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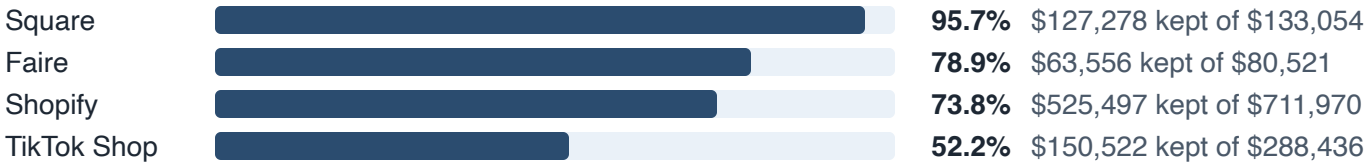
Channel Profit Diagnostic: Sample Brand (made-up data)

Exports through 2026-09-30.

SAMPLE. Every figure in this document is made up. The brand, stockists and orders are invented and are not any client's data.

At a glance

What each channel kept over the whole period.



Three actions, ranked by dollars

1. Call the 5 lapsed Faire stockists with the most past orders, $12,822 between them
2. TikTok Shop orders under $25 lost $2,862 across 973 losing orders
3. TikTok Shop orders $25 to $50 lost $2,350 across 183 losing orders

1. What each channel kept, month by month

Channel	Month	Customers paid	Fees and commissions	Discounts and refunds	Shipping cost	Kept	Keep rate
Faire	2025-10	$1,686	$421	$0	$69	$1,196	70.9%
Faire	2025-11	$3,684	$812	$0	$102	$2,769	75.2%
Faire	2025-12	$3,594	$728	$0	$129	$2,737	76.2%
Faire	2026-01	$8,147	$1,641	$0	$290	$6,216	76.3%
Faire	2026-02	$6,423	$1,257	$0	$210	$4,955	77.2%
Faire	2026-03	$11,335	$2,048	$0	$450	$8,837	78.0%
Faire	2026-04	$10,425	$1,830	$0	$310	$8,286	79.5%
Faire	2026-05	$7,974	$1,196	$0	$314	$6,464	81.1%
Faire	2026-06	$5,055	$758	$0	$192	$4,105	81.2%
Faire	2026-07	$9,745	$1,462	$0	$388	$7,895	81.0%
Faire	2026-08	$5,931	$890	$0	$219	$4,822	81.3%
Faire	2026-09	$6,525	$979	$0	$272	$5,274	80.8%
Shopify	2025-10	$56,465	$1,925	$2,203	$9,938	$42,399	75.1%
Shopify	2025-11	$78,979	$2,697	$4,913	$13,907	$57,462	72.8%

