

E-commerce Profit OS

Know your real profit. Fix weak economics. Scale what works.

Business Net Profit includes operating expenses. Product and channel profitability are contribution-level before operating expenses.

Total Revenue
\$310.00

Business Net Profit
-\$136.07

Business Net Margin
-43.9%

Ad Spend
\$340.00

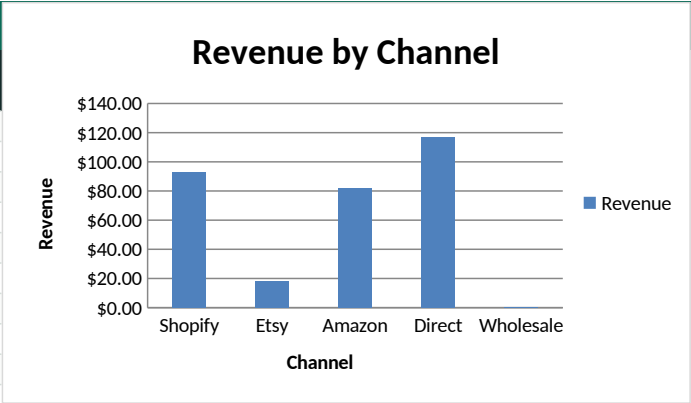
ROAS
3.76x

Refunds
\$2.00

Orders
8

Avg Profit / Order
-\$17.01

SKU Profitability Snapshot						
SKU	Product	Units	Revenue	Contribution Profit	Contribution Margin	Signal
SKU-001	Everyday Planner	2	\$44.00	\$7.33	16.7%	Watch
SKU-002	UGC Creator Kit	3	\$117.00	\$100.01	85.5%	Strong
SKU-003	Kitchen Organizer	3	\$82.00	\$10.72	13.1%	Watch
SKU-004	Travel Bottle Set	2	\$49.00	\$18.86	38.5%	Strong
SKU-005	Social Media Planner	1	\$18.00	\$14.01	77.8%	Strong



Channel Snapshot						
Channel	Orders	Revenue	Contribution Profit	Contribution Margin	ROAS	
Shopify	3	\$93.00	-\$35.41	-38.1%	3.50x	
Etsy	1	\$18.00	-\$28.99	-161.1%	4.00x	
Amazon	2	\$82.00	-\$28.28	-34.5%	3.05x	
Direct	2	\$117.00	\$33.01	28.2%	4.88x	
Wholesale	0	\$0.00	\$0.00	0.0%	0.00x	



E-commerce Profit OS

A connected operating system for knowing what each product, channel and campaign actually earns.

QUICK START		
Step	Sheet	What to do
1	SETTINGS	Enter your currency, target margin, fee assumptions and profit thresholds.
2	PRODUCTS	Add SKUs and true unit costs: product, packaging, inbound freight and other variable costs.
3	SALES LOG	Record orders. Revenue, fees, costs, profit and margin calculate automatically.
4	AD SPEND	Track spend by channel/campaign so profitability reflects acquisition cost.
5	DASHBOARD	Review revenue, net profit, margin, ROAS and products that need attention.
6	PRICING SIMULATOR	Test a price before changing it and see break-even, margin and profit per order.

WHAT THIS SYSTEM ANSWERS	
•	What is my real net profit after product cost, shipping, platform fees, payment fees, ads and refunds?
•	Which products actually make money — and which products are quietly destroying margin?
•	Which sales channel is most profitable?
•	How much can I spend on ads before a product becomes unprofitable?
•	What price gives me my target margin?
•	Which products need a pricing, sourcing or advertising decision this week?

Important: platform fees vary by country, plan, payment method and marketplace. Review the editable assumptions in SETTINGS before relying on outputs.

Settings

Editable assumptions used throughout the system.

CORE SETTINGS

Setting	Value	Notes
Currency	USD	Use the currency you sell in.
Target Net Margin		20.0% Target profit margin after variable costs.
High Margin Threshold		30.0% Products above this are strong.
Low Margin Threshold		10.0% Products below this need attention.
High Ad Spend Alert %		25.0% Ad spend as % of revenue that triggers review.
Refund Alert %		8.0% Refund rate that triggers review.
Default Platform Fee %		6.5% Editable baseline; override by channel if needed.
Default Payment Fee %		2.9% Editable baseline.
Default Payment Fixed Fee		\$0.30 Editable baseline.
Default Shipping Cost / Order		\$5.00 Used only when a sale row does not contain a shipping cost.
Default Packaging Cost / Order		\$1.50 Used only when a sale row does not contain packaging cost.

PROFIT SIGNALS

Signal	Rule	Meaning
Strong	Net margin >= High Margin Threshold	Healthy product economics.
Watch	Net margin between Low and High Threshold	Review pricing, costs or acquisition.
At Risk	Net margin < Low Margin Threshold	Needs a clear profitability action.
Loss	Net profit < 0	Selling is currently losing money.

Product Cost Library

Enter each SKU once. Sales Log pulls cost assumptions from here.

[illegible]

Sales Log

One row per order. Profit is calculated after COGS, fees, shipping, ads and refunds.

Enter order data here. Refund amounts are pulled automatically from REFUNDS using Order ID.

