Executive Sales Pack

Aurora Electronics — January 2025 to September 2026

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Every figure in this document was read from the project database when it was printed. No number was retyped and no chart is a screenshot.

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Executive summary

Aurora Electronics booked €21,200,504 of revenue on 10,000 orders between January 2025 and September 2026, at a 23.9% margin across 40 accounts. Revenue for the first three quarters of 2026 is €9,785,517, up 29.8% on the same period of 2025. North America leads with €6,958,651, ahead of Europe at €6,920,068. Aurora Laptop is the largest line at €9,063,417; Pulse Headphones earns the best margin at 37.9%.

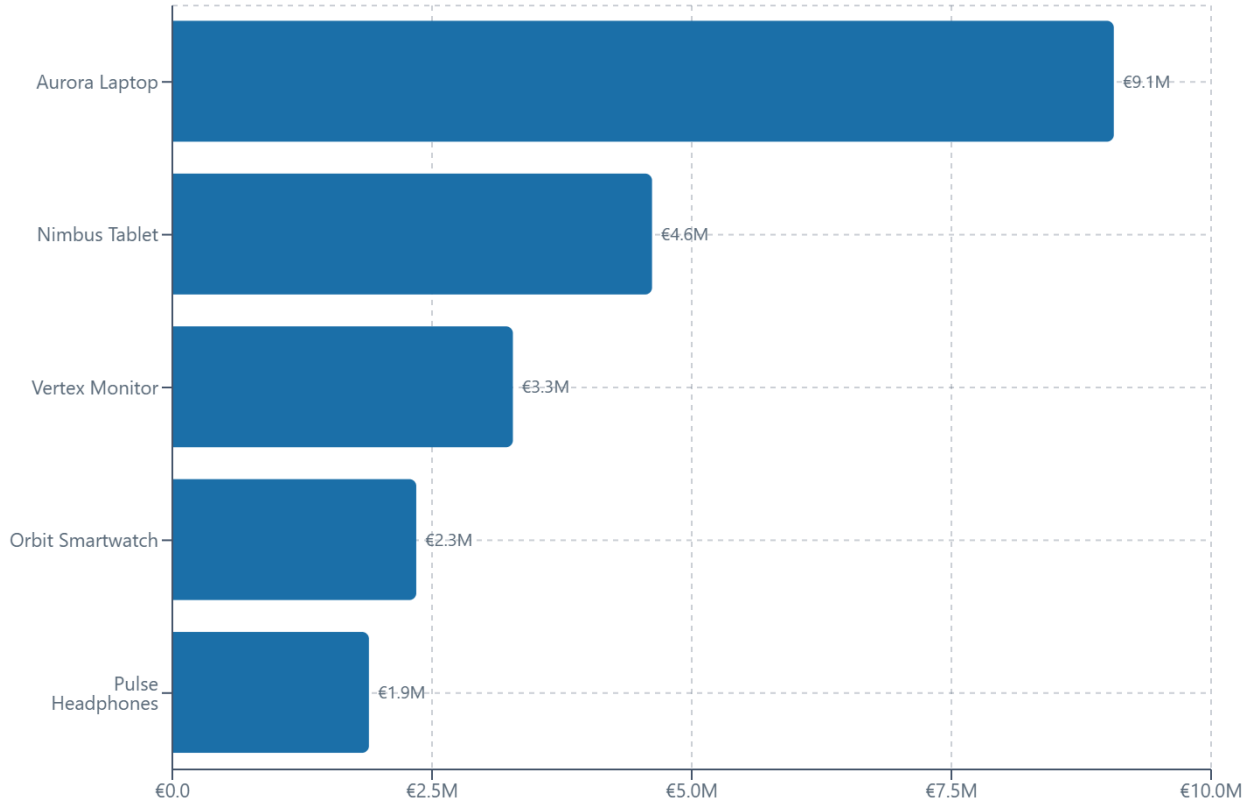
Report details

Prepared for	Executive committee
Data as at	2026-10-14
Source	project.duckdb — table "sales", 10,000 order lines
Personal data	Masked before publication