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Channel	Month	Customers paid	Fees and commissions	Discounts and refunds	Shipping cost	Kept	Keep rate
Shopify	2025-12	$101,509	$3,472	$4,957	$18,254	$74,826	73.7%
Shopify	2026-01	$40,410	$1,379	$1,845	$7,180	$30,007	74.3%
Shopify	2026-02	$49,889	$1,706	$2,577	$8,944	$36,662	73.5%
Shopify	2026-03	$53,821	$1,836	$2,892	$9,581	$39,513	73.4%
Shopify	2026-04	$51,327	$1,746	$3,041	$8,972	$37,568	73.2%
Shopify	2026-05	$68,802	$2,344	$3,175	$11,848	$51,435	74.8%
Shopify	2026-06	$50,304	$1,729	$2,305	$9,109	$37,161	73.9%
Shopify	2026-07	$49,422	$1,687	$2,485	$8,830	$36,420	73.7%
Shopify	2026-08	$53,500	$1,825	$2,518	$9,321	$39,836	74.5%
Shopify	2026-09	$57,540	$1,955	$3,382	$9,993	$42,210	73.4%
Square	2025-10	$9,830	$294	$48	$0	$9,488	96.5%
Square	2025-11	$13,434	$401	$120	$0	$12,913	96.1%
Square	2025-12	$19,726	$589	$350	$0	$18,787	95.2%
Square	2026-01	$8,004	$240	$76	$0	$7,688	96.1%
Square	2026-02	$8,510	$256	$0	$0	$8,254	97.0%
Square	2026-03	$10,172	$304	$0	$0	$9,868	97.0%
Square	2026-04	$9,976	$298	$120	$0	$9,558	95.8%
Square	2026-05	$13,186	$390	$128	$0	$12,668	96.1%
Square	2026-06	$9,156	$274	$228	$0	$8,654	94.5%
Square	2026-07	$9,096	$271	$326	$0	$8,499	93.4%
Square	2026-08	$10,740	$322	$190	$0	$10,228	95.2%
Square	2026-09	$11,224	$336	$214	$0	$10,674	95.1%
TikTok Shop	2025-10	$20,794	$3,585	$2,399	$4,636	$10,173	48.9%
TikTok Shop	2025-11	$32,246	$5,500	$3,108	$6,864	$16,774	52.0%
TikTok Shop	2025-12	$43,330	$7,508	$4,410	$8,754	$22,658	52.3%
TikTok Shop	2026-01	$16,219	$2,767	$1,447	$3,486	$8,520	52.5%
TikTok Shop	2026-02	$18,322	$2,886	$2,037	$3,788	$9,610	52.5%
TikTok Shop	2026-03	$22,620	$3,943	$2,286	$4,613	$11,778	52.1%
TikTok Shop	2026-04	$20,306	$3,510	$2,063	$4,184	$10,548	51.9%
TikTok Shop	2026-05	$28,392	$4,809	$2,736	$5,734	$15,113	53.2%
TikTok Shop	2026-06	$20,951	$3,577	$1,752	$4,250	$11,373	54.3%
TikTok Shop	2026-07	$19,440	$3,276	$1,680	$4,027	$10,457	53.8%
TikTok Shop	2026-08	$23,575	$4,078	$2,201	$4,725	$12,571	53.3%
TikTok Shop	2026-09	$22,241	$3,867	$2,751	$4,675	$10,948	49.2%

Reconciled to payouts: 193 of 200 payouts agree with the computed net; 13 disagreements are listed in section 5.

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2. Per-order economics

By order size

Channel	Order size	Orders	Gross	Net	Net per order	Losing orders	Orders with unknown shipping cost
Faire	100-250	19	$3,943	$2,948	$155	0	0
Faire	250+	156	$76,578	$60,609	$389	0	0
Shopify	0-25	3310	$69,420	$53,328	$16	105	0
Shopify	25-50	4392	$172,771	$144,446	$33	155	0
Shopify	50-100	4899	$342,985	$267,104	$55	181	0
Shopify	100-250	665	$73,265	$60,618	$91	26	0
Square	0-25	1141	$20,766	$19,805	$17	14	0
Square	25-50	1298	$48,422	$46,383	$36	15	0
Square	50-100	1018	$63,866	$61,090	$60	15	0
TikTok Shop	0-25	4906	$75,368	$18,439	$4	973	0
TikTok Shop	25-50	3636	$136,668	$80,782	$22	183	0
TikTok Shop	50-100	1023	$76,400	$51,301	$50	54	0

Around the free shipping line

Shopify ships free from $50. Orders just under the line pay their own shipping. Orders just over it ship at the brand's cost.

Channel	Order size	Orders	Gross	Net	Net per order	Losing orders	Orders with unknown shipping cost
Shopify	25-50	4392	$172,771	$144,446	$33	155	0
Shopify	50-75	3100	$190,491	$144,682	$47	112	0

