

Monthly Report

01-02-2021 to 01-28-2021

PROFIT/LOSS
Converted to \$CAD

Revenue

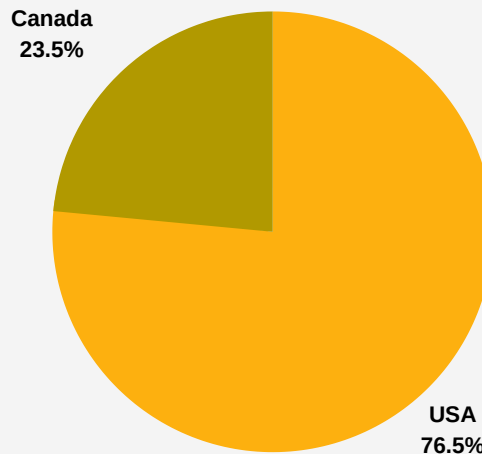
.COM Sales.....\$82,016.81 (76.55%)
.CA Sales.....\$25,119.21 (23.45%)

Stats: .com

Sales: Up 13%
CR: 3.97% (up 4%)
Avg. Order: \$145.95 (-5%)
of Orders: 572 (+19%)

Stats: .ca

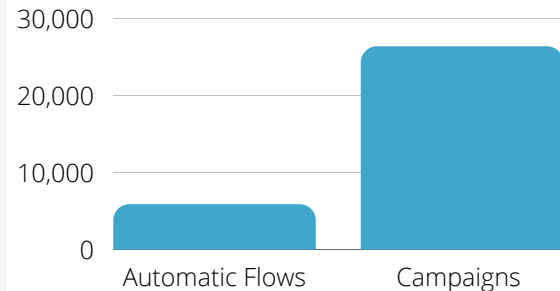
Sales: Up 46%
CR: 3.33% (up 36%)
Avg. Order: \$120.05 (-1%)
of Orders: 211 (+46%)



Profit Margin

.COM Sales: AVG. %59.4
.CA Sales: AVG. %52.2

E-Mail Performance (US)



Costs

Shipping

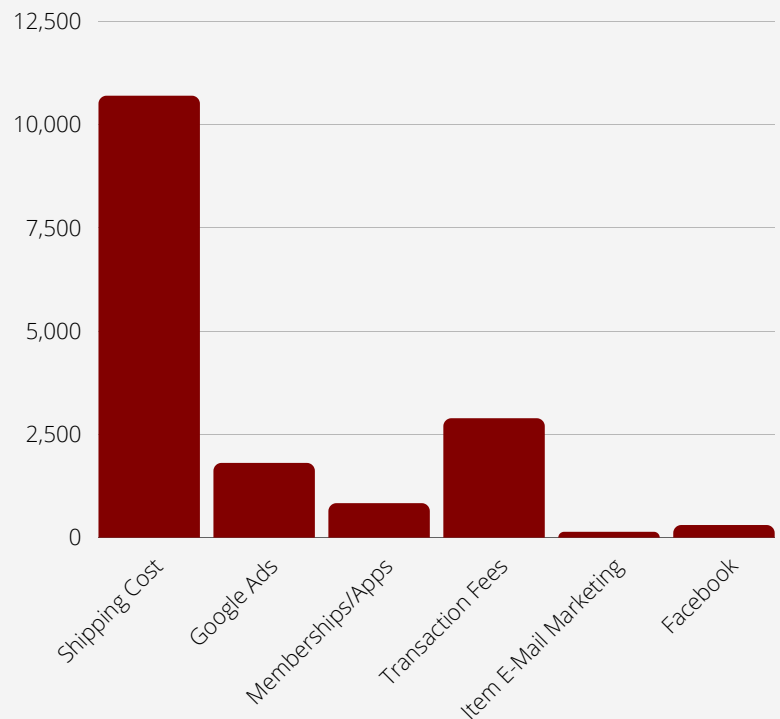
Shipping Fees Collected: \$14,233.34
Actual Shipping Cost: \$24,918.61
Shipping Profit/Loss: -\$10,685.27

Marketing

Google Ads: \$1,800
Facebook: \$297
E-Mail Marketing: \$133

Operations

Shopify Memberships: \$826
Transaction Fees (.COM): \$2,140
Transaction Fees (.CA): \$741.51
Total M/O Costs.....\$16,622.27



Total Sales

CAD\$107,136

Total Costs

\$marketing/Operations + \$Cost of Goods

CAD-\$61,897

Gross Profit

CAD\$45,239

Total Sales (\$107,136) - Shipping cost (\$10,685.27) = \$96,450.73 | 6.5% = CA\$6,269.29