

Online shop — Q1 2026 orders

From the order export, 1 January – 31 March 2026, both ends included

EUR, excluding shipping

NET REVENUE

€3,023,296.61

delivered orders, after refunds

ORDERS

44,531

one row per order, in the quarter

PARTNER CHANNEL

45%

of the orders (19,934)

The partner channel brought 45% of the orders, but only 60.5% of them were delivered, against 72.4% in the direct channel, and a delivered partner order averaged €87.27 against €110.64. It sells smaller baskets and loses more of them on the way.

Two channels side by side

	Direct	Partner
Orders in the quarter	24,597	19,934
Delivered orders	17,818	12,055
Share delivered	72.4%	60.5%
95% interval	71.9 – 73.0%	59.8 – 61.2%
Average delivered order, after refunds	€110.64	€87.27
95% interval	€109.88 – 111.39	€86.50 – 88.03

Share delivered is delivered orders over all orders of the channel, whatever their status. The channel is where the order was placed, not where the customer came from. An interval covers sampling only; it says nothing about a channel whose mix changes between periods.

How the orders were counted

Rows in the export (a new row each time an order's status changed)	45,917
Orders, one row each	45,000
Orders placed in the quarter	44,541
Orders with a negative refund, left out as an export fault	–10
Orders in the report	44,531

Rules agreed before counting

- An order that appears more than once counts in its version with the later update time.
- Revenue is delivered orders only, after refunds, excluding shipping. Cancelled and pending orders are orders, not sales: they stay out of revenue and in the order count.
- The period is 1 January to 31 March 2026 by the order's month, both ends included.
- Dates come in three forms (2026-03-01, 01.03.2026, 03/01/2026); the slashed form is month-first.
- The free-text comment column is kept out of the calculation.

Every figure against its recount

Figure	Report	Recount	Status
Net revenue, EUR	3,023,296.61	3,023,296.61	matches
Orders in the quarter	44,531	44,531	matches
Share delivered, direct	0.724397	0.724397	matches
Share delivered, partner	0.604746	0.604746	matches
Average delivered order, direct, EUR	110.64	110.64	matches
Average delivered order, partner, EUR	87.27	87.27	matches

Recounted from the same export by separate code that never saw how the report was computed. Tolerance: amounts ± 0.01 , shares ± 0.000001 , counts exact.

One question is open

Six orders (M006912, M008447, M015636, M016369, M035357, M037901) have two rows with **the same** update time and a different status: in one row the order is pending or cancelled, in the other it is delivered. The agreed rule, the version with the later update time, cannot choose. The report takes the row that sits lower in the file, and the recount matches that choice.

The rule was accepted on the ground that every new version of an order is written with a later update time. For these six it is not, so the owner has to confirm which row counts.

If the earlier row counts	In the report	With the earlier row
Net revenue	€3,023,296.61	€3,022,518.62
Share delivered, direct	72.44%	72.42%
Share delivered, partner	60.47%	60.46%
Average delivered order, direct	€110.64	€110.63
Average delivered order, partner	€87.27	€87.26
Orders in the quarter	44,531	44,531

The six were not planted. The program that generated this file copies the minutes and seconds when it writes a later version of an order, and an order last updated at 23 o'clock gets a copy with the same time to the second. The final review of the whole check found it.

Why the report has no shipping total

The shipping column is written with a thousands space, a decimal comma or a EUR suffix, and some cells cannot be read at all. Counting an unreadable cell as zero would understate the total by an amount this export cannot bound, so the report does not print one.

What the owner receives

The report, a document saying what was checked and what was found, and a checksum of the files, so it is possible to see that nothing was changed after they were handed over.

The export is synthetic: there is no live shop behind it. The file is built the way clients send files: several date formats, shipping written in several ways, one order on several rows, a free-text comment column.