By product line

Channel	Product line	Orders	Gross	Net	Net per order	Losing orders	Orders with unknown shipping cost
Faire	Bath and body	54	$25,136	$19,711	$365	0	0
Faire	Candles	59	$26,893	$21,259	$360	0	0
Faire	Gift sets	62	$28,492	$22,586	$364	0	0
Shopify	Bath and body	4464	$222,414	$178,533	$40	143	0
Shopify	Candles	4410	$217,222	$172,474	$39	166	0
Shopify	Gift sets	4392	$218,805	$174,490	$40	158	0
Square	Bath and body	1130	$44,050	$42,024	$37	16	0
Square	Candles	1190	$45,330	$43,560	$37	11	0
Square	Gift sets	1137	$43,674	$41,694	$37	17	0
TikTok Shop	Bath and body	3571	$74,315	$30,126	$8	540	0

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Channel	Product line	Orders	Gross	Net	Net per order	Losing orders	Orders with unknown shipping cost
TikTok Shop	Candles	3605	$73,585	$29,237	$8	542	0
TikTok Shop	Gift sets	2389	$140,536	$91,159	$38	128	0

Where shipping cost is unknown, the losing-order count is a lower bound.

3. Wholesale reorder health

Channel	Stockist	Status	Orders	First order	Last order	Past value
Faire	Sample Stockist 19	reordered	7	2025-10-22	2026-08-27	$4,264
Faire	Sample Stockist 28	reordered	6	2025-11-11	2026-08-17	$3,810
Faire	Sample Stockist 20	reordered	6	2025-11-03	2026-08-06	$3,631
Faire	Sample Stockist 16	reordered	5	2026-01-17	2026-09-07	$3,135
Faire	Sample Stockist 07	lapsed	4	2025-11-28	2026-04-07	$3,125
Faire	Sample Stockist 15	reordered	5	2025-12-26	2026-08-26	$2,990
Faire	Sample Stockist 04	lapsed	5	2025-10-16	2026-04-22	$2,988
Faire	Sample Stockist 30	reordered	7	2025-10-16	2026-08-18	$2,793
Faire	Sample Stockist 03	lapsed	3	2026-02-11	2026-06-06	$2,534
Faire	Sample Stockist 40	reordered	5	2026-01-17	2026-09-05	$2,402
Faire	Sample Stockist 36	reordered	5	2026-02-05	2026-09-24	$2,371
Faire	Sample Stockist 32	reordered	4	2026-03-28	2026-09-16	$2,340
Faire	Sample Stockist 24	reordered	5	2026-01-15	2026-08-16	$2,293
Faire	Sample Stockist 37	reordered	4	2026-03-17	2026-09-14	$2,246
Faire	Sample Stockist 01	lapsed	3	2025-12-12	2026-04-11	$2,156
Faire	Sample Stockist 02	lapsed	5	2025-10-09	2026-04-28	$2,019
Faire	Sample Stockist 17	reordered	4	2026-04-17	2026-09-14	$2,007
Faire	Sample Stockist 27	reordered	5	2026-01-24	2026-08-11	$1,975
Faire	Sample Stockist 13	reordered	4	2026-03-26	2026-09-13	$1,972
Faire	Sample Stockist 08	lapsed	3	2026-01-14	2026-04-01	$1,922
Faire	Sample Stockist 31	reordered	5	2026-01-24	2026-09-07	$1,918
Faire	Sample Stockist 35	reordered	5	2026-02-12	2026-08-12	$1,906
Faire	Sample Stockist 34	reordered	6	2025-12-11	2026-09-09	$1,872
Faire	Sample Stockist 12	reordered	5	2026-02-02	2026-09-08	$1,826
Faire	Sample Stockist 29	reordered	5	2026-02-04	2026-09-09	$1,693
Faire	Sample Stockist 18	reordered	4	2026-03-14	2026-09-10	$1,675
Faire	Sample Stockist 33	reordered	5	2026-01-22	2026-08-31	$1,672
Faire	Sample Stockist 26	reordered	4	2026-03-18	2026-08-23	$1,632

