	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	
Income							July	August	September			December	Tota
Sales	\$54,890.00	\$83,237.00	\$107,950.00	\$90,211.00	\$65,714.00	\$89,985.00	\$34,302.00						\$526,289.00
Refunds	-\$3,247.00	-\$2,959.00	-\$2,504.00	-\$4,216.45	-\$3,628.00	-\$4,704.00	-\$3,415.00						-\$24,673.45
Total Income	\$51,643.00	\$80,278.00		\$85,994.55	\$62,086.00	\$85,281.00	\$30,887.00		\$0.00	\$0.00	\$0.00	\$0.00	\$501,615.55
		,	. ,		. ,		. ,						
	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	
Cost of Goods	January	Febraury	March	April	May	June	July	August	September	October	November	December	Total
Product Costs	\$6,812.00	\$10,894.00	\$14,295.00	\$11,695.00	\$7,821.00	\$11,145.20	\$4,389.00		·				\$67,051.20
Shipping	\$3,528.00	\$4,782.00	\$4,635.00	\$5,264.00	\$3,899.00	\$5,089.00	\$1,981.00						
Gross Profit	\$41,303.00	\$64,602.00	\$86,516.00	\$69,035.55	\$50,366.00	\$69,046.80	\$24,517.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$405,386.35
		·		·									
	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	
Expenses	January	Febraury	March	April	May	June	July	August	September	October	November	December	Total
TikTok	N/A	N/A	N/A	N/A	N/A	N/A	N/A						\$0.00
Google	\$1,010.00	\$1,323.00	\$1,229.00	\$743.00	\$806.00	\$1,012.00	\$966.00						\$7,089.00
Facebook	\$22,258.17	\$30,213.14	\$39,533.12	\$38,042.00	\$26,866.00	\$38,007.00	\$15,534.00						\$210,453.43
Snapchat	N/A	N/A	N/A	N/A	N/A	N/A	N/A						\$0.00
Pinterest	N/A	N/A	N/A	N/A	N/A	N/A	N/A						\$0.00
Processing Fees	\$1,976.04	\$2,996.53	\$3,886.20	\$3,247.60	\$2,365.70	\$3,239.46	\$1,234.87						\$18,946.40
Video	\$400.00	\$100.00	\$200.00	\$50.00	\$400.00	\$600.00	\$170.00						\$1,920.00
UGC	\$0.00	\$0.00	\$100.00	\$0.00	\$150.00	\$100.00	\$150.00						
Apps & Software	\$380.00	\$450.00	\$410.00	\$320.00	\$340.00	\$420.00	\$310.00						\$2,630.00
(Klaviyo, TripleWhale)	N/A	N/A	N/A	\$70.00	\$70.00	\$70.00	\$70.00						\$280.00
Consultancy Agency	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00						\$100.00
Virtual Assistant(s)	\$374.00	\$385.00	\$405.00	\$470.00	\$360.00	\$360.00	\$380.00						\$2,734.00
Email Agency	N/A	N/A	N/A	N/A	N/A	N/A	N/A						\$0.00
Disputes & Chargebacks	N/A	N/A	N/A	N/A	N/A	N/A	N/A						\$0.00
Total Expenses	\$26,398.21	\$35,467.67	\$45,863.32	\$42,942.60	\$31,357.70		\$18,814.87		\$0.00	\$0.00	\$0.00	\$0.00	\$244,652.83
Profit	January	Febraury	March .	April	May	June	July	August	September	October	November	December	Total Net Profit
Net Profit	\$14,904.79	\$29,134.33	\$40,652.68	\$26,092.95	\$19,008.30	\$25,238.34	\$5,702.13	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$160,733.52
Total Spent Per Traffic Source													
Facebook	\$210,453.43									Faceboo	ık		
Google Adwords	\$7,089.00									Google A	Adwords		
Tiktok	\$0.00												
Snapchat	\$0.00												
Pinterest	\$0.00												

	2024	2024		2024	2024	2024	2024	2024	2024	2024	2024	2024	
Income	January	Febraury					July	August				December	Tot
Sales	\$16,997.00			\$69,651.00	\$82,937.00	\$65,410.00	\$118,194.00	\$125,402.00	\$41,276.00		\$41,867.00		\$658,795.0
