{{FIRM}} logo

Prepared by {{FIRM}}
for Larkspur & Pine · 1 Oct 2026 – 31 Oct 2026

SAMPLE built from SYNTHETIC data for a fictional store. White-label template: {{FIRM}} is replaced with the firm's name and logo.

Monthly Profit Pack · October 2026

NET SALES (STORE)	CONTRIBUTION PROFIT	BLENDED ROAS	COST / NEW CUSTOMER	REFUND RATE
$86,579	**$23,527**	**5.39x**	**$16.32**	**6.3%**

Commentary

October net sales on the Shopify store were $86,579 across 1390 orders, with contribution profit of $23,527 (27.2% of sales) after product costs, shipping, payment fees, refunds and $16,061 of advertising. Blended ROAS was 5.39x. Cedar & Smoke Candle 8oz was the most profitable line ($5,970); Ceramic Diffuser Set lost $3,905 once returns and ads are included and needs a decision. Amazon contributed $4,656 after Amazon fees. Two items need attention before close: a Shopify payout that has not reached the bank and a one-week spike in card fees.

Commentary drafted by AI from the figures in this pack and reviewed by {{FIRM}} before release.

Channel summary

CHANNEL	SALES	FEES	REFUNDS	NET TO CLEARING
Shopify Payments	$69,633.90	$2,871.00	$4,241.10	$67,492.42
PayPal	$16,945.00	$767.60	$1,215.40	$16,263.87
Amazon	$6,630.00	$1,735.50	$238.00	$4,656.50
Wholesale (Stripe)	$2,168.48	$63.49	$0.00	$2,104.99

Product profit after ads and returns

PRODUCT	UNITS	NET SALES	RETURN RATE	AD SPEND	CONTRIBUTION
Cedar & Smoke Candle 8oz	490	$15,376	3.3%	$2,346	$5,970
Large 3-Wick Candle	292	$16,669	4.1%	$2,506	$5,669
Fig Leaf Candle 8oz	430	$13,491	2.3%	$2,006	$5,505
Gift Box Trio	197	$16,294	6.1%	$2,617	$4,911
Diffuser Refill Oil 100ml	206	$4,843	1.0%	$654	$2,317
Matches Gift Tin	331	$3,877	1.5%	$608	$1,817
Wick Trimmer	170	$2,984	2.9%	$496	$1,243
Ceramic Diffuser Set	208	$13,043	21.1%	$4,828	-$3,905

Advertising

CAMPAIGN	SPEND	PLATFORM ROAS	SHOPIFY ROAS	PROFIT AFTER AD
GOOGLE | Brand Search	$747	8.30x	7.27x	$2,191
META | Retargeting - All	$1,427	7.82x	4.53x	$2,067
META | Prospecting - Candles	$5,349	3.81x	2.43x	$1,659
GOOGLE | Shopping - Candles	$2,019	4.28x	3.17x	$1,445
META | Diffuser Launch	$3,590	3.23x	2.12x	-$415
GOOGLE | PMax Broad	$2,930	1.50x	0.73x	-$1,765

Payout reconciliation

SOURCE	PAYOUTS	TOTAL	MATCHED TO BANK
Amazon	2	$4,049.95	2 of 2
PayPal	4	$15,054.84	4 of 4
Shopify Payments	22	$64,337.12	21 of 22
Stripe	2	$2,104.99	2 of 2

Exceptions for review

DATE	ISSUE	REFERENCE	AMOUNT
2026-10-12	Fee spike	week of 2026-10-12	$217.83
2026-10-28	Payout not found in bank	SP-PO-20261028	$2,128.15
2026-08-04	Campaign below break-even ROAS	GOOGLE | PMax Broad	-$4,833.20
2026-08-04	Product loses money after ads and returns	LP-DIF-01	-$9,901.18

Journals attached

Summary journals for QuickBooks Online (qbo_journal_entries_2026-10.csv) and Xero (xero_manual_journals_2026-10.csv) post sales, discounts, shipping, tax, fees and refunds to each gateway's clearing account. Bank deposits are matched to the clearing accounts from the bank feed, so payouts are not in the journals.