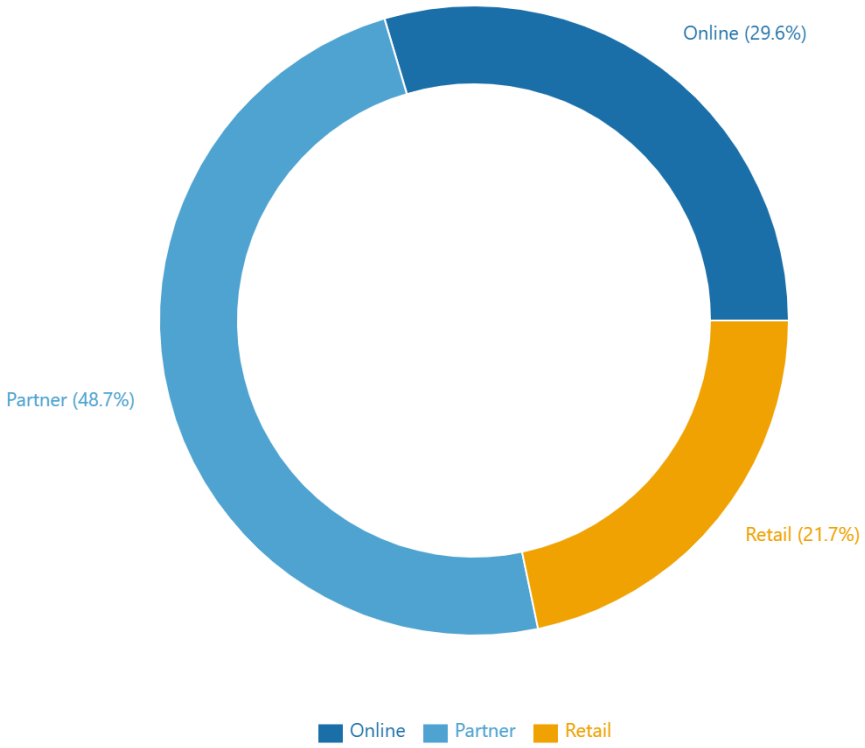
Revenue by region and product

region	Aurora Laptop	Nimbus Tablet	Orbit Smartwatch	Pulse Headphones	Vertex Monitor
Asia Pacific	€1,851,662	€1,115,556	€530,901	€428,129	€637,959
Europe	€2,889,595	€1,524,755	€818,885	€604,878	€1,081,955
Latin America	€1,328,003	€471,417	€262,050	€232,441	€463,668
North America	€2,994,157	€1,506,182	€736,283	€627,158	€1,094,871
Total	**€9,063,417**	**€4,617,910**	**€2,348,118**	**€1,892,605**	**€3,278,453**

