

True Profit Report: July – September 2026

Built from Shopify Orders and Products exports, a label-app export, ad spend by channel, and monthly app costs.

\$13,737

NET SALES

\$6,512

GROSS PROFIT

\$1,034

NET PROFIT

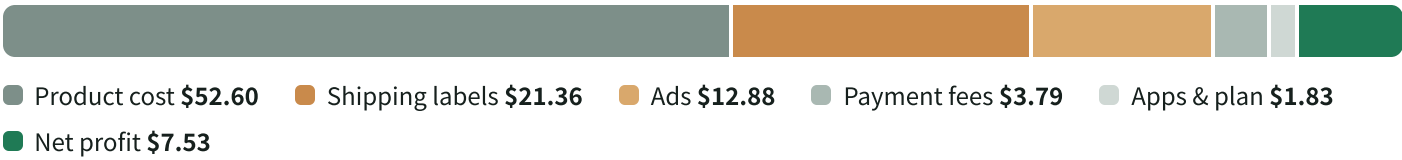
7.5%

NET MARGIN

Monthly summary

	JUL	AUG	SEP	TOTAL
Gross sales	\$4,416	\$4,976	\$5,788	\$15,180
Discounts	-\$313	-\$355	-\$433	-\$1,100
Refunds	-\$76	-\$112	-\$155	-\$342
Net sales	\$4,027	\$4,510	\$5,200	\$13,737
Product costs (COGS)	-\$2,077	-\$2,328	-\$2,821	-\$7,225
Gross profit	\$1,951	\$2,182	\$2,379	\$6,512
Payment fees	-\$153	-\$171	-\$196	-\$520
Shipping labels	-\$860	-\$965	-\$1,110	-\$2,935
Ad spend	-\$500	-\$560	-\$710	-\$1,770
Apps & plan	-\$84	-\$84	-\$84	-\$252
Net profit	\$353	\$402	\$279	\$1,034
Net margin	8.8%	8.9%	5.4%	7.5%

Where every \$100 of net sales went



In short: the store kept \$1,034 from \$13,737 in net sales, about \$7.53 of every \$100. September was the biggest sales month but the smallest profit month.

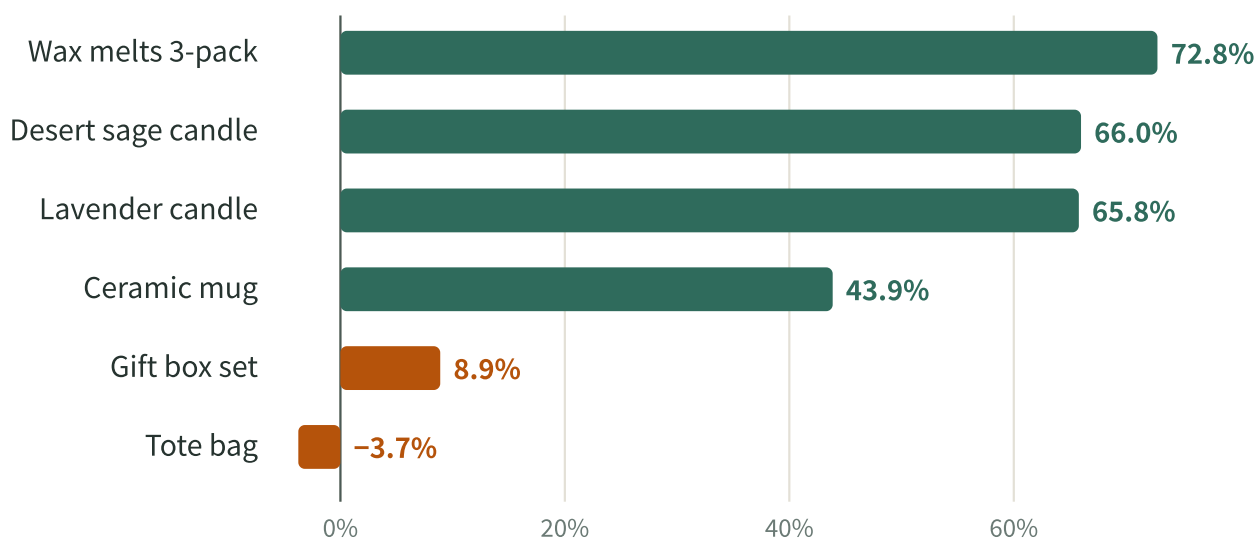
Products

Profit after discounts, refunds and product cost, July – September. Fees, shipping, ads and apps are covered at the store level on page 1.

