

Date	Revenue	META Ads	Tik Tok Ads	Google Ads	COGS/Fees	Misc. Expenses	China Tariffs	Refunds	Profit / Loss	Road	Margin	Overview	Month	Revenue	Profit	Additional Expenses (software, Refunds/Lost Chargebacks/Replacement Fees	Cashback Credit Card	Net Profit
06/07/2024	\$116.97	-\$85.25			-\$25	-\$4			-\$30.33	1.37	2.56%		December 2024	\$21,637.00	\$5,367.93	-\$795.71	\$0.00	\$331.55
08/08/2024	\$116.97	-\$57.70			-\$25	-\$4			\$30.33	2.02	25.93%		January 2025	\$14,612.82	\$6,794.45	-\$895.92	-\$865.79	\$188.47
09/09/2024	\$40.99	-\$50.19			-\$9				-\$18.20	0.81	-44.40%		February 2025	\$17,276.86	\$6,099.57	-\$2,387.35	-\$1,371.80	\$215.14
													March 2025	\$22,086.22	\$11,455.52	-\$642.86	-\$1,990.70	\$281
11/20/2024	\$81.98	-\$160.02			-\$18	\$0			-\$96.04	0.51	-117.15%	<< best ad got turned	April 2025	\$21,616.57	\$11,699.44	-\$2,540.57	-\$958	\$274
11/21/2024	\$198.95	-\$180			-\$79	\$0			-\$40.21	1.24	-20.21%		May 2025	\$9,830.35	\$5,566.77	-\$2,621.74	-\$1,044.45	\$159
11/22/2024	\$122.97	-\$122.75			-\$27	\$0			-\$28.78	1	-21.78%		June 2025	\$10,197.40	\$4,860.74	-\$1,409	-\$730.44	\$108
11/23/2024	\$279.93	-\$149.72			-\$52.50	\$0			\$77.71	1.87	27.76%		July 2025					
11/24/2024	\$0	-\$92			\$0	\$0			-\$180				August 2025					
11/30/2024	\$119.97	-\$50			-\$21	\$0			\$48.97	2.4	40.82%		September 2025					
													October 2025					
													November 2025					
													December 2025					
December					\$13.50 - product cost assumed													
12/01/2024	\$199.95	\$0			-\$3.52	\$0			\$34.95	2	17.48%							
12/02/2024	\$359.91	\$0			-\$118.47	\$0			\$58.14	1.96	16.15%							
12/03/2024	\$119.97	\$0			-\$40.50	\$0			-\$61.10	0.85	-50.98%							
12/04/2024	\$439.89	\$0			-\$135	\$0			\$78.25	1.94	17.79%							
12/05/2024	\$519.87	\$0			-\$175.50	-\$17			\$169.82	3.77	36.51%							
12/06/2024	\$1,119.72	\$0			-\$47.00	\$35.33	\$0		\$387.80	3.19	34.59%							
12/07/2024	\$1,166.70	\$0			-\$368.37	-\$38.21			\$417.93	3.38	35.73%							
12/08/2024	\$239.94	\$0			-\$81	-\$8.04			\$9.90	1.7	4.13%							
12/09/2024	\$679.83	\$0			-\$229.50	-\$21.88			\$168.45	2.6	24.78%						Total Profit	\$39,178.03
12/10/2024	\$1,039.74	\$0			-\$351	-\$32.43			\$396.09	4	38.15%							
12/11/2024	\$399	-\$155.33			-\$155.33	-\$13.10			-\$115	1.09	-28.82%							
12/12/2024	\$919.77	-\$9.5			-\$311	-\$9.81			\$168.49	2.22	18.10%							
12/13/2024	\$1,159.71	-\$2.35			-\$91.5	-\$6.15			\$303.70	2.7	26.19%							
12/14/2024	\$1,719.57	-\$3.98			-\$545.14	-\$4.31			\$545.09	2.99	31.70%							
12/15/2024	\$1,119.72	-\$9.66			-\$363	-\$3.41			\$311.24	2.73	27.80%							
12/16/2024	\$639.84	-\$1.39			-\$203	-\$			\$1.24	1.74	8.01%							
12/17/2024	\$519.87	-\$49.94			-\$162.00	-\$16.52		-\$39.99	\$1.69	1.53	0.33%							
12/18/2024	\$239.94	-\$33.27			-\$81.00	-\$8.04			-\$158.09	0.77	-65.89%							
