

Ecommerce Reporting Layer Scorecard

Domain Methods

WHAT THIS SHEET IS FOR

Use this scorecard when Shopify reporting, finance reporting, and a modeled margin view are all competing to become the answer in one ecommerce review.

1. NAME THE DECISION IN SCOPE

- Decision or meeting: _____

- Is the room choosing for storefront speed, accounting truth, or profitability action? _____

- Which question keeps causing the reporting fight? _____

2. SCORE SHOPIFY REPORTING

- Does the decision mostly need storefront speed and product / order visibility? yes / no

- What economics are still missing if Shopify leads? _____

- What would make Shopify dangerous to over-trust here? _____

3. SCORE FINANCE REPORTING

- Does the decision require a formally defensible accounting answer? yes / no

- Which commercial questions does finance still answer too slowly here? ___

- What would make finance the wrong operating lead for this choice? _____

4. SCORE THE WAREHOUSE PROFITABILITY MODEL

- Does the decision depend on channel, product, return, fulfillment, or cost logic living together? yes / no

- Which inputs or joins still need owner sign-off before the model is trusted?

- What proof would show the model is decision-grade enough to lead? _____

5. OVERREACH CHECK

- Which layer is the team trying to make do every job today? _____

- What bad decision happens if the room trusts the wrong layer too early? _

- Is the current answer directional, decision-grade, or board-grade? _____

6. PICK THE LEAD LAYER FOR THIS DECISION

- Lead layer: Shopify / Finance / Warehouse / stop-and-scope

- Why this layer wins for this decision: _____

- Which layer stays as secondary context only? _____

7. ROUTE THE NEXT MOVE

- Use Show Me the Margin when the fight is really about which channels and products create healthy growth after returns and costs.

- Use Data Foundation when the business question is clear but modeled inputs, joins, or owner rules still break the answer under pressure.

- Stop and scope first when cost treatment, return timing, or ownership rules are still unsettled enough that no layer can be trusted honestly.