

Monthly Report

MARCH 2021

PROFIT/LOSS
Converted to \$CAD

Revenue

.COM Sales.....\$69,308.58 (73.4%)
.CA Sales.....\$25,096.68 (26.6%)

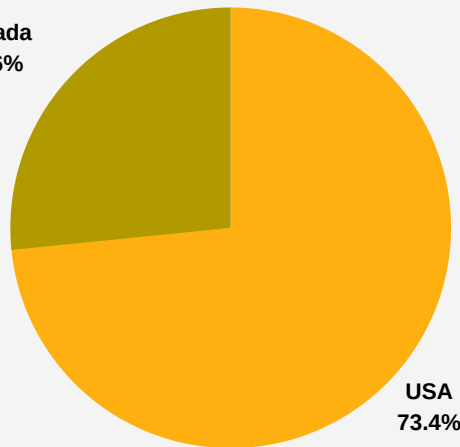
Stats: .com

Sales: Down 15%
CR: 2.37%
Avg. Order: \$147.54 (+2%)
of Orders: 484 (-15%)

Stats: .ca

Sales: Down 0.1%
CR: 3.07%
Avg. Order: \$115.12 (-4%)
of Orders: 229 (+9%)

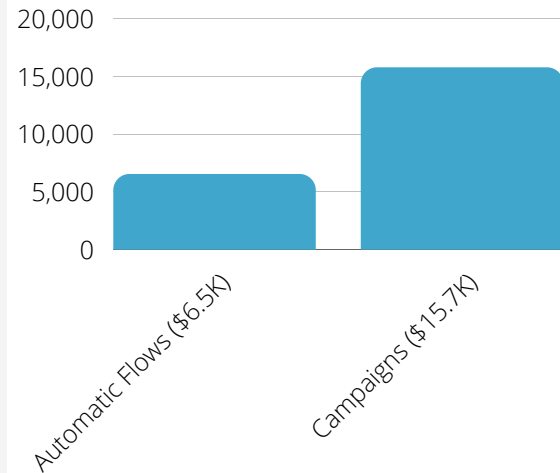
Canada
26.6%



Profit Margin

.COM Sales: AVG. %58.13
.CA Sales: AVG. %51.86

E-Mail Performance (US)



Shipping

Shipping Fees Collected US: \$12,116.99
Shipping Fees Collected CA: \$3,556.38
Actual Shipping Cost: \$21,939.34
Shipping Profit/Loss: -\$6,265.97

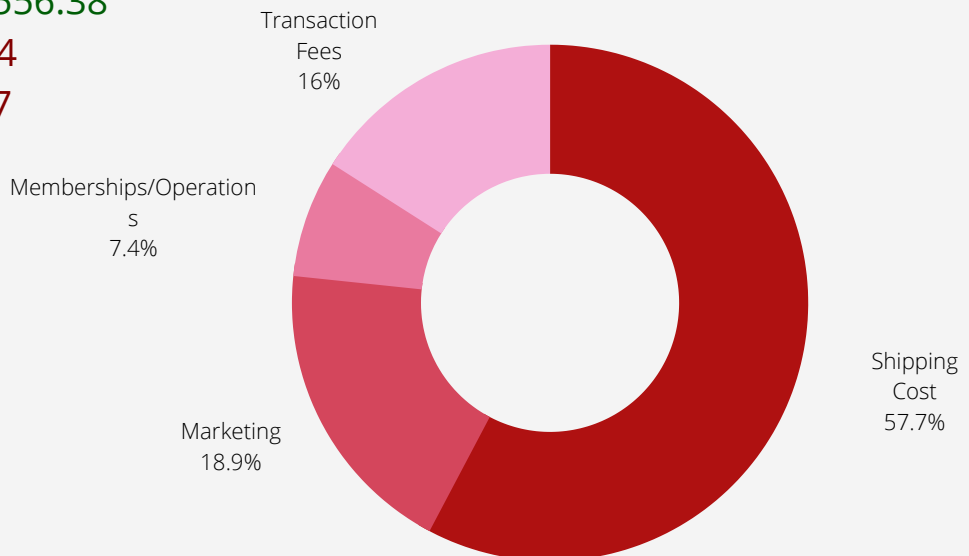
Marketing

Google Ads: \$2,090
E-Mail Marketing: \$158.96
Facebook Ads: \$566.86

Operations

Shopify Memberships: \$1,097
Transaction Fees (.COM): \$1660
Transaction Fees (.CA): \$677

Total M/O Costs.....\$12,489.83



Total Sales

CAD\$94,405

Total Costs

\$marketing/Operations + \$Cost of Goods
{ \$12,489 + \$41,121.83 }

CAD-\$53,610

Gross Profit

Avg. 43.2%

CAD\$40,795

Total Sales (\$94,405) - Shipping cost (\$6,265.97) = \$88,139.03 | 6.5% = CA\$5,729.03