

# Domain Methods

The Ecommerce Data Cheat Sheet

Key Metrics, Where They Live, and Why They Never Agree

1. Revenue ? Shopify, finance, ad platforms, warehouse.

Watch gross vs net, recognized vs booked, and date logic.

2. AOV ? platform-attributed and storewide AOV are not the same metric.

3. CAC ? platform CAC, blended CAC, and fully loaded CAC answer different questions.

4. Return Rate ? cohort-based return behavior matters more than same-period snapshots.

5. LTV ? use segment-aware, revalidated numbers instead of slide-deck mythology.

6. Contribution Margin ? connect revenue, returns, COGS, fulfillment, and spend.

Operating rule: know where the number lives, what it counts, and which decision it supports.

Need help making the numbers trustworthy? Domain Methods ? Show Me the Margin.