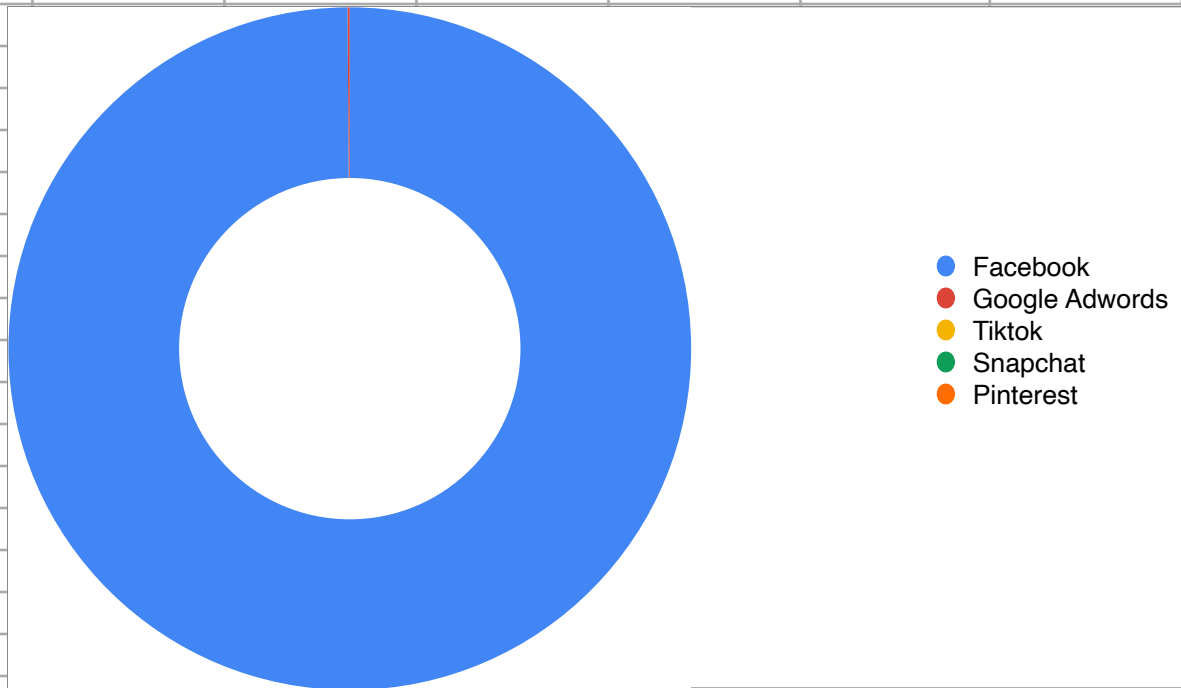


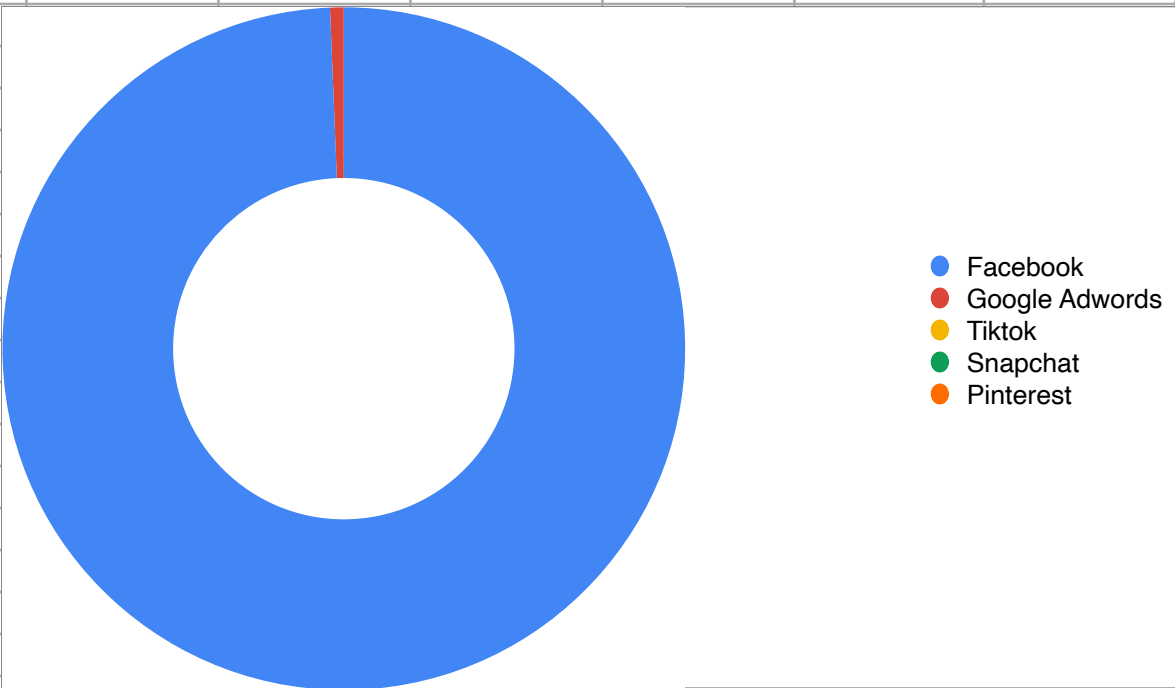
	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
Income	January	February	March	April	May	June	July	August	September	October	November	December	Total				
Sales							US\$4,298.77	US\$49,518.33	US\$6,048.41	US\$16,831.60	US\$22,218.59	US\$76,913.98	US\$175,829.68				
Refunds							US\$620.75	US\$1,722.66	US\$114.97	US\$706.45	US\$644.24	US\$2,514.31	US\$6,323.38				
Total Income	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$3,678.02	US\$47,795.67	US\$5,933.44	US\$16,125.15	US\$21,574.35	US\$74,399.67	US\$169,506.30				
Cost of Goods	January	February	March	April	May	June	July	August	September	October	November	December	Total				
Product Costs + Shipping													US\$26,236.93				
Gross Profit	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$3,678.02	US\$47,795.67	US\$5,933.44	US\$16,125.15	US\$21,574.35	US\$48,162.74	US\$143,269.37				
Expenses	January	February	March	April	May	June	July	August	September	October	November	December	Total				
Google													US\$121.70				
