Cashflow Creators

CLIENT PERFORMANCE REVIEW · CONFIDENTIAL

A real client's store on Amazon.

An audit-style review of the full lifetime financial performance of one Cashflow Creators managed store, from launch in June 2019 to its close in April 2023, prepared from the client's order-level records and reconciled to the annual P&L.

PERIOD	June 2019 — April 2023 (18 months of trading activity)
SOURCE	Order-level records, 52,499 orders, reconciled to the annual P&L
DOCUMENT	CFC-PR-003

LIFETIME REVENUE

$1,800,037

52,499 orders · 18 trading months

PEAK MONTH

$287.3K

Nov 2020 · 7,121 orders

NET PROFIT

$232,029

12.89% net margin · 21.5% ROI

Summary of findings.

Across its full life the store generated **$1,800,037.03** on **52,499** orders and returned **$232,029.08** in net profit to the client after all costs including the committed fixed monthly spend — a **12.89%** net margin and **21.5%** ROI on an approximated capital base. The shape is two concentrated bursts, not a steady climb: a negligible-volume launch in Jun 2019, eight dormant months, then a run from $29,888 to **$287,326.56** in six months that held six figures a month through March 2021. A brief 2023 reopening closed the account in Apr 2023. Only **18 of the 47 calendar months carry any activity**.

LIFETIME REVENUE	TOTAL ORDERS	NET PROFIT	PEAK MONTH
$1,800,037	52,499	$232,029	$287.3K
18 trading months	$34.29 avg. order	12.89% margin	Nov 2020

KEY OBSERVATIONS

OBSERVATION	FIRST 9 TRADING MONTHS	SECOND 9 TRADING MONTHS	Δ
Revenue	$618,994	$1,181,043	**1.91×**
Orders	17,611	34,888	**1.98×**
Net profit	$37,465.12	$194,563.96	**5.2×**
Net profit margin	6.05%	16.47%	**+10.42 pp**
Avg. order value	$35.15	$33.85	**-$1.30**

SCOPE AND LIMITATIONS

This review covers the order-level financial data for the store's full trading life and the annual P&L it reconciles to. It does not assess product-category performance, customer-cohort behavior, listing-level economics, return rates, supplier risk, or Amazon account-health metrics. Figures are presented as recorded in the source files; no adjustments, reclassifications, or estimates have been made beyond the fixed-cost deduction disclosed in Methodology.

All figures are in U.S. dollars. The ledger lists only the 18 months in which the store recorded orders; it was dormant October 2019 – May 2020 and April 2021 – December 2022, and the source P&L has no 2022 row. Month-over-month change is shown only between consecutive calendar months. No returns or refunds are recorded in the source files. ROI is an approximation defined in Methodology.

THE JOURNEY

The storefront launched in June 2019 and spent its first four months trading deliberately small — $5,064 of revenue in total — building platform standing and seller performance rather than volume. That groundwork is what made the next phase possible: when the store reopened in June 2020 into a transformed market, it scaled from $29,888 to **$113,491** in a single month and reached **$287,326.56** by Nov 2020. It sustained six-figure monthly sales for seven consecutive months.

THE RESULTS

After that peak Robert scaled back — limited access to additional capital float, combined with personal priorities, meant pausing aggressive expansion. He later concluded his Amazon journey as a strategic decision to redirect capital toward other ventures. Over its full life the storefront returned **$232,029.08** on **$1,800,037.03** of sales at a **12.89%** margin.

Basis of preparation.

The client's P&L is stated annually, so the monthly ledger in this memo is built from the order-level records — one row per order, 52,499 rows in total. The two sources tie exactly: the order rows sum to the P&L's gross revenue, cost of goods, order count, and net profit, and they tie within each P&L year as well.

METHODOLOGY

1. **Revenue** — the Sale Price + Shipping value on each order row, summed by calendar month. Across all rows this equals the annual P&L's gross sales revenue of $1,800,037.03 exactly.
2. **Order count** — one per order row. 52,499 rows against the P&L's stated 52,499 orders.
3. **Net profit** — the Net Profit value on each order row, summed by month, less the portion of the store's committed fixed monthly cost that the workbook does not record. The order rows sum to the P&L's net profit of $242,829.07 exactly; the fixed cost stack on page 6 runs at $639.99 a month against the $39.99 seller subscription the workbook does record, so $600.00 per trading month is deducted here.
4. **Expenses** — derived as Revenue minus Net profit, so every monthly row reconciles exactly. The categories that make it up are itemized with lifetime totals on page 6.
5. **Net profit margin** — Net profit ÷ Revenue. **Average order value** — Revenue ÷ Orders.
6. **ROI** — Net profit ÷ (Revenue × 0.60), where 0.60 approximates average capital deployed (inventory plus working capital). This is an approximation, not a measured cash-on-cash return.
7. **Dormant months** — calendar months with no orders are omitted from the ledger rather than shown as zero rows, and month-over-month change is suppressed across them. The store recorded no activity October 2019 – May 2020 or April 2021 – December 2022.
8. **Adjustments** — no projections, forecasts, smoothing, or seasonality adjustments have been applied. Each monthly figure stands alone as recorded.

