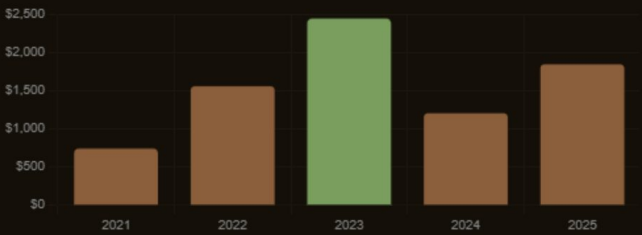


ShopIntel Business Report

Etsy Shop Analysis - Generated July 30, 2026

REVENUE HEALTH

The shop has generated \$7,813 in net revenue across 296 orders over five years, peaking in 2023 at \$2,449 across 91 orders. Following that peak, 2024 represented a significant contraction, with revenue falling 51 percent to \$1,208 and orders dropping to 47. The 2025 trajectory shows a partial recovery, with \$1,850 recorded across 76 orders, though the shop remains well below its 2023 high and the growth rate from the 2021-to-2023 period has not been reestablished.



CATEGORY PERFORMANCE

Ceramics and Pottery is the unambiguous revenue engine of this shop, accounting for the single largest share of annual revenue in every year on record and reaching \$1,183 in 2023 before contracting sharply in 2024. The 2025 Ceramics figure of \$602 represents a partial recovery but has not returned to peak levels, which is the primary driver of the overall revenue gap versus 2023. Custom and Personalized work is the most consistent secondary category, holding relatively stable across all five years, while Candles and Bath has shown meaningful resurgence in 2025 at \$334, approaching its 2023 high. Digital Downloads collapsed in 2024 to just \$24 and are recovering slowly, suggesting either a listing gap or a loss of visibility that has not been fully resolved. The Other category's 2025 spike to \$280 warrants scrutiny, as it represents the largest single-year figure for that bucket and may reflect miscategorized products or a new offering that deserves its own tracking.

CATEGORY	TOTAL REVENUE	% OF TOTAL	STATUS
Ceramics & Pottery	\$3,332	43%	Growing
Custom & Personalized	\$1,860	24%	Growing
Candles & Bath	\$1,028	13%	Growing
Other	\$616	8%	Growing
Digital Downloads	\$432	6%	Growing
Jewelry	\$416	5%	Growing
Stickers & Paper Goods	\$362	5%	Growing
Wood & Craft	\$320	4%	Growing
Home & Decor	\$220	3%	Growing

TOP 5 PRODUCTS

PRODUCT	CATEGORY	REVENUE	UNITS SOLD
Hand-Thrown Ceramic Bowl	Ceramics & Pottery	\$990	22
Custom House Portrait Illustration	Custom & Personalized	\$990	18
Custom Wedding Venue Illustration	Custom & Personalized	\$870	15
Custom Pet Portrait Ceramic Mug	Ceramics & Pottery	\$800	25
Botanical Print Set of 3	Other	\$616	22

BIGGEST OPPORTUNITY

The data points clearly to the Custom Pet Portrait Ceramic Mug as the highest-leverage product to scale, as it is the top-selling item by order volume at 25 units while also generating \$800 in revenue, demonstrating that buyers will transact on a personalized, mid-price ceramic item repeatedly. Combining the shop's two strongest category signals — Ceramics and Pottery alongside Custom and Personalized — into a deliberately expanded line of custom ceramic pieces (mugs, bowls, planters with name or date personalization) would compound the demand already proven by both the Custom House Portrait and Custom Wedding Venue Illustration products. Adding two to three new custom ceramic SKUs in the next quarter would directly address the revenue gap between 2023 and today without requiring the shop to build demand in an unproven category.

BIGGEST RISK

The shop's revenue is heavily concentrated in Ceramics and Pottery, which means the 51 percent revenue drop in 2024 was substantially a ceramics problem, and a repeat of that contraction — whether from listing suppression, inventory constraints, or shifting search visibility — would again destabilize the entire shop. With only 35 reviews across 296 orders, the shop has a review capture rate of approximately 12 percent, which limits algorithmic trust and makes it disproportionately vulnerable to any further visibility loss, as there is insufficient social proof to sustain conversion during a traffic dip. The 17 percent coupon rate adds an additional margin concern if discounting is being used to prop up conversion rather than earned organically through strong product-market fit.

ACTION PLAN — NEXT 30 DAYS

1. Launch a Custom Ceramic Bowl or Custom Ceramic Planter listing within 30 days that directly merges the personalization mechanic proven by the Custom Pet Portrait Ceramic Mug with the Hand-Thrown Ceramic Bowl format, as this would expand the highest-revenue category using a conversion model already validated by 25 repeat buyers. 2. Implement a post-purchase follow-up sequence targeting the 261 buyers who did not leave a review, prioritizing buyers of the Botanical Print Set of 3 and Ceramic Coaster Set of 4 — both with 25 purchases — since high-volume, lower-personalization products are typically the easiest review captures and closing even 20 percent of that gap would meaningfully strengthen search standing. 3. Audit and re-list the Digital Downloads category with updated SEO and refreshed thumbnail imagery, given that this category fell from \$144 in 2023 to \$24 in 2024 and has only partially recovered to \$96 in 2025, suggesting an indexing or presentation issue rather than a fundamental lack of demand.