

Monthly Report

APRIL 2021

PROFIT/LOSS
Converted to \$CAD

Revenue

.COM Sales.....\$52,749.75 (75.4%)
.CA Sales.....\$17,206.02 (24.6%)

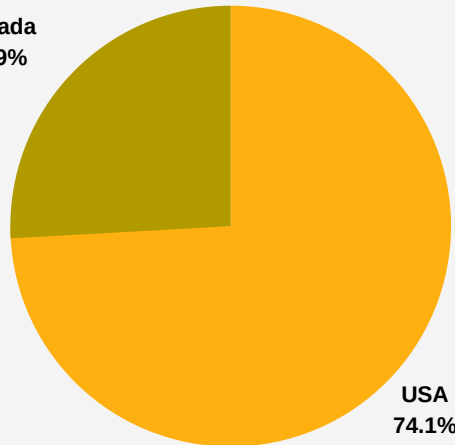
Stats: .com

Sales: Down 22%
CR: 2.8% (up 19%)
Avg. Order: \$137.84 (-4%)
of Orders: 392 (-19%)

Stats: .ca

Sales: Down 32%
CR: 2.86% (Down 5%)
Avg. Order: \$114.77 (-.5%)
of Orders: 152 (-34%)

Canada
25.9%



USA
74.1%

Profit Margin

.COM Sales: AVG. %60.49 ↑
.CA Sales: AVG. %52.13 ↑

Top 5 Cities (# of Orders)

1. New York
2. Chicago
3. Dallas
4. Seattle
5. Indianapolis



1. Ottawa
2. Saskatoon
3. Hodgeville
4. Vancouver
5. Niagara Falls



Costs

Shipping

Shipping Fees Collected: \$10,364.34
Actual Shipping Cost: \$14,375.99
Shipping Profit/Loss: -\$4,011.65

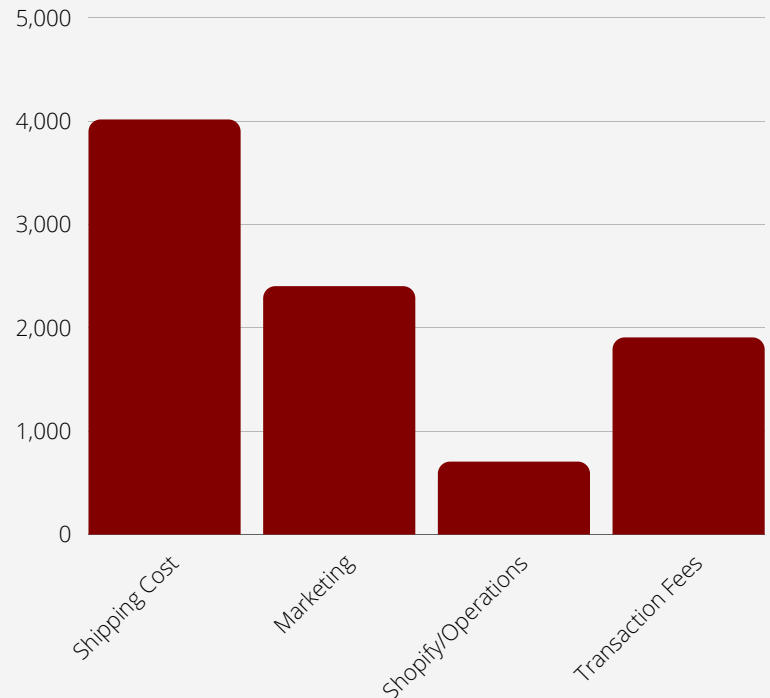
Marketing

Google Ads: \$2,040
Facebook: \$226
E-Mail Marketing: \$133

Operations

Shopify Memberships: \$701.5
Transaction Fees: \$1,903.14

Total M/O Costs.....\$9,014.64



Total Sales

CA\$69,955

Total Costs

\$marketing/Operations + \$Cost of Goods
\$9,014.64 + \$20,836.15 + 8,236.52
-CA\$38,087

Gross Profit

AVG. Margin: 45.6%
CA\$31,867

Total Sales (\$69,955) - Shipping cost (\$4,011) = \$65,944 | 6.5% = CA\$4,286.36