



Fictional Hills Winery

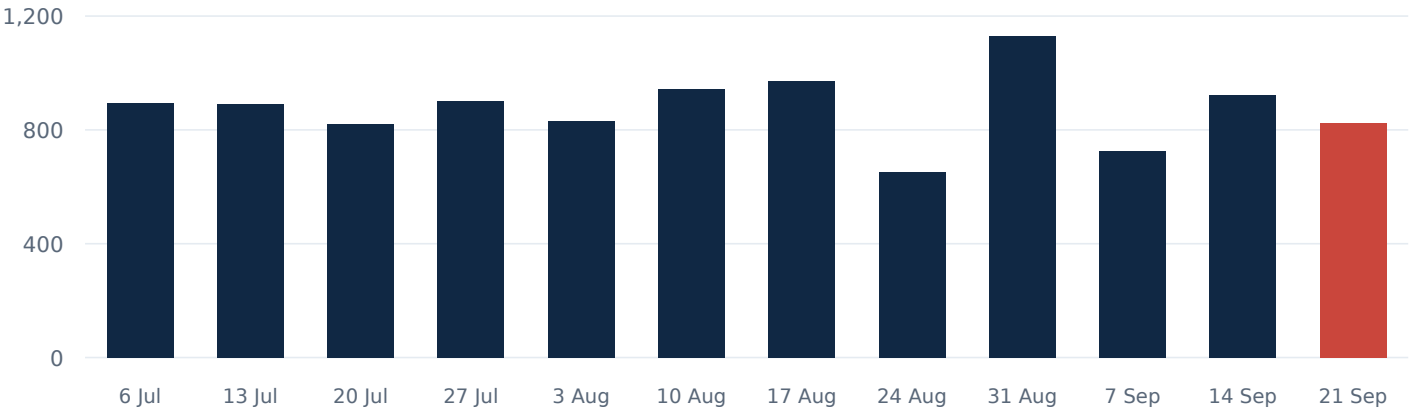
Weekly numbers pack

6 July - 27 September 2026 / 12 weeks / AUD

Net product sales	Net bottles	Sale orders	Net AOV
\$10,506.00	350	81	\$129.70
Product sales after discounts and refunds, excluding GST			

Weekly net product sales

Latest week: \$825.00, down 10.4% from the previous week



Channel summary

Channel	Net sales ex GST	Net bottles	Sale orders	Net AOV
Cellar door	\$3,948.00	131	33	\$119.64
Web	\$3,264.00	109	24	\$136.00
Club	\$3,294.00	110	24	\$137.25

Refunds: \$87.00 | Signed discounts: \$114.00
Net AOV divides net sales by unique sale orders. Refund IDs do not add orders.

Six source issues held for review

126 source lines / 120 accepted / 6 excluded
Excluded signed source value: \$128.40
Duplicate / Missing SKU / Unknown channel
Unmatched refund / Negative sale quantity / GST basis mismatch
Excluded amounts are unvalidated source controls, not a revenue estimate.
Offline, rule-based example. No live integration, AI repair or margin calculation.

Source cells: WeeklySummary A10:H30 and QualityChecks A7:D24