12/19/2024	\$439.89	-\$80.29			-\$143.00	-\$14.44			-\$37.72	1.37	-8.57%							
12/20/2024	\$399.90								\$100.04	2.17	18.58%							
12/21/2024	\$543.87	-\$45.01			-\$174.97	-\$17.44			\$21.58	1.58	3.15%							
12/22/2024	\$694.63	-\$137.63			-\$208.64	-\$21.10			-\$104.62	0.94	-42.75%							
12/23/2024	\$244.74	-\$71.80			-\$2.52	-\$7.86			-\$98.15	0.96	-40.10%							
12/24/2024	\$244.74	-\$44.88			-\$81.44	-\$8			\$226.15	2.43	33.03%							
12/25/2024	\$684.63	-\$30.99			-\$154.76	-\$22												
12/26/2024	\$284.73								\$86.91	2.7	23.83%							
12/27/2024	\$384.71	-\$39.62			-\$131	-\$12			\$1,336.82	10.31	64.45%							
12/28/2024	\$2,454.99	-\$44.79			-\$813.90	-\$78.83		\$13.50	\$591.66	4.61	42.27%							
12/29/2024	\$1,399.65	-\$48.94			-\$459.00	-\$45.69			\$197.08	5.35	44.32%							
12/30/2024	\$444.69	-\$57			-\$149.80	-\$14.56			\$260.65	3.26	32.39%							
12/31/2024	\$804.00	-\$57.92			-\$271.30	-\$26.02												
January																		
01/01/2025	\$319.92	-\$39.62			-\$108	-\$10.42			-\$50.65	1.28	-15.83%							
01/02/2025	\$644.65	-\$7.56			-\$196.40	-\$19.62			\$222.07	2.55	34.45%							
01/03/2025	\$818.25	\$7.00			-\$272.60	-\$24.74			\$351.70	3.3	42.98%							
01/04/2025	\$946.72	-\$22.70			-\$275.50	-\$29.41			\$574.01	13.96	60.63%							
01/05/2025	\$923.27	-\$60.92			-\$299.60	-\$29.41			\$533.34	15.54	57.77%							
01/06/2025	\$282.98	-\$50			-\$97	-\$9.16			\$126.62	5.65	44.82%							
01/07/2025	\$362.31	-\$47.83			-\$121.50	-\$11.22			\$181.76	7.57	50.17%							
01/08/2025	\$467.78	-\$43.37			-\$149	-\$15.16			\$260.25	10.78	55.64%							
01/09/2025	\$696.86	-\$46.46			-\$219	-\$21.98			\$409.18	15.04	58.72%							
01/10/2025	\$681.92	-\$44.46			-\$253.48	-\$22.23			\$361.75	15.33	53.05%							
01/11/2025	\$745.06	-\$52.06			-\$253.23	-\$24.47			\$415.30	14.31	55.74%							
01/12/2025	\$621.84	-\$114.04			-\$187.57	-\$20.37			\$299.88	5.45	48.22%							
01/13/2025	\$309.67	-\$100.17			-\$97.96	-\$19.97			\$100.57	3.09	32.48%							
01/14/2025	\$301.92	-\$102.35			-\$170.73	-\$9.35			\$113.49	2.84	37.59%							
01/15/2025	\$230.44	-\$79.55			-\$5.08	-\$7.79			\$58.02	2.89	25.18%							
01/16/2025	\$374.70	-\$60.31			-\$152.07	-\$11.54			\$131.48	4.68	35.09%							
01/17/2025	\$153.96	-\$71.68			-\$27.08	-\$4.90			\$4.32	3.34	2.81%							
01/18/2025	\$44.79	-\$41.52			-\$8.57	-\$1.46			-\$26.76	1.07	-59.75%							
01/19/2025	\$593.81	-\$54.80			-\$189.63	-\$12.00			\$327.68	10.86	55.17%							
01/20/2025	\$158.76	-\$53.85			-\$55.03	-\$5.03			\$46.73	2.94	29.43%							
01/21/2025	\$309.22	-\$48.22			-\$101.13	-\$9.52			\$150.35	6.41	48.62%							
01/22/2025	\$79.98	-\$49.50			-\$5.19	-\$2.68			\$2.61	1.61	3.26%							
01/23/2025	\$40	-\$33.19			\$0	\$0			\$7.00	0	0.00%							
01/24/2025	\$119.97	-\$49.70			-\$26.27	-\$1.34			\$40.86	0.8	33.89%							
01/25/2025	\$310.17	-\$49.75			-\$128.34	-\$10.46			\$121.62	6.23	39.21%							