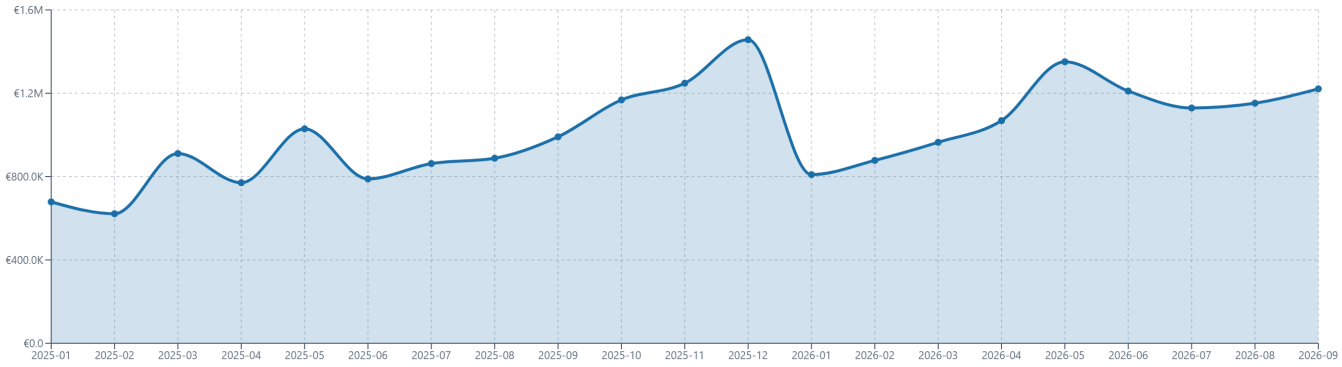
Revenue by product



Revenue by channel



Monthly revenue



2026 by region and quarter

region	quarter	orders	units	revenue	margin_pct	vs_last_year_pct
Asia Pacific	2026-Q1	261	1,027	€460,210	24.1%	-25.1%
Asia Pacific	2026-Q2	342	1,609	€853,418	22.3%	64.9%
Asia Pacific	2026-Q3	351	1,578	€810,663	22.8%	34.2%
Europe	2026-Q1	445	1,755	€860,540	27.1%	14.9%
Europe	2026-Q2	516	2,251	€1,224,214	25.7%	49.8%
Europe	2026-Q3	540	2,234	€1,087,483	26.7%	15.4%
Latin America	2026-Q1	170	854	€453,034	15.5%	124.0%
Latin America	2026-Q2	191	902	€447,630	15.2%	39.6%
Latin America	2026-Q3	183	826	€400,199	17.1%	18.0%
North America	2026-Q1	449	1,685	€878,147	30.7%	36.2%
North America	2026-Q2	506	1,997	€1,105,418	29.7%	18.4%
North America	2026-Q3	545	2,168	€1,204,562	29.5%	40.7%

12 rows

Built by the "Build executive report" pipeline: SQL in DuckDB, then formatting rules.

Revenue heatmap



Top 10 accounts

customer	region	orders	units	revenue	avg_order	margin_pct	last_order
Brightline Retail	Europe	887	3,468	€1,863,139	€2,100	24.2%	2026-09-30
Summit Outfitters	North America	867	3,219	€1,784,641	€2,058	28.4%	2026-09-29
Sakura Devices	Asia Pacific	629	2,742	€1,317,123	€2,094	22.0%	2026-09-29
Pioneer Health	North America	499	2,056	€1,109,476	€2,223	28.1%	2026-09-30
Nordwerk Systems	Europe	519	2,077	€1,019,989	€1,965	25.8%	2026-09-30
Rio Verde Comercio	Latin America	388	2,015	€959,314	€2,472	13.6%	2026-09-30
Blue Mesa Schools	North America	334	1,476	€815,367	€2,441	27.8%	2026-09-29
Lumen & Co	Europe	359	1,438	€727,491	€2,026	25.3%	2026-09-29
Coral Bay Retail	Asia Pacific	327	1,423	€692,861	€2,119	21.3%	2026-09-30
Lion City Tech	Asia Pacific	257	1,197	€567,972	€2,210	21.8%	2026-09-30

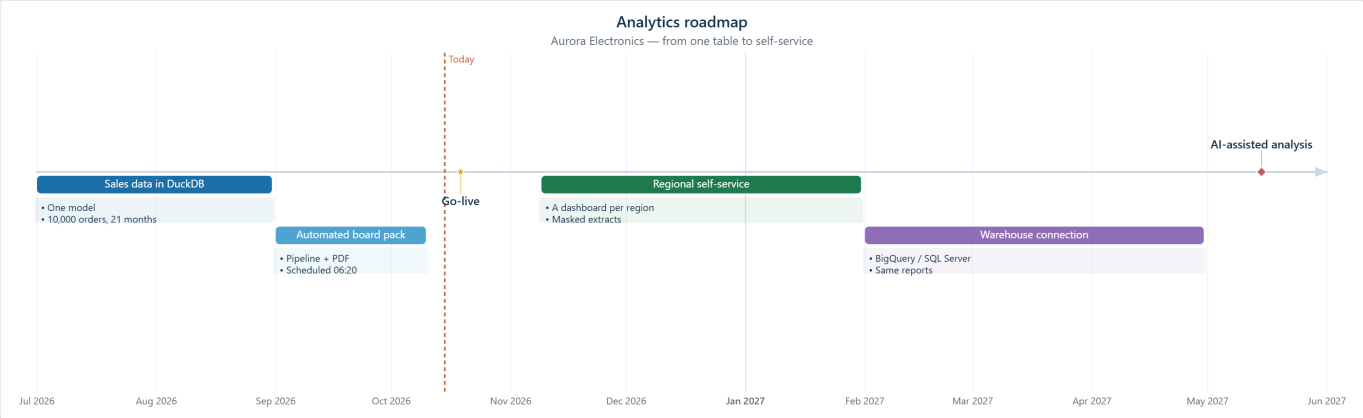
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Executive dashboard