SOURCE FILES

PERIOD	REVENUE	PROFIT	RECON.
Jun 2019	$105.68	-$599.20	✓
Jul 2019	$299.73	-$598.18	✓
Aug 2019	$1,352.45	-$590.91	✓
Sep 2019	$3,306.30	-$579.40	✓
Jun 2020	$29,887.57	-$388.96	✓
Jul 2020	$113,491.37	$157.51	✓
Aug 2020	$87,953.48	-$57.52	✓
Sep 2020	$201,621.15	$21,640.69	✓
Oct 2020	$180,976.27	$18,481.09	✓

PERIOD	REVENUE	PROFIT	RECON.
Nov 2020	$287,326.56	$36,701.39	✓
Dec 2020	$276,053.62	$32,572.89	✓
Jan 2021	$254,492.69	$41,846.61	✓
Feb 2021	$209,373.96	$45,993.00	✓
Mar 2021	$135,131.63	$38,274.19	✓
Jan 2023	$9,759.42	$452.17	✓
Feb 2023	$4,863.63	-$567.66	✓
Mar 2023	$3,685.00	-$178.31	✓
Apr 2023	$356.52	-$530.32	✓

Reconciliation: every monthly row satisfies Revenue – Expenses = Net profit exactly. The order rows sum to the annual P&L's gross revenue, cost of goods, order count and net profit to the cent, and tie within each of the P&L's four year rows individually.

Monthly performance ledger.

One row per calendar month in which the store recorded orders. MoM is the percentage change in revenue against the previous calendar month and is blank where the preceding month was dormant. ROI is Net profit ÷ (Revenue × 0.60). The Totals row is the sum of the 18 rows above and equals the lifetime figures on the cover.

PERIOD	ORDERS	REVENUE	MOM	EXPENSES	NET PROFIT	NET MARGIN	ROI
Jun 2019	2	$105.68	–	$704.88	-$599.20	-567.0%	-945.0%
Jul 2019	10	$299.73	+183.6%	$897.91	-$598.18	-199.6%	-332.6%
Aug 2019	37	$1,352.45	+351.2%	$1,943.36	-$590.91	-43.7%	-72.8%
Sep 2019	101	$3,306.30	+144.5%	$3,885.70	-$579.40	-17.5%	-29.2%
Jun 2020	846	$29,887.57	–	$30,276.53	-$388.96	-1.3%	-2.2%
Jul 2020	3,340	$113,491.37	+279.7%	$113,333.86	$157.51	0.1%	0.2%
Aug 2020	2,772	$87,953.48	-22.5%	$88,011.00	-$57.52	-0.1%	-0.1%
Sep 2020	4,999	$201,621.15	+129.2%	$179,980.46	$21,640.69	10.7%	17.9%
Oct 2020	5,504	$180,976.27	-10.2%	$162,495.18	$18,481.09	10.2%	17.0%
Nov 2020	7,121	$287,326.56	+58.8%	$250,625.17	$36,701.39	12.8%	21.3%
Dec 2020	6,738	$276,053.62	-3.9%	$243,480.73	$32,572.89	11.8%	19.7%
Jan 2021	7,688	$254,492.69	-7.8%	$212,646.08	$41,846.61	16.4%	27.4%
Feb 2021	7,666	$209,373.96	-17.7%	$163,380.96	$45,993.00	22.0%	36.6%
Mar 2021	4,766	$135,131.63	-35.5%	$96,857.44	$38,274.19	28.3%	47.2%
Jan 2023	387	$9,759.42	–	$9,307.25	$452.17	4.6%	7.7%
Feb 2023	300	$4,863.63	-50.2%	$5,431.29	-$567.66	-11.7%	-19.5%
Mar 2023	198	$3,685.00	-24.2%	$3,863.31	-$178.31	-4.8%	-8.1%
Apr 2023	24	$356.52	-90.3%	$886.84	-$530.32	-148.7%	-247.9%
Lifetime total	**52,499**	**$1,800,037.03**	**–**	**$1,568,007.95**	**$232,029.08**	**12.9%**	**21.5%**

