SAMPLE AUDIT built from SYNTHETIC data for a fictional store, to show what a real audit looks like. Not real business results.

Profit Leak Audit

Where the store lost money after product costs, shipping, payment fees, refunds and ads, and what to do about it.

NET SALES	CONTRIBUTION PROFIT	BLENDED ROAS	LEAKS FOUND
$229,349	$62,456	5.23x	4

The leaks, biggest first

PRODUCT LOSING MONEY
Ceramic Diffuser Set
-$9,901
profit over 90 days

539 units sold, 19.1% returned (none could be resold), $13,218 of ads.

Fix: Pause its ads, fix packaging with the supplier, retest at a higher price.

AD CAMPAIGN BELOW BREAK-EVEN
GOOGLE | PMax Broad
-$4,833
profit over 90 days

$8,099 spent. Google reports 1.49x ROAS; real Shopify orders show 0.74x.

Fix: Pause it and move budget to Brand Search and Shopping.

PAYOUT MISSING FROM THE BANK
Shopify payout SP-PO-20261028
$2,128.15
cash at risk

Marked paid on 28 Oct 2026; no matching bank deposit.

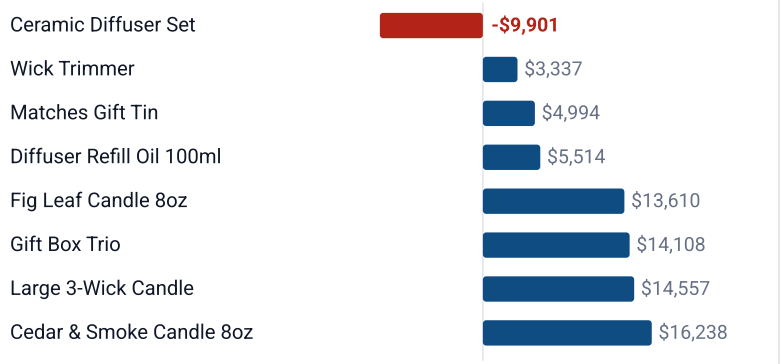
Fix: Check bank details in Shopify; open a support ticket.

PAYMENT-FEE SPIKE
Week of 12 Oct 2026
$218
extra fees in one week

Fee rate jumped on international cards and currency conversion.

Fix: Review Shopify Payments currency settings and the market mix.

Profit by product after ads and returns (90 days)



How this audit was made

- Read-only access to Shopify, Meta Ads, Google Ads and payout reports. Nothing in the store was changed.
- Every order matched to its product cost, shipping label, payment fee and any refund.
- Ad spend matched to the Shopify orders it actually produced, not the platforms' own claims.
- Every payout matched to a bank deposit.

Leak amounts overlap a little (part of PMax spend promoted the Diffuser), so they are not added together.

Want this for your store?
Reply "audit" and we'll run it on your real numbers. Then a Monday profit memo every week.

ferrymetrics.com

Contribution profit = net sales + shipping charged − product cost − shipping labels − payment fees − refunds and return costs − ad spend. Blended ROAS = net sales ÷ Meta + Google spend.