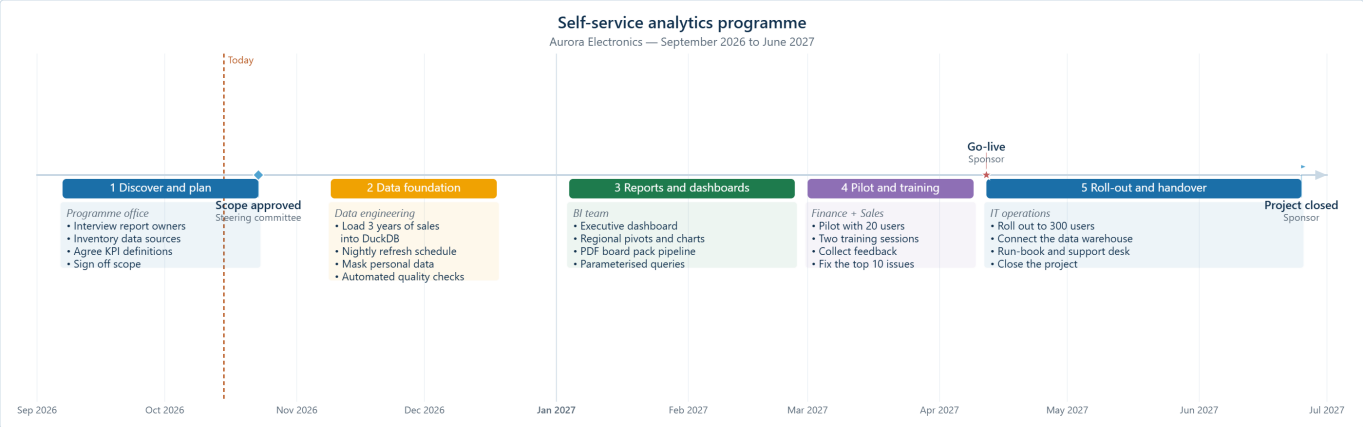


The dashboard exactly as it looks on screen.

Roadmap


Analytics roadmap
Aurora Electronics — from one table to self-service
Today
Go-live
AI-assisted analysis
Sales data in DuckDB
• One model
• 10,000 orders, 21 months
Automated board pack
• Pipeline + PDF
• Scheduled 06:20
Regional self-service
• A dashboard per region
• Masked extracts
Warehouse connection
• BigQuery / SQL Server
• Same reports
Jul 2026
Aug 2026
Sep 2026
Oct 2026
Nov 2026
Dec 2026
Jan 2027
Feb 2027
Mar 2027
Apr 2027
May 2027
Jun 2027

Project plan



Drawn from the plan table on the Roadmap sheet.

Phases and milestones

phase	start	end	owner	status
1 Discover and plan	2026-09-07	2026-10-23	Programme office	In progress
Scope approved	2026-10-23		Steering committee	Milestone
2 Data foundation	2026-11-09	2026-12-18	Data engineering	Planned
3 Reports and dashboards	2027-01-04	2027-02-26	BI team	Planned
4 Pilot and training	2027-03-01	2027-04-09	Finance + Sales	Planned
Go-live	2027-04-12		Sponsor	Milestone
5 Roll-out and handover	2027-04-12	2027-06-25	IT operations	Planned
Project closed	2027-06-25		Sponsor	Milestone

8 rows

Where these figures came from

Generated	October 14, 2026 at 11:31:51 PM
Project	AnalyticsTable-Showcase

Parameters

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dataDir	D:\KnowledgeAI\AnalyticsTableTests\AnalyticsTable-Showcase/DATA
backupDir	D:\KnowledgeAI\AnalyticsTableTests\AnalyticsTable-Showcase/BACKUPS

Sources

Executive summary	text written in the report
Report details	values written in the report
Revenue by region and product	Revenue by region and product on Sales
Revenue by product	Revenue by product on Sales
Revenue by channel	Revenue by channel on Sales
Monthly revenue	Monthly revenue on Sales
2026 by region and quarter	Report!C1R5:C7R17 (12 rows)
Revenue heatmap	Revenue heatmap — region × quarter on Report
Top 10 accounts	Accounts!C1R5:C8R15 (10 rows)
Executive dashboard	dashboard "Executive"
Roadmap	Analytics roadmap on Sales
Project plan	Self-service analytics programme on Roadmap
Phases and milestones	Roadmap!C1R5:C5R13 (8 rows)