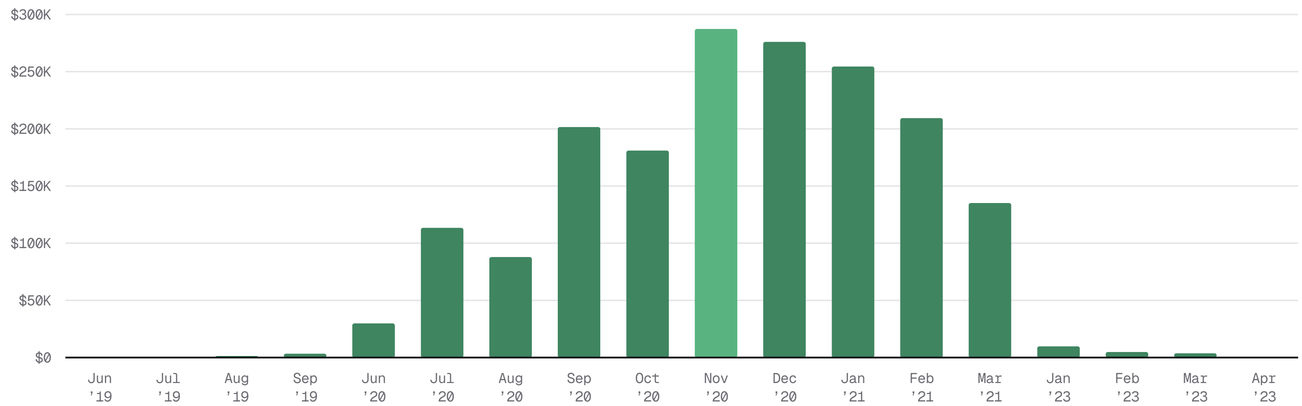
NOTES ON THE LEDGER

- Two bursts, not a curve — Jun 2019 through Sep 2019 produced $5,064 across four months. After eight dormant months the store reopened in Jun 2020 and reached $287,326.56 by Nov 2020. It traded above $135,000 a month for seven consecutive months, then stopped after Mar 2021.
- The step change — the single largest move was Sep 2020 at +129.2% ($113,668 over the prior month), taking the store from $29,888 to $113,491 in one month.
- Margin followed the same break — the four 2019 months and the first three months of the 2020 reopening returned under 1% net margin. From Sep 2020 the store cleared 10% and held it, peaking at 28.3% in Mar 2021.
- The close — the store went dormant after Mar 2021, resumed at low volume in Jan 2023, and closed in Apr 2023 at $356.52. The source P&L records no 2022 activity at all.

Trend analysis.

MONTHLY REVENUE, TRADING MONTHS ONLY

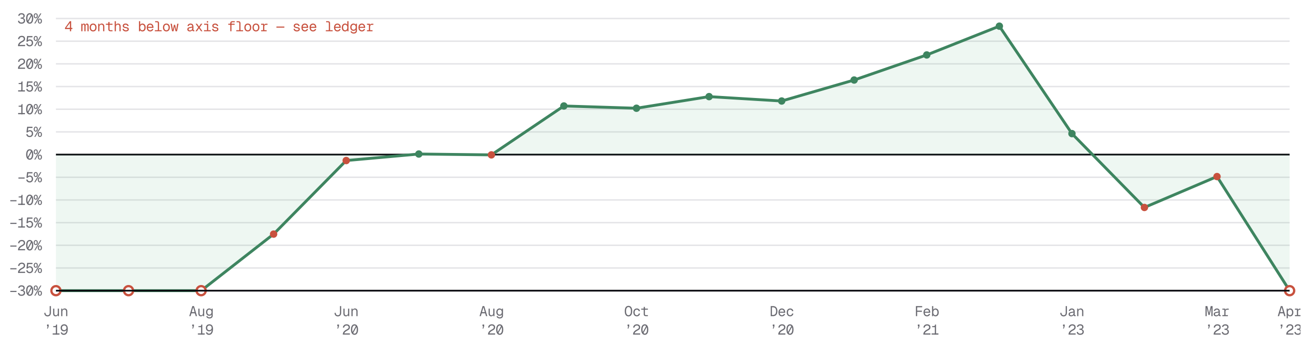
USD, GROSS SALES PER MONTH · DORMANT MONTHS OMITTED



The chart shows only the 18 months with activity, so the horizontal axis is not a continuous timeline — the gaps between Sep 2019 and Jun 2020, and between Mar 2021 and Jan 2023, are dormant periods. Within the trading months the store went from **$105.68** in Jun 2019 to **$287,326.56** in Nov 2020, and closed at **$356.52** in Apr 2023. The first 9 trading months produced $618,994 against $1,181,043 for the second 9 (1.91×).