01/26/2025	\$125.57	-\$53.86			-\$7.72	-\$4.16			\$9.83	2.33	7.83%							
01/27/2025	\$242.89	-\$53.65			-\$7.74	-\$7.82			\$83.68	4.53	34.45%							
01/28/2025	\$420.69	-\$39.35			-\$144.68	-\$13.04			\$190.75	5.84	45.34%							
01/29/2025	\$791.89	-\$56.82			-\$265.82	-\$25.69			\$351.86	6.67	44.41%							
01/30/2025	\$720.01	-\$100.00			-\$255.82	-\$25.82			\$381.67	3.95	53.00%							
01/31/2025	\$1,772.83	-\$49.20			-\$31.37	-\$58.39			\$1,013.90	25.63	57.19%							
February																		
02/01/2025	\$2,928.73	-\$48.54			-\$1070.91	-\$97.45			\$1,711.83	60.33	58.45%							
02/02/2025	\$1,716.94				-\$51.96	-\$39.58			\$95.68	28.81	56.24%							
02/03/2025	\$1,082.03	-\$48.07			-\$303.78	-\$35.93			\$584.25	22.5	54.92%							
02/04/2025	\$981.58	-\$47.01			-\$359.19	-\$31.82			\$543.96	20.88	55.38%							
02/05/2025	\$888.03	-\$46.54			-\$302.12	-\$29.17			\$400.20	18.65	46.10%							
02/06/2025	\$1,689.69	-\$41.81			-\$503.49	-\$55.03			\$1,009.36	40.41	59.74%							
02/07/2025	\$886.89				-\$79.22	\$0			\$479.61	N/A	54.07%							
02/08/2025	\$528.72	-\$97.38			-\$175.51	-\$17.05			\$238.78	5.42	45.16%							
02/09/2025	\$767.12	-\$108.35			-\$238.50	-\$24.45			\$395.62	7.08	51.60%							
02/10/2025	\$294.03	-\$104.01			-\$108.05	-\$9.74			\$72.23	2.82	24.57%							
02/11/2025	\$326.56	-\$100.99			-\$103.84	-\$10.59			\$111.14	3.23	34.03%							
02/12/2025	\$521.03	-\$111.52			-\$162.64	-\$16.65			\$16.85	4.67	44.15%							
02/13/2025	\$539.92	-\$84.09			-\$170.74	-\$14.88			\$270.21	5.43	50.05%							
02/14/2025	\$593.21	-\$90.72			-\$184.33	-\$19.32												

Date	Revenue	META Ads	TikTok Ads	Google Ads	COGS/Fees	Misc. Expenses	China Tariffs	Refunds	Profit / Loss	Roas	Margin			Overview	Month	Revenue	Profit	Additional Expenses (software, Refunds/Lost Chargebacks/Replacement Fees	Cashback Credit Card	Net Profit
02/25/2025	\$0.00	-\$100.88			0	0			-\$100.88	0	0.00%									
02/26/2025	\$392.29	\$98.11			-84.02	\$11.13			\$88.03	2.64	25.94%									
02/27/2025	\$350.32	-\$85.52			-106.82	-\$14.36			\$133.02	3.66	38.14%									
02/28/2025	\$88.88	-\$97.63			-29.90	-\$3			-\$40.65	0.88	-45.23%									
March																				
03/01/2025	\$208.53	-\$91.84			-107.49	-\$10.80			\$79.40		27.42%									
03/02/2025	\$208.20	-\$183.11			-65.47	-\$6.50			-\$46.88		-22.52%									
03/03/2025	\$97.63	-\$156.35			-28.57	-\$3.43			-\$90.72		-92.92%									
03/04/2025	\$252.54	-\$147.49			-77.28	-\$8.52			\$19.25		7.62%									
03/05/2025	\$73.19	-\$189.34			-48.85	-\$2.72			-\$135.72		-185.44%									
03/06/2025	\$91.63	-\$140.68			-32.22	-\$3.36			-\$93.33		-102.07%									
03/07/2025	\$6.99	-\$103.10			-23.72	-\$3.21			-\$40.04		-44.49%									
03/08/2025	124.92	-\$85.60			0	-\$3.92			\$35.40		28.34%									
03/09/2025	168.66	-\$46.10			-12.19	-\$5.79			\$104.58		62.01%									
