SAMPLE — built from six imaginary orders, not a real client

Profit audit — one month of orders

Prepared for: sample shop · Period: six orders · Export: 15 columns · Prepared in 1 day

Profit after fees, shipping, cost of goods and ads

$61.39

on $186.97 of revenue — 32.8% margin. Fees took 8.6%. Shipping and goods took 55.7%.

1. What you kept

LINE	AMOUNT	SHARE OF REVENUE
Buyer paid, including shipping charged	$186.97	100%
Marketplace fees	**-$16.08**	8.6%
Shipping you paid	**-$52.10**	27.9%
Cost of goods	**-$52.10**	27.9%
Ad spend	**-$5.30**	2.8%
Profit	**$61.39**	**32.8%**

2. Which items lose money

ITEM	ORDERS	GROSS	PROFIT	PROFIT PER UNIT
CANDLE-LAVENDER	2	$74.97	**$32.24**	**$12.17**
MUG-CERAMIC	1	$32.00	**$8.05**	**$8.05**
SOAP-CITRUS	2	$38.00	**$21.20**	**$8.15**
SAMPLE-BOX	1	$12.00	**-$9.75**	**-$9.75**

SAMPLE-BOX lost money on its only order. It is the cheapest item, so the fixed per-order fee and the shipping label ate a bigger share than on the candles — and it shipped on a $9.40 label against $12.00 paid.

3. Where the fees look out of line

1. **Shipping charged does not cover the label.** Across the six orders the shop collected about $30 in shipping and paid $52.10 in labels. That is roughly $22 of absorbed postage in six orders, and the marketplace takes its percentage on the shipping it does not cover.
2. **Ad spend is spread unevenly.** The two soap orders carried 3.6% of revenue in ads against 1.3% on the candles, which is the wrong way round if the candles are the item with the margin.
3. **No fee review on the cheap item.** A $12 order pays the same fixed processing charge as a $32 order, so the small item’s fee share is nearly double.

4. The three changes worth the most

1. **Reprice or drop SAMPLE-BOX.** At $12 with a $9.40 label it loses about $9.75 an order. Either the price goes to about $22 or it stops being sold as a single unit.
2. **Set the shipping charge to the label.** Collecting $6 against an $8.20 average label leaves $2.20 absorbed per order and pays fees on the shortfall.
3. **Move ad spend to the candles.** They return about $12 per order against roughly $8 on the soap, so the same budget earns more in the same month.

What this audit is and is not

It is arithmetic on the file you send, read by a person and written up. It is not tax or accounting advice, and it does not involve access to any of your accounts. Names and addresses are not wanted — delete those columns before sending. If the audit finds nothing worth changing, it is refunded.