

Domain Methods

Ecommerce Data Playbook

A lightweight planning guide for connecting:

- Shopify / commerce platform orders and discounts
- Ad-platform spend and attribution inputs
- Lifecycle / CRM customer context
- Fulfillment and returns cost signals
- Finance adjustments needed for profit truth

Build sequence:

1. Name the decisions first: channel allocation, margin, returns, customer quality.
2. Map source systems and data grain: order, customer, shipment, refund, campaign.
3. Pull only the fields that change decisions.
4. Model net reality: revenue, discounts, refunds, shipping, fulfillment, spend.
5. Publish one operating view leaders can use without reconciliation theater.

Common gotchas:

- Gross revenue gets mistaken for profit.
- Return timing flatters bad campaigns.
- Multi-currency and settlement assumptions stay implicit.
- Customer identity logic breaks repeat vs new analysis.
- Attribution is asked to answer questions it cannot answer alone.

First outputs worth shipping:

- Channel-level spend, revenue, returns, and margin view
- Product/category profitability lens
- New vs repeat customer quality split
- Weekly review table with named metric definitions

Next step:

If the business can see revenue but not real profitability by channel, product, and customer segment, start with Show Me the Margin at domainmethods.com.