Facebook							US\$6,529.03	US\$31,626.97	US\$7,522.71	US\$11,750.87	US\$14,757.36	US\$44,146.13	US\$116,333.07				
Processing Fees							US\$176.06	US\$1,962.73	US\$256.34	US\$708.36	US\$928.47	US\$3,082.94	US\$7,114.90				
Apps, Software, Shopify Subscription							US\$1.00	US\$95.87	US\$110.86	US\$464.21	US\$141.91	US\$143.34	US\$955.19				
Klaviyo								US\$30.00	US\$30.00	US\$30.00	US\$49.50	US\$60.00	US\$199.50				
TripleWhale							US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00				
Disputes & Chargebacks							US\$0.00	US\$17.48	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$17.48				
Total Expenses	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$6,706.09	US\$33,833.05	US\$7,919.91	US\$12,953.44	US\$15,677.24	US\$47,552.11	US\$124,841.84				
Profit	January	February	March	April	May	June	July	August	September	October	November	December	Total Net Profit				
Net Profit	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	US\$0.00	-US\$3,028.07	US\$13,962.62	-US\$1,986.47	US\$3,171.71	US\$5,697.11	US\$610.63				

Total Spent Per Traffic Source	
Facebook	US\$116,333.07
Google Adwords	US\$121.70
Tiktok	#REF!
Snapchat	#REF!
Pinterest	#REF!



