

# Ecommerce Profitability Reporting Benchmark Worksheet

## Domain Methods

Use this in one working session to decide whether your reporting model can support margin decisions.

Pick one decision first: channel budget, discount strategy, product support, fulfillment review, or leadership margin narrative.

### 1. Name the decision

Decision being tested: \_\_\_\_\_

Decision owner: \_\_\_\_\_ Review date: \_\_\_\_\_

Unsafe use if confidence is too low: \_\_\_\_\_

### 2. Score each dimension

Use 1 = strong, 2 = fragile, 3 = weak. Circle one score per row.

Revenue and discount capture: 1 / 2 / 3 Notes: \_\_\_\_\_

Returns and refund timing: 1 / 2 / 3 Notes: \_\_\_\_\_

Shipping and fulfillment cost: 1 / 2 / 3 Notes: \_\_\_\_\_

Ad spend and channel allocation: 1 / 2 / 3 Notes: \_\_\_\_\_

CAC-to-margin linkage: 1 / 2 / 3 Notes: \_\_\_\_\_

Product/channel contribution view: 1 / 2 / 3 Notes: \_\_\_\_\_

Shopify, finance, warehouse reconciliation: 1 / 2 / 3 Notes: \_\_\_\_\_

Owner and review cadence: 1 / 2 / 3 Notes: \_\_\_\_\_

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Score bands and cleanup plan

## 3. Assign the readiness band

Total score: \_\_\_\_\_

8-11 = Decision-grade profitability reporting: safe for the named operating decision with documented caveats.

12-16 = Margin with caveats: useful for pruning and investigation, not major commitments yet.

17-20 = Revenue-only visibility: useful for storefront and demand signals, not margin decisions.

21-24 = Cleanup-first: do not use the model as the deciding fact yet.

## 4. Pick the first cleanup move

Weakest dimension blocking this decision: \_\_\_\_\_

First fix before the next review: \_\_\_\_\_

Named owner: \_\_\_\_\_ Due date: \_\_\_\_\_

Caveat that must travel with the current number: \_\_\_\_\_

## 5. Route the next conversation

If the model cannot explain margin by channel or product, use Show Me the Margin.

If cost, return, or reconciliation rules keep moving, use Data Foundation.

The goal is not perfect data. The goal is knowing when a number is safe enough to change the business.