Profit by product

PRODUCT	UNITS*	NET SALES	UNIT COST	COGS	GROSS PROFIT	MARGIN	SHARE
Lavender candle	169	\$3,853	\$7.80	\$1,318	\$2,535	65.8%	28.0%
Gift box set THIN MARGIN	55	\$2,807	\$46.50	\$2,558	\$250	8.9%	20.4%
Desert sage candle	103	\$2,544	\$8.40	\$865	\$1,679	66.0%	18.5%
Ceramic mug	117	\$2,001	\$9.60	\$1,123	\$878	43.9%	14.6%
Wax melts 3-pack	145	\$1,653	\$3.10	\$450	\$1,204	72.8%	12.0%
Tote bag LOSS	47	\$879	\$19.40	\$912	-\$33	-3.7%	6.4%
Total	636	\$13,737		\$7,225	\$6,512	47.4%	100%

Gross margin by product



*Units kept, after refunds. Products under 15% margin are flagged. Each one is a candidate for a price, discount or supplier check.

Money leaks

Plain-English findings, each one taken directly from the numbers in this report.

1. The tote bag loses money on every sale.

After the average 15% discount it sells for \$18.70 but costs \$19.40, a loss of \$0.70 per bag before shipping and fees. Over three months it lost \$32.90 at the gross level.

2. The gift box set is a big seller with a thin margin.

It brings in 20% of net sales but only 4% of gross profit (8.9% margin). Each box keeps about \$4.54 after product cost, before shipping and fees.

3. Shipping labels are the second-largest cost.

Labels cost \$2,935, or 21.4% of net sales, which is more than ad spend (\$1,770). The store offers free shipping, so none of this is recovered at checkout.

4. September sales grew, but profit fell.

Net sales rose 15% from August, while net profit fell 31% (\$402 → \$279). Ad spend rose \$150 and shipping labels rose \$145.

5. Ads used up over a quarter of gross profit.

Ad spend of \$1,770 equals 27% of gross profit. Meta was \$1,360 of it. Ad results aren't in the exports, so this report can't say which products the ads sold.

6. Refunds are low overall.

Refunds totalled \$342, 2.3% of gross sales. The ceramic mug had the most refunds by value (\$102.60).

Worth checking

- Compare the tote bag's price, discount codes and supplier cost.
- Check what the gift box set costs to pack and ship, since its margin is already thin.
- Compare free-shipping costs against a minimum order amount or shipping charge.
- Match September's extra Meta spend against the orders it brought in.

Assumptions

Every input used to build this report, and anything that was estimated or missing.

Date range	July 1 – September 30, 2026 (3 months)
Orders used	407 orders, 651 items sold (15 later refunded)
Rows excluded	2 test orders and 1 cancelled order (none counted in sales)
Taxes	Excluded from sales. Taxes collected aren't income.
Discounts	From the Discount Amount column of the Orders export
Refunds	Taken from Refunded Amount and counted in the month of the original order
Product costs	Provided for all 6 products (Products export, Cost per item). None missing.
Payment fees	Estimated at 2.9% + \$0.30 per order. A payouts export wasn't provided, so fees are an estimate.
Shipping labels	Provided as a monthly total from the label app export
Ad spend	Provided by month and channel (Meta, Google)
Apps & plan	Shopify plan \$39/mo, Email app \$30/mo, Reviews app \$15/mo
Not included	Packaging, your own time, and any costs not listed above

How the totals were checked: net sales, product costs, fees and net profit were recalculated independently from the raw exports and matched to the cent.

In your workbook: Summary, Products, Money Leaks and Assumptions tabs, plus the data tabs they read from. Every total is a live formula, so you can see exactly how each number was built.