03/10/2025	88.68	\$0			-25.39	-\$3.17			\$60.12		67.79%									
03/11/2025	142.57	\$0			-34.30	-\$5.03			\$103.24		72.41%									
03/12/2025	44.94	\$0			-11.76	-\$1.60			\$31.58		70.27%									
03/13/2025	44.94	\$0			-12.05	-\$1.60			\$31.29		69.63%									
03/14/2025	140.37	\$0			-12	-\$4.37			\$124		88.34%									
03/15/2025	47.89	\$0			-11.89	-\$1.60			\$34.40		71.83%									
03/16/2025	\$881.44	\$0			-256.81	-\$30.96			\$593.67		67.35%									
03/17/2025	\$320.92	\$0			-92.41	-\$11.11			\$217.40		67.74%									
03/18/2025	\$0	\$0			\$0	\$0			\$0		0%									
03/19/2025	\$172.56	\$0			-49.24	-\$6.20			\$117.12		67.87%									
03/20/2025	\$225.50	\$0			-65.32	-\$6.76			153.42		68.04%									
03/21/2025	\$82.68	\$0			-25.12	-\$3			\$54.96		66.99%									
03/22/2025	\$88.88	\$0			-23.93	-\$2.21			\$62.74		69.80%									
03/23/2025	\$257.49	\$0			-69.93	-\$8.97			\$178.59		69.36%									
03/24/2025	\$0	\$0			\$0	\$0			\$0		0%									
03/25/2025	\$87.48	\$0			-28.32	-\$1.14			\$58.02		66.32%									
03/26/2025	\$473.14	\$0			-119.55	-\$16.72			\$336.87		71.20%									
03/27/2025	\$3,173.00	\$0			-1099.45	-\$219.08			\$944.47		43.46%									
03/28/2025	\$6,915.40	\$0			-1935.82	-\$245.25			\$4,734		68.46%									
03/29/2025	\$4,360.01	\$0			-1223.08	-\$155.24			\$2,981.69		68.39%									
03/30/2025	\$2,713.62	\$0			-746.06	-\$88.55			\$1,879.01		69.24%									
03/31/2025	\$1,427.42	\$0			-414.86	-\$51.30			\$961.28		67.34%									
April																				
04/01/2025	\$756.27	\$0			-237.05	-\$27.93			\$491.29		64.96%									https://www.ecommerce-gold.com/shopify-fee-calculator/
04/02/2025	918.81	\$0			-269.09	-\$31.75			\$617.97		67.26%									
04/03/2025	\$1,702.21	\$0			-483.15	-\$60.76			\$1,158.30		68.05%									
04/04/2025	\$1,118.74	-\$6.79			-399.15	-\$39.97			\$723.83		64.64%									
04/05/2025	\$1,195.97	-\$50.27			-340.51	-\$42.48			\$762.71		63.77%									
04/06/2025	\$687.70	-\$51.91			-190.50	-\$24.14			\$421.15		61.24%									
04/07/2025	\$476.34	-\$55.91			-126.64	-\$17.41			\$276.38		58.02%									
04/08/2025	\$696.90	-\$47.39	-\$62.06		-\$185.40	-\$23.81			\$378.24		54.27%									
04/09/2025	\$623.71	-\$50.03	-\$62.50		-199.72	-\$21.98			\$269.47		46.41%									
04/10/2025	\$736.04	-\$46.55	-\$111.03		-192.94	-\$25.55			\$359.97		49.51%									
04/11/2025	\$402.50	-\$51.13	-\$101.97		-128.76	-\$14.37			\$106.27		26.40%									
04/12/2025	\$562.12	-\$43.48	-\$162.26		-158.18	-\$19.60			\$176.60		31.77%									
04/13/2025	\$419.21	-\$53.07	-\$151.98		-111.42	-\$14.86			\$97.88		20.96%									
04/14/2025	\$386.56	-\$52.09	-\$50.02		97.86	-\$12.71			\$173.88		44.98%									
04/15/2025	\$402.51	-\$51.84	-\$98.12		-113.88	-\$14.37			\$136.50		33.91%									
04/16/2025	\$427.36	-\$50.54	\$0		-118.33	-\$15.09			\$243.40		56.95%									
04/17/2025	\$507.28	-\$103.39	\$0		-140.86	-\$18.01			\$245.02		48.30%									
