

CASE STUDY • E-COMMERCE ANALYTICS • 2026

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The Jewelry Store That Was *Gifting Away* Its Own Profit.

How a \$250 Health Check took LUNA Jewelry Co. from
from \$11.59/hour to \$66.81/hour — same store, same
same products, same hours — in 30 days.

CLIENT • LUNA JEWELRY CO. • BARCELONA, SPAIN

ENGAGEMENT • \$250 HEALTH CHECK

OUTCOME • 63× MONTHLY ROI • \$189K ANNUAL PROFIT UPLIFT

PORTFOLIO

*“Every morning she woke up to orders.
Every evening she packed boxes with love.
Her customers adored her. Her reviews were
glowing. But every Sunday night —
when she sat alone with her coffee
and opened her bank statement —
the same quiet panic returned: **Where is the
money going?**”*

MONTHLY REVENUE

\$28K–\$34K

REVIEWS

4.9 ★ · 1,847

HOURS / DAY

11 hrs × 6 days

NET PROFIT / HR

\$11.59**CRITICAL**

*She had asked her accountant. Her
Her business coach. Google. Nobody.
Nobody could show her exactly
where.*



SOFIA M. FOUNDER &
& DESIGNER

LUNA JEWELRY CO. CASE STUDY

CHAPTER 01 · CLIENT PROFILE

LUNA Jewelry Co.

Handcrafted for the Woman Who Knows Exactly Who She Is.

PLATFORM

Shopify

MONTHLY REVENUE

\$28K–\$34K

INSTAGRAM

2K followers

LOCATION

Barcelona, Spain

MONTHLY AD SPEND

\$3,200

PINTEREST

127K monthly viewers

STORE AGE

2 years 3 months

MONTHLY TRAFFIC

~18,400 sessions

TEAM

Sofia + 1 part-time packer

PRODUCTS

67 SKUs

EMAIL LIST

8,247 subscribers

REVIEWS

4.9/5 (1,847 reviews)

Sofia thinks she makes **\$6,200 / month**

ACTUAL: NEVER TRACKED

♦ FREE GIFT WRAPPING

♦ FREE ENGRAVING

♦ FREE SHIPPING > \$45

Her brand promises — beautiful, beloved — and silently destroying her profit.

“

“I'm going to be honest with you from the start. I'm not a person. person. Numbers make me anxious. I'm a designer. I make jewelry jewelry because I love it.

Business is good. I think. I make around \$30,000 a month in sales. in sales. But I work 11 hours a day, 6 days a week. And at the end of the end of the month I have maybe £5,000–6,000 for myself.” myself.”

“My friend who works in an office makes £4,000 a month. She works 8 hours, 5 8 hours, 5 days. She has weekends. Holidays. Sometimes I think: am I actually actually doing better than her? Or am I just very busy for the same money?” money?”

— SOFIA M. · LUNA JEWELRY CO. · FIRST INTAKE CALL

SOFIA — MONTHLY TAKE-HOME

£5,000–6,000

After all costs · 11hr × 6 days/week.

SOFIA — HOURLY RATE

\$11.59

\$3,315 net profit ÷ 286 hours worked/month.

HER FRIEND — HOURLY RATE

\$22.73

£4,000 ÷ 176 hours/month · with weekends & holidays.

\$250

E-Commerce Health Check.

Find exactly where LUNA Jewelry was bleeding money — in seven days, across five data sources, against industry benchmarks — with one unique asset nobody else has.

SHOPIFY ORDERS · 8,247 · PRODUCT COST DATA · 67 SKUS · CUSTOMER DATABASE · 6,892 · GA4 FUNNEL 90 DAYS · META + PINTEREST ADS

