

Weekly Business Pulse - Mike's Comics - Week of July 14th

Weekly Snapshot

Fewer, smaller, transactions.

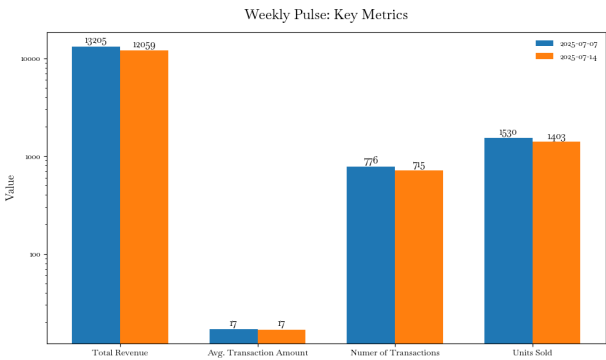
tl;dr - Momentum is down compared to last week but you're still ahead YoY. "Mind your DAX."

Total Income: 12058.97\$ -9.5%	Number of Transactions: 715 -8.53%
Average Order Value: 16.87\$ -0.89%	Units Sold: 1403 -9.05%

Weekly Momentum

Key Metric	This week	Last week	Change
Total income	12058.97\$	13204.70\$	-9.5%
Average Order Value	16.87\$	17.01\$	-0.89%
Number of Transactions	715	776	-8.53%
Units Sold	1403	1530	-9.05%

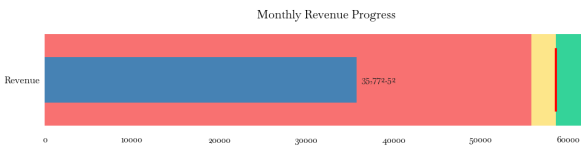
This week is tricky to talk about. From a purely WoW standpoint there's a loss of momentum, but from a broader perspective July has a lot of promise. Since the purpose of this section is the WoW breakdown, I'll just cover the KPIs and then wen can zoom out.



Monthly Pacing

Still on track.

Your goal this month was to exceed last month's income by 5%, putting it at 58603.70\$



Your total income so far is 35772.52\$. Given how there are 11 days left in the month, including July 21st, here's the breakdown of where your business is at.

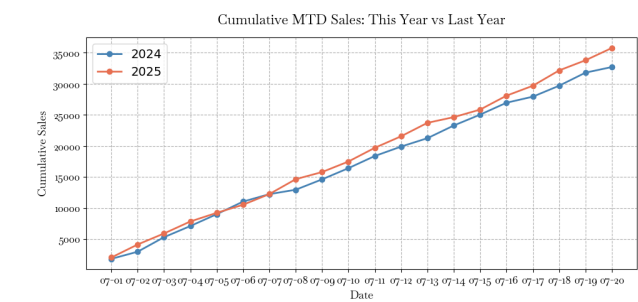
35772.52\$ over 20 days is an average daily income of 1788.63\$. Continuing at that average daily rate would get you at 55,447.53\$ = 365.52\$ short compared to last month.

In order to hit your target you'd need an average daily income of 2075.56\$ for the next 11 days.

Timeframe	Avg. Income	Projected Total
July so far	1788.63\$	55447.53\$
Rest of July	2075.56\$	58603.70\$

The Annual Perspective

This is where last week's income takes on some interesting perspectives. In short, what are you comparing last week to? Compared to the week of July 7th, and the month of June, it looks like momentum is slowing. However, you're still ahead of where you were last year.



In the previous section I projected that at if your average daily revenue remains the same for the rest of the month, you will finish with 55,447.53\$.

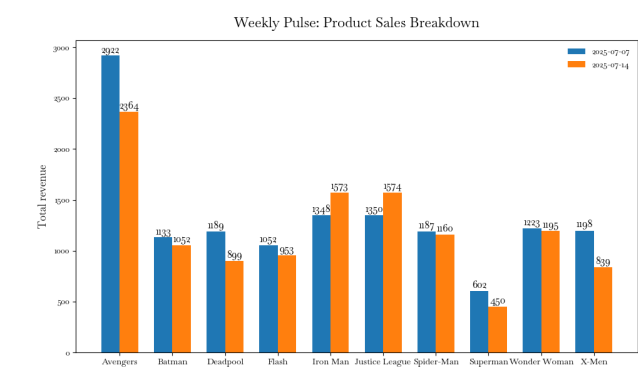
While that's roughly 400\$ short of your goal, that still leaves you almost 5000\$ ahead of last July's numbers. (Total revenue for July 2024 was 50536.95\$)

The "breakaway moment" happened around July 8th. You might want to look into what was going on in and around your business around that time, as the boost in sales YoY has given you the extra padding to bear slowdowns in momentum apparent this week.

The Weekly Spotlight!

Revenue Drivers - "Where The Avengers, Deadpool, and the X-Men go, you go."

Given the nature of last week's activities this felt like a good moment to look at product breakdown to see what your income drivers are. Here's a graph depicting for each comics series two weeks ago vs last week.



The three product lines that took the sharpest hits as far as income is concerned are X-Men (-42.86%), Deadpool (-32.22%) and the Avengers (-23.57%).

I'll refer to these three lines as "the DAX" for brevity.

The drop in revenue from the DAX products were enough to overcome an increase in sales for Iron Man and Justice League (another traditional sales driver).

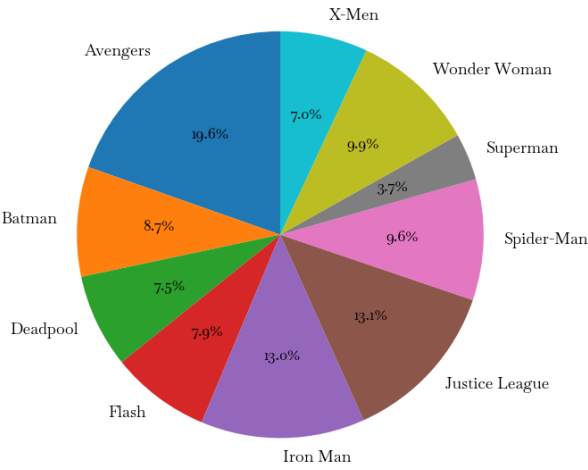
Tying this into the YoY analysis I decided to take a look at the product breakdown for July 8th, compared to last week as a whole. I put both charts side by side on the following page.

DAX sales contributed to 34.1% if your income last week. On July 8th the DAX sales were 39% of total income that day.

In summary, the significant drop in your three main revenue drivers (DAX products) has been the primary factor behind this week's overall revenue decrease. The data suggests that July 8th was a pivotal day. Figuring out what happened that day - whether it was marketing changes, competitor actions, or seasonal factors - could help revitalize your sales and build even further on the lead you've accumulated compared to this time last year.

Week of July 14th

Product Breakdown: Week of July 14th



Day of July 8th

Product Breakdown: July 8th 2025

