

Brightwater Retail: Executive KPI Summary

Retail half H2 2025 against H2 2024. Stores: All stores. Source: SQL Server BrightwaterRetail, schema rpt.

Validation gate PASS: reconciliation 45/45 and KPI validation 38/38. Figures match the governed numbers; safe to export.

Estate

Measure	H2 2025	H2 2024	Change	YoY %
Net revenue	€9,457,457.05	€10,188,727.55	-€731,270.50	-7.177
Sales revenue	€9,840,827.88	€10,557,440.91		
Returns value	€383,370.83	€368,713.36		
Transactions	216,027	229,446		-5.848
Average order value	€45.55	€46.01		
Gross margin %	37.3%	38.9%		

Validation gate

Check set	Checks	Passed	Expected	Status
Reconciliation	45	45	45	PASS
KPI validation	38	38	38	PASS

Stores (largest decline first)

Store	Net revenue (this half)	Net revenue (prior year)	Change	YoY %	Transactions YoY %	AOV	Gross margin %
S03 Dublin Blanchardstown	€379,150.20	€550,467.25	-€171,317.05	-31.122	-29.580	€44.86	37.1%
S04 Dublin Swords	€380,818.40	€534,770.92	-€153,952.52	-28.788	-26.576	€45.11	37.8%
S05 Dublin Tallaght	€332,433.05	€457,135.46	-€124,702.41	-27.279	-26.927	€45.22	37.3%
S01 Dublin Grafton Street	€907,166.87	€955,744.95	-€48,578.08	-5.083	-4.154	€47.02	38.0%
S15 Limerick	€427,131.70	€472,619.44	-€45,487.74	-9.625	-6.462	€45.70	36.4%

Store	Net revenue (this half)	Net revenue (prior year)	Change	YoY %	Transactions YoY %	AOV	Gross margin %
S14 Cork Mahon Point	€518,330.03	€554,403.73	-€36,073.70	-6.507	-4.068	€45.77	36.5%
S11 Wexford	€256,283.42	€283,136.63	-€26,853.21	-9.484	-7.729	€43.24	37.6%
S18 Galway	€487,157.62	€509,656.40	-€22,498.78	-4.414	-3.287	€46.41	37.9%
S07 Naas	€583,372.86	€603,391.88	-€20,019.02	-3.318	-3.150	€45.70	37.0%
S19 Sligo	€245,825.74	€264,089.94	-€18,264.20	-6.916	-7.282	€43.94	36.4%
S06 Bray	€258,193.04	€275,150.32	-€16,957.28	-6.163	-6.565	€44.67	36.5%
S17 Tralee	€233,405.20	€249,656.26	-€16,251.06	-6.509	-7.553	€44.19	36.3%
S08 Navan	€247,356.10	€261,377.35	-€14,021.25	-5.364	-3.397	€44.60	37.3%
S13 Cork Patrick Street	€991,320.58	€1,000,156.10	-€8,835.52	-0.883	0.962	€46.43	37.2%
S09 Drogheda	€475,267.43	€480,893.25	-€5,625.82	-1.170	1.172	€44.65	37.2%
S12 Athlone	€525,321.95	€530,461.45	-€5,139.50	-0.969	-1.171	€45.88	37.4%
S02 Dublin Dundrum	€1,162,715.10	€1,167,220.93	-€4,505.83	-0.386	0.803	€46.60	38.0%
S16 Waterford	€484,563.01	€486,494.79	-€1,931.78	-0.397	1.421	€44.89	37.1%
S10 Kilkenny	€278,350.83	€277,154.98	€1,195.85	0.431	4.096	€43.60	37.0%
S20 Letterkenny	€283,293.92	€274,745.52	€8,548.40	3.111	5.148	€43.96	36.9%
Selected stores total	€9,457,457.05	€10,188,727.55	-€731,270.50				