[illegible]

Fees & Channels

Editable channel assumptions. Update these whenever a platform changes its fees.

Channel	Platform Fee Type	Notes	Platform Fee %	Payment Fee %	Fixed Payment Fee
Shopify	Variable	Editable assumption	2.9%	2.9%	\$0.30
Etsy	Variable	Editable assumption	6.5%	2.9%	\$0.30
Amazon	Variable	Editable assumption	15.0%	2.9%	\$0.30
Direct	Variable	Payment processor only	0.0%	2.9%	\$0.30
Wholesale	Custom	Adjust for your agreement	0.0%	0.0%	\$0.00

Ad Spend

Track acquisition costs by channel and campaign.

Date	Channel	Campaign	SKU	Spend	Revenue Attributed	ROAS	Cost / Order	Notes
01-Aug-2026	Shopify	Back to School	SKU-001	\$120.00	\$420.00	3.50x	\$60.00	
05-Aug-2026	Direct	UGC Launch	SKU-002	\$80.00	\$390.00	4.88x	\$40.00	
10-Aug-2026	Etsy	Planner Pins	SKU-005	\$45.00	\$180.00	4.00x	\$45.00	
12-Aug-2026	Amazon	Kitchen Push	SKU-003	\$95.00	\$290.00	3.05x	\$47.50	

Operating Expenses

Track costs that sit outside individual orders.

Date	Category	Description	Amount	Channel	Recurring	Notes
01-Aug-2026	Software	Store apps	\$49.00	All	Yes	
04-Aug-2026	Creative	Product photography	\$120.00	All	No	
09-Aug-2026	Software	Email platform	\$35.00	All	Yes	
15-Aug-2026	Operations	Packaging supplies	\$85.00	All	No	

Refunds & Adjustments

Track refunds separately so their impact on profit is visible.

Enter each refund once here; Sales Log pull

Date	Order ID	SKU	Reason	Refund Amount	Recovered Cost	Net Refund Impact	Notes
10-Aug-2026	ORD-1006	SKU-001	Customer return	\$2.00	\$0.00	\$2.00	
18-Aug-2026	ORD-1010	SKU-003	Damaged item	\$18.00	\$5.00	\$13.00	

SKU Profitability

See which products actually make money after all order-level costs.

[illegible]

Channel Profitability

Compare economics across Shopify, Etsy, Amazon, Direct and Wholesale.

Channel	Orders	Revenue	Platform Fees	Payment Fees	Ad Spend	Refunds	Operating Allocation	Contribution Profit	Contribution Margin	ROAS	
Shopify	3	\$93.00	\$2.76	\$3.66	\$120.00	\$2.00		\$0.00	-\$35.41	-38.1%	3.50x
Etsy	1	\$18.00	\$1.17	\$0.82	\$45.00	\$0.00		\$0.00	-\$28.99	-161.1%	4.00x
Amazon	2	\$82.00	\$12.30	\$2.98	\$95.00	\$0.00		\$0.00	-\$28.28	-34.5%	3.05x
Direct	2	\$117.00	\$0.00	\$3.99	\$80.00	\$0.00		\$0.00	\$33.01	28.2%	4.88x
Wholesale	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00	0.0%	0.00x

Pricing Simulator

Test a new price before you change it.

INPUTS

Input	Value	Notes
SKU	SKU-001	Select a product.
Proposed Price		\$29.00 Price before shipping charged.
Unit COGS		\$7.00 Pulled from product library.
Packaging		\$1.20 Pulled from product library.
Shipping Cost		\$5.00 Enter actual variable shipping.
Platform Fee %		2.9% Editable assumption.
Payment Fee %		2.9% Editable assumption.
Payment Fixed Fee		\$0.30 Editable assumption.
Ad Cost / Order		\$3.00 Expected acquisition cost.
Refund Rate		2.0% Expected refund rate.
Target Net Margin		25.0% Target after variable costs.

OUTPUTS

Metric	Result	Interpretation
Gross Profit / Order		\$15.80 Before platform/payment/ads/refunds.
Platform Fee		\$0.84 Estimated.
Payment Fee		\$1.14 Estimated.
Expected Refund Cost		\$0.58 Expected.
Total Variable Cost		\$18.76 All major variable costs.
Net Profit / Order		\$10.24 What remains.
Net Margin		35.3% Compare with target.
Break-even Price		\$17.90 Minimum price before target margin.
Target Price		\$24.55 Price needed for target margin.
Decision	Target Met	Pricing decision.

Goals & Forecast

Set targets and compare actual performance against the plan.

Month	Revenue Goal	Actual Revenue	Profit Goal	Actual Profit	Revenue Gap	Profit Gap	Margin	Status
Jan	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Feb	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Mar	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Apr	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
May	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Jun	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Jul	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Aug	\$0.00	\$310.00	\$0.00	-\$136.07	\$310.00	-\$136.07	-43.9%	Revenue On Track
Sep	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Oct	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Nov	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Dec	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.0%

ANNUAL TARGETS			
Metric	Target	Actual	Gap
Revenue	\$0.00	\$310.00	\$310.00
Profit	\$0.00	-\$136.07	-\$136.07