		2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024
Income		January	February	March	April	May	June	July	August	September	October	November	December	Total			
Sales		US\$145,880.20	US\$30,429.78	US\$40,347.22	US\$7,747.60	US\$30,042.00	US\$4,656.03	US\$3,043.67	US\$8,520.55	US\$55,007.06	US\$54,012.36	US\$29,809.45	US\$57,627.32	US\$82,663.24			
Refunds		US\$11,061.28	US\$5,996.92	US\$6,551.07	US\$7,891.14	US\$1,743.18	US\$2,157.70	US\$1,295.93	US\$2,215.16	US\$1,454.19	US\$2,088.22	US\$1,043.87	US\$571.61	US\$78.61			
Total Income		US\$134,818.92	US\$24,432.86	US\$33,796.15	US\$874,356.46	US\$28,298.82	US\$46,186.33	US\$28,747.74	US\$36,305.39	US\$54,592.87	US\$51,924.14	US\$28,765.58	US\$57,048.71	US\$83,936.57			
		2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024
Cost of Goods		January	February	March	April	May	June	July	August	September	October	November	December	Total			
Product Costs + Shipping		US\$49,757.33	US\$8,796.32	US\$12,354.47	US\$1,985.26	US\$11,268.32	US\$18,836.77	US\$11,021.85	US\$13,803.48	US\$38,499.57	US\$20,151.68	US\$11,065.37	US\$13,573.64	US\$212,204.26			
Gross Profit		US\$85,061.59	US\$16,036.14	US\$21,441.73	US\$42,371.20	US\$16,130.50	US\$27,320.16	US\$16,725.89	US\$22,501.91	US\$18,303.30	US\$31,772.46	US\$17,700.21	US\$43,655.07	US\$330,882.21			
		2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024
Expenses		January	February	March	April	May	June	July	August	September	October	November	December	Total			
Google		US\$88,341.24	US\$7,011.07	US\$10,292.52	US\$312.18	US\$75.00	US\$143.08	US\$144.00	US\$151.57	US\$152.80	US\$152.80	US\$152.80	US\$152.80	US\$151.57	US\$151.57		
Facebook		US\$59,191.78	US\$16,643.93	US\$25,369.75	US\$36,497.83	US\$10,420.80	US\$17,993.53	US\$10,774.34	US\$15,983.80	US\$19,030.73	US\$22,106.03	US\$13,541.83	US\$21,326.02	US\$81,619.28			
Processing Fees		US\$56,707.94	US\$51,223.96	US\$51,517.81	US\$52,857.54	US\$51,120.24	US\$52,212.03	US\$51,313.50	US\$52,264.44	US\$52,741.63	US\$52,494.38	US\$52,206.99	US\$53,644.68	US\$825,925.14			
Air, Software, Shopify Subscription		US\$252.65	US\$335.28	US\$219.77	US\$51.98	US\$503.98	US\$525.18	US\$524.09	US\$529.40	US\$426.73	US\$351.49	US\$283.45	US\$297.14	US\$3,065.16			
Klaviyo		US\$60.00	US\$105.58	US\$200.00	US\$200.00	US\$110.00	US\$570.00	US\$710.00	US\$570.00	US\$805.00	US\$1130.00	US\$1140.00	US\$53.00	US\$60.00			
TriplesWhite		US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00			
Disputes & Chargebacks		US\$262.12	US\$374.89	US\$268.93	US\$311.42	US\$218.37	US\$50.00	US\$57.45	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00	US\$50.00			
Total Expenses		US\$85,157.83	US\$85,654.13	US\$227,668.78	US\$84,350.31	US\$91,248.46	US\$20,643.77	US\$13,342.38	US\$17,360.28	US\$23,156.84	US\$25,233.30	US\$16,327.69	US\$23,743.54	US\$283,889.55			
Profit		January	February	March	April	May	June	July	August	September	October	November	December	Total			
Net Profit		US\$19,903.76	US\$2,617.99	US\$8,227.05	US\$2,019.25	US\$2,882.04	US\$6,656.39	US\$5,383.33	US\$85,141.63	US\$27,026.46	US\$56,538.56	US\$11,272.57	US\$888.47	US\$46,992.66			

Total Spent Per Traffic Source	
Facebook	US\$248,579.7
Google Adwords	US\$1,612.22
Tiktok	#REF!
Snapchat	#REF!
Pinterest	#REF!



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Total Spent Per Traffic Source	
Facebook	US\$270,223.5
Google Adwords	US\$5,604.02
Tiktok	#REF!
Snapchat	#REF!
Pinterest	#REF!

