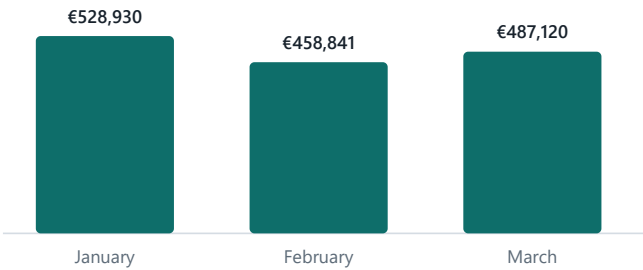
AVERAGE ORDER VALUE
€170.23
net sales per order

ORDERS WITH A REFUND
9.27%
full or partial

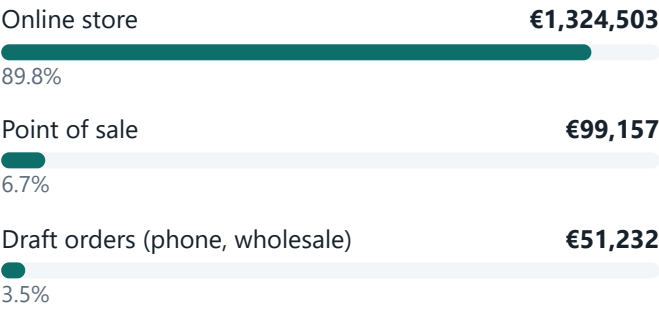
RETURNING CUSTOMERS
23.4%
ordered twice or more

DISCOUNT SHARE
2.73%
of gross sales

Net sales by month



Net sales by channel



Ten best-selling products

#	Product	Product sales	Share
1	Fjord Rain Jacket	€254,356.47	16.3%
2	Polar Down Jacket	€243,146.58	15.6%
3	Trail Hiking Trousers	€107,314.28	6.9%
4	Ridge Fleece Midlayer	€104,474.86	6.7%
5	Merino Base Layer Top	€99,507.22	6.4%
6	Solo Trekking Tent	€90,240.93	5.8%
7	Summit Daypack	€85,738.08	5.5%
8	Down Sleeping Bag	€84,666.39	5.4%
9	Storm Shell Trousers	€74,433.62	4.8%
10	Hiking Socks Pair	€67,465.31	4.3%

Net sales are paid orders of the quarter after discount codes and refunds; cancelled, test and staff orders are left out, and two overlapping exports are counted once. Product sales are after discount codes and before refunds, because the export does not say which item a refund was for. Refunds sit in the month of their order. Every definition was answered in writing before any counting.

Every figure recomputed

Sealed 23 Sep 2026

36 of 36 figures in the report match an independent recount from the export.

Separate code, which never saw how the report was computed, counted every figure again from the raw export and compared it with what is printed. The tolerance is one cent for money, exact for counts.

The export is complete

The export was reconciled to the Shopify admin's own record of what it exported:

Rows	21,687
Orders (distinct Name)	9,659
First order date	2025-12-29
Last order date	2026-04-03
Sum of Total	€1,770,193.90

All five match.

Definitions decided first

What counts as a sale (paid, not cancelled, not test or staff), VAT included, shipping excluded, refunds in their order's month, the date in shop time, a customer by email. Answered in writing before counting, and listed beside every figure.

Five questions only the owner can answer

The data could not decide these, so they are asked instead of guessed. The figures stand on the written rules until the owner answers.

1. Should the 87 wholesale orders with payment terms (€14,371.70) be reported apart from shop sales?
2. Returning customers are counted inside the quarter. Counting the export's three late-December days as history moves the rate from 23.37% to 23.94%.
3. Does the export always write customer emails in lower case? Two spellings would count as two customers.
4. **Does a partial refund in this shop ever include shipping?** The export cannot show it; refunds and net sales depend on the answer. In a test, an AI assistant assumed it silently and overstated net sales by €505.35.
5. May the report say March is provisional, since refunds on late-March orders are still arriving?

What you receive

This report; a document with every figure next to its recount and the definitions it rests on; the open questions; and a receipt: fingerprints of the files at the moment of the check. Change one figure later and the fingerprint no longer matches, so anyone can see the document is the one that was checked.

Next month

The code that produced these figures is frozen after review. Next month's export runs through the same code with no model, and every figure is checked again the same way.

The shop and its export are synthetic, generated in the real Shopify export format.