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Channel	Stockist	Status	Orders	First order	Last order	Past value
Faire	Sample Stockist 38	reordered	6	2025-11-27	2026-09-05	$1,476
Faire	Sample Stockist 21	reordered	5	2025-12-21	2026-09-07	$1,420
Faire	Sample Stockist 23	reordered	5	2026-01-19	2026-08-29	$1,330
Faire	Sample Stockist 39	reordered	5	2026-02-21	2026-09-28	$1,250
Faire	Sample Stockist 06	lapsed	1	2026-04-13	2026-04-13	$1,219
Faire	Sample Stockist 22	reordered	5	2026-01-23	2026-09-14	$1,214
Faire	Sample Stockist 25	reordered	5	2026-01-05	2026-08-23	$1,214
Faire	Sample Stockist 05	lapsed	2	2026-03-07	2026-04-27	$1,042
Faire	Sample Stockist 14	reordered	3	2026-04-18	2026-08-29	$1,009
Faire	Sample Stockist 09	lapsed	2	2026-03-08	2026-04-26	$853
Faire	Sample Stockist 11	lapsed	1	2026-03-02	2026-03-02	$698
Faire	Sample Stockist 10	lapsed	1	2026-04-19	2026-04-19	$628

Lapsed stockists worth a call, by past value:

1. Sample Stockist 07 (Faire), $3,125
2. Sample Stockist 04 (Faire), $2,988
3. Sample Stockist 03 (Faire), $2,534
4. Sample Stockist 01 (Faire), $2,156
5. Sample Stockist 02 (Faire), $2,019
6. Sample Stockist 08 (Faire), $1,922
7. Sample Stockist 06 (Faire), $1,219
8. Sample Stockist 05 (Faire), $1,042
9. Sample Stockist 09 (Faire), $853
10. Sample Stockist 11 (Faire), $698
11. Sample Stockist 10 (Faire), $628

4. Three actions, ranked by dollars

1. Call the 5 lapsed Faire stockists with the most past orders, $12,822 between them.
2. TikTok Shop orders under $25 lost $2,862 across 973 losing orders.
3. TikTok Shop orders $25 to $50 lost $2,350 across 183 losing orders.

5. Where the platforms and the computed net disagree

For the bookkeeper. The books themselves are not an input to this readout; these are the places where the platforms' stated figures differ from the net computed from their own line items, plus any sales tax the payout passed through.

Channel	Reference	What	Computed	Stated	Difference	Rows with unknown shipping cost
Shopify	SYN-SH-PO-2026-04-03	payout amount differs from its rows	$9,409	$8,996	-$413	0
Faire	SYN-FA-PO-2026-04-10	payout amount differs from its rows	$2,985	$2,889	-$96	0
TikTok Shop	SYN-TT-PO-2025-12-19	payout amount differs from its rows	$5,356	$5,352	-$4	0

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Channel	Reference	What	Computed	Stated	Difference	Rows with unknown shipping cost
TikTok Shop	SYN-TT-001241	row net differs from stated net	$46	$44	-$2	0
TikTok Shop	SYN-TT-002311	row net differs from stated net	$5	$3	-$2	0
TikTok Shop	SYN-TT-002349	row net differs from stated net	$65	$63	-$2	0
TikTok Shop	SYN-TT-004554	row net differs from stated net	$1	-$1	-$2	0
TikTok Shop	SYN-TT-006031	row net differs from stated net	$14	$12	-$2	0
TikTok Shop	SYN-TT-006455	row net differs from stated net	$15	$13	-$2	0
TikTok Shop	SYN-TT-PO-2025-11-28	payout amount differs from its rows	$4,609	$4,607	-$2	0
TikTok Shop	SYN-TT-PO-2026-03-20	payout amount differs from its rows	$3,004	$3,002	-$2	0
TikTok Shop	SYN-TT-PO-2026-05-15	payout amount differs from its rows	$3,291	$3,289	-$2	0
TikTok Shop	SYN-TT-PO-2026-05-29	payout amount differs from its rows	$3,566	$3,564	-$2	0

Not yet attributed to any payout:

- Faire: 2 rows, $569
- Shopify: 431 rows, $17,456
- Square: 117 rows, $4,376
- TikTok Shop: 285 rows, $4,284