Monthly profit report

Sample: invented data

Ridgeline Outdoor Goods, October 2026. Prepared by Dexora Advisors.

$184,200	$39,931	$30,900	$48,100
Net sales	Profit, a 21.7% margin	Ad spend, 16.8% of sales	Cash waiting on payouts

What changed this month

1. Cooler Bag lost $1,150. Ads took 36% of its sales and returned $2.80 for each $1 spent, against $9.20 for Camp Mug. We suggest pausing its ads until spring.

2. Amazon brought in 39% of sales but only 16% of profit. Storage fees on slow stock are the main cause, and $25,100 is tied up in three slow items.

3. Amazon is holding about 17 days of its sales. Timing supplier payments for the day after each settlement avoids a cash squeeze in the coming weeks.

Profit by channel

Channel	Net sales	Profit	Margin
Shopify	$96,400	$29,884	31%
Amazon	$71,300	$6,417	9%
Wholesale	$16,500	$3,630	22%
Total	**$184,200**	**$39,931**	**21.7%**

Profit by product

Product	Net sales	Profit	Ad spend
Trail Bottle 32oz	$52,400	$16,770	$6,300
Insulated Tumbler	$38,900	$10,890	$5,100
Camp Mug	$27,600	$6,350	$3,000
Kids Bottle	$24,800	$4,220	$4,700
Lunch Jar	$21,300	$2,851	$4,900
Cooler Bag	$19,200	−$1,150	$6,900
Total	**$184,200**	**$39,931**	**$30,900**

Cash and stock

Shopify payouts in transit	$6,900
Amazon awaiting settlement	$41,200
Slow stock at cost (3 items)	$25,100

Profit is after cost of goods, marketplace fees, ad spend, shipping and returns.

Reviewed by a Chartered Accountant. dexoraadvisors.com