04/18/2025	\$1,809.52	-\$103.25	\$0		-504.21	-\$62.60			\$1,139.46		62.97%									
04/19/2025	\$2,083.43	-\$93.17	\$0		-573.68	-\$72.42			\$1,344.16		64.52%									
04/20/2025	\$1,387.38	-\$101.84	\$0		-377.75	-\$47.73			\$860.06		61.99%									
04/21/2025	\$545.72	-\$110.10	\$0		-151.18	-\$19.13			\$265.31		48.62%									
04/22/2025	\$542.42	-\$97.71	\$0		-150.48	-\$18.73			\$275.50		50.79%									
04/23/2025	\$724.73	-\$90.87	\$0		-269.51	-\$24.62			\$339.73		46.88%									
04/24/2025	\$442.35	-\$98.59	\$0		-134.38	-\$16.13			\$193.25		43.69%									
04/25/2025	\$416.40	-\$98.96	\$0		-125.36	-\$15.08			\$177.00		42.51%									
04/26/2025	\$508.84	-\$96.10	\$0		-156.75	-\$18.00			\$235.99		46.56%									
04/27/2025	\$156.81	-\$105.72	\$0		-46.58	-\$5.45			-\$9.94		-0.60%									
04/28/2025	\$347.52	-\$106.40	\$0		-147.53	-\$12.78			\$80.81		23.25%									
04/29/2025	\$277.54	-\$95.80	\$0		-117.23	-\$10.45			\$54.06		19.48%									
04/30/2025	\$353.98	-\$83.86	\$0		-172.96	-\$12.97			\$84.19		23.78%									
May																				
05/01/2025	\$216.05	-\$43.64	\$0		-\$93.03	-\$8.37			\$71.07		32.90%									https://www.ecommerce-gold.com/shopify-fee-calculator/
05/02/2025	\$311.09	-\$53.58	\$0		97.14	-\$11.12			\$149.25		47.98%									
05/03/2025	\$279.54	-\$48.53	\$0		-117.78	-\$10.51			\$101.72		36.39%									
05/04/2025	\$182.71	-\$51.15	\$0		-\$52.08	-\$6.50			\$72.08		39.94%									
05/05/2025	\$254.49	-\$56.14	\$0		\$119.21	-\$10.08			\$69.06		27.14%									
05/06/2025	\$340.70	-\$47.85	\$0		-126.50	-\$12.28			\$154.07		45.22%									
05/07/2025	\$401.31	-\$45.20	\$0		-153.63	-\$14.94			\$187.54		46.73%									
05/08/2025	\$464.60	-\$49.18	\$0		-143.31	-\$16.77			\$254.04		54.87%									
05/09/2025	\$137.77	-\$32.98	\$0		-\$9.17	-\$4.90		\$221 Influencer spend cred	\$281.72		204.49%									
05/10/2025	\$379.21	\$0	\$0		-110.83	-\$12.80			\$255.58		67.40%									
05/11/2025	\$408.41	\$0	\$0		-156.01	-\$14.84		\$52 Influencer spend cred	\$237.56		58.17%									
05/12/2025	\$646.40	\$0	\$0		-\$267.46	-\$22.95		Influe product cost,	\$394.99		61.11%									
05/13/2025	\$276.96	\$0	\$0		-131.23	-\$11.03		\$39 Influencer spend cred	\$173.72		62.72%									
05/14/2025	\$304.13	\$0	-\$8.14		97.66	-\$10.62			\$147.71		48.57%									
05/15/2025	\$508.24	\$0	-\$50.57		-175	-\$18.34		\$36.54 Influencer spend cred	\$300.87		59.20%									
05/16/2025	\$364.47	\$0	-\$39.93		-126.53	-\$12.97		13.42 Influencer spend cred	\$198.46		54.45%									
05/17/2025	\$297.63	\$0	\$0		-\$84.75	-\$10.13			\$202.75		68.12%									
05/18/2025	\$447.49	\$0	\$0		-110.89	-\$15.38			\$299.80		67.00%									
05/19/2025	\$124.62	\$0	-\$9.27		-\$6.84	-\$4.52			\$70.39		56.39%									
05/20/2025	\$141.02	\$0	\$0	-\$11.59	-\$4.16	-\$4.99			\$80.28		56.93%									
05/21/2025	\$286.11	-\$57.6																		

