

Domain Methods

Ecommerce Profitability Stack Worksheet

Use this worksheet to map the five layers between storefront revenue and true margin.

1. Revenue layer

- Which revenue number is the team using today?
- Is it gross, net, recognized, or platform-attributed?
- Which decisions currently rely on that version?

2. Acquisition layer

- Which channels and cost buckets need to be included?
- Which CAC version is used for optimization vs executive planning?
- Where does attribution likely over-credit performance?

3. Product + fulfillment layer

- Which product lines or categories carry the highest shipping or handling drag?
- Where do discounts or operational costs distort the revenue story?
- Which products look best in sales volume but weaker in economics?

4. Returns + refunds layer

- What is the return-adjusted value by channel and product?
- Are returns tied back to the original order cohort?
- Which campaigns look worse once return timing is included?

5. Margin decision layer

- Which channel is truly driving profitable growth?
- Which product or customer segment is worth scaling?
- Which assumptions are directional vs decision-grade?

Priority table

Leak / disagreement | Why it matters | Owner | Next fix | Confidence level

Confidence levels

- Directional: useful for spotting likely issues, not final decisions.
- Decision-grade: reliable enough for budget, merchandising, and channel choices.
- Board-grade: strong enough for formal executive reporting.

Recommended next step

If your team can see revenue but not real profitability by channel, product, and customer segment, start with Show Me the Margin at domainmethods.com/services/show-me-the-margin/.