NET PROFIT MARGIN BY TRADING MONTH

NET PROFIT ÷ REVENUE, PERCENTAGE POINTS



Margin has two regimes. Through Aug 2020 the store returned under 1% — it was building volume and platform standing, not profit. Four of those months sit below the floor of this chart: a full month of fixed cost against near-zero revenue puts them deeply negative, and the ledger on page 4 carries their true values. From Sep 2020 the store cleared 10% and held it, reaching **28.3%** in Mar 2021. Across the full life the blend is **12.89%** at **21.5%** ROI. The break at Sep 2020 is a step change in the profit basis recorded in the source, not a gradual improvement.

VOLUME AND PRICE POINT

Average order value ran between **$14.85** and **$52.84** across the trading months, against a lifetime average of **$34.29**. The two extremes are both from negligible-volume months; through the whole scaled period, Sep 2020 to Mar 2021, it held in a $28–$40 band. Monthly order volume moved from 2 at launch to a peak of **7,688** orders. Scale came entirely from volume, not from price.

Cost structure.

Two cost views. The recurring fixed cost stack is the store's committed monthly spend while trading. The waterfall beneath it itemizes the lifetime cost categories recorded in the annual P&L and foots to the Expenses total on page 4.

RECURRING FIXED COST STACK

LINE ITEM	MONTHLY
Amazon seller subscription	$39.99 / mo
Keepa	$15.00 / mo
Pack Em software	$85.00 / mo
Dedicated team member	$500.00 / mo
Total fixed monthly	**$639.99 / mo**

$639.99 a month across 18 trading months is $11,519.82. The source workbook records the $39.99 seller subscription in full, at $479.88 for each complete year it covers, so the incremental deduction is $600.00 a month.

The workbook records only the Amazon seller subscription. Keepa, Pack Em, and the dedicated team member — $600.00 a month, $10,800.00 across 18 trading months — do not appear in it. That balance is deducted in this memo, which is why net profit is stated as $232,029.08 rather than the $242,829.07 the workbook shows. Against lifetime revenue the stack is a rounding error at 0.22% of revenue in the peak month, but it is the difference between profit and a loss in every month before September 2020, when the store was deliberately trading at near-zero margin.

LIFETIME COST STRUCTURE

LINE ITEM	LIFETIME TOTAL
Cost of goods sold	-$1,108,182.21
Amazon referral fees	-$274,666.50
Supplier and outbound shipping	-$157,518.92
Amazon CSBA and administrative fees	-$24,883.50
Seller subscription, as recorded in workbook	-$1,719.57
Other reconciling items, net	+$9,762.74
Fixed cost stack, balance not in workbook	-$10,800.00
Total deductions (page 4 Expenses)	**-$1,568,007.95**

Cost of goods is 61.6% of gross sales, the dominant line by a wide margin, and Amazon referral fees a further 15.3%. No refunds, returned cost of goods, storage fees, SAFE-T reimbursements, or liquidations are recorded anywhere in the source files. 'Other reconciling items' is the +$9,762.74 by which the P&L's named category columns fall short of its own net profit line, 0.5% of revenue.

Attestation and disclaimers.

ATTESTATION

Every figure stated in this memo is taken directly from the client's order-level records and annual P&L. Derived figures — net margin, average order value, MoM change, and ROI — are calculated as documented in the Methodology section on page 3 and can be reproduced from the source files. The one adjustment made is disclosed in Methodology and on page 6: the balance of the store's committed fixed monthly cost that the workbook does not record is deducted, so net profit is stated after the full cost of running the store. No estimates, interpolations, or projections have been used.

AUTHENTICITY OF DATA

The figures presented are the real operating results of the store from its launch in June 2019 to its close in April 2023, as recorded in the source files supplied for review. Performance has not been altered, smoothed, composited, annualized from a partial period, or reconstructed. Dormant months are disclosed rather than omitted silently.

PAST PERFORMANCE

Past performance is not indicative of future results. This memo describes a single client store over a single lifecycle and should not be read as a typical, expected, or projected outcome for any other client. Nothing in it is a forecast. The store's scale-up coincided with the extraordinary 2020 shift in online retail demand, conditions that have not repeated. Outcomes vary with inventory, capital availability, advertising, marketplace policy changes, and the operator's own judgment.

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Samantha Lin — 2026-07-29

SIGNATURE — DATE

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