Refunds	-\$298.95		-\$252.00	-\$637.00	-\$2,350.00	-\$4,505.00	-\$9,831.00	-\$10,046.00	-\$4,201.00		-\$3,414.00	-\$1,975.00	-\$40,723.9
Total Income	\$16,698.05	\$386.00	\$4,878.00	\$69,014.00	\$80,587.00	\$60,905.00	\$108,363.00	\$115,356.00	\$37,075.00	\$49,239.00	\$38,453.00	\$37,117.00	\$618,071.0
	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	
Cost of Goods	January	Febraury	March	April	May	June	July	August	September	October	November	December	Tota
Product Costs	\$2,412.00	\$105.00	\$724.00	\$9,550.00	\$11,307.00	\$8,778.00	\$14,520.00	\$15,646.00	\$5,143.00	\$6,560.00	\$5,138.00	\$5,101.00	\$84,984.0
Shipping	\$2,384.00	\$40.00	\$763.00	\$4,212.00	\$4,931.00	\$3,264.00	\$4,324.00	\$9,016.00	\$2,793.00	\$3,658.00	\$2,132.00	\$2,698.00	\$40,215.0
Gross Profit	\$11,902.05	\$241.00	\$3,391.00	\$55,252.00	\$64,349.00	\$48,863.00	\$89,519.00	\$90,694.00	\$29,139.00	\$39,021.00	\$31,183.00	\$29,318.00	\$492,872.0
	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	
Expenses	January	Febraury					July	August		October		December	Tota
TikTok	N/A			N/A	N/A	N/A	N/A	N/A	N/A		N/A		\$0.0
Google	\$0.00			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$528.00	\$661.00	\$1,724.0
	\$10,870.00	\$1,398.00	\$4,107.01	\$28,812.03	\$39,335.35	\$26,532.00	\$43,201.00	\$52,682.00	\$18,601.00			\$16,408	\$283,230.3
Facebook											\$18,821		
Snapchat Pinterest	N/A N/A			N/A N/A	N/A N/A	N/A N/A	N/A N/A	N/A N/A	N/A N/A		N/A N/A		\$0.0
	\$611.89			\$2,507.44	\$2,985.73	\$2,354.76	\$4,254.98	\$4,514.47	\$1,485.94		\$1,507.21	\$1,407.31	\$0.0 \$23,716.6
Processing Fees			\$184.68										
Video Editing	\$475.00	\$1,200.00		\$1,050.00	\$1,050.00	\$90.00	\$1,135.00	\$750.00	\$900.00		\$800.00	\$230.00	\$10,180.0
UGC	\$90.00			\$150.00	\$185.00	\$1,615.00	\$795.00	\$400.00	\$180.00		\$350.00		\$5,425.00
Apps & Software	\$315.00			\$380.00	\$529.00	\$396.00	\$512.00	\$435.00	\$567.00		\$590.00		\$5,371.00
(Klaviyo, TripleWhale)	N/A			N/A	N/A	N/A	N/A	N/A	N/A		N/A		\$0.0
Consultancy Agency	\$0.00			\$0.00	\$0.00	\$190.00	\$0.00	\$1,500.00	\$1,500.00		\$0.00		\$5,860.0
Virtual Assistant(s)	\$0.00			\$65.00	\$820.00	\$320.00	\$601.00	\$603.00	\$1,257.00		\$490.00		\$4,937.0
Email Agency	N/A			N/A	N/A	N/A	N/A	N/A	N/A		N/A		\$0.0
Disputes & Chargebacks	N/A		N/A	N/A	N/A	N/A	N/A	N/A	N/A		N/A	N/A	\$0.00
Total Expenses	\$12,361.89	\$3,287.99	\$6,113.69	\$32,964.47	\$44,905.08	\$31,497.76	\$50,498.98	\$60,884.47	\$24,490.94	\$30,565.22	\$23,086.21	\$19,787.31	\$340,444.0
Profit	January	Febraury	March	April	May	June	July	August	September	October		December	Total Net Profi
Net Profit	-\$459.84	-\$3,046.99	-\$2,722.69	\$22,287.53	\$19,443.92	\$17,365.24	\$39,020.02	\$29,809.53	\$4,648.06	\$8,455.78	\$8,096.79	\$9,530.69	\$152,428.04
Total Spent Per Traffic Source Facebook	\$283,230.39									 Faceboo 	ok		
Google Adwords	\$1,724.00												
Tiktok	\$0.00									Google .	Adwords		
Snapchat	\$0.00												
· ·	\$0.00												
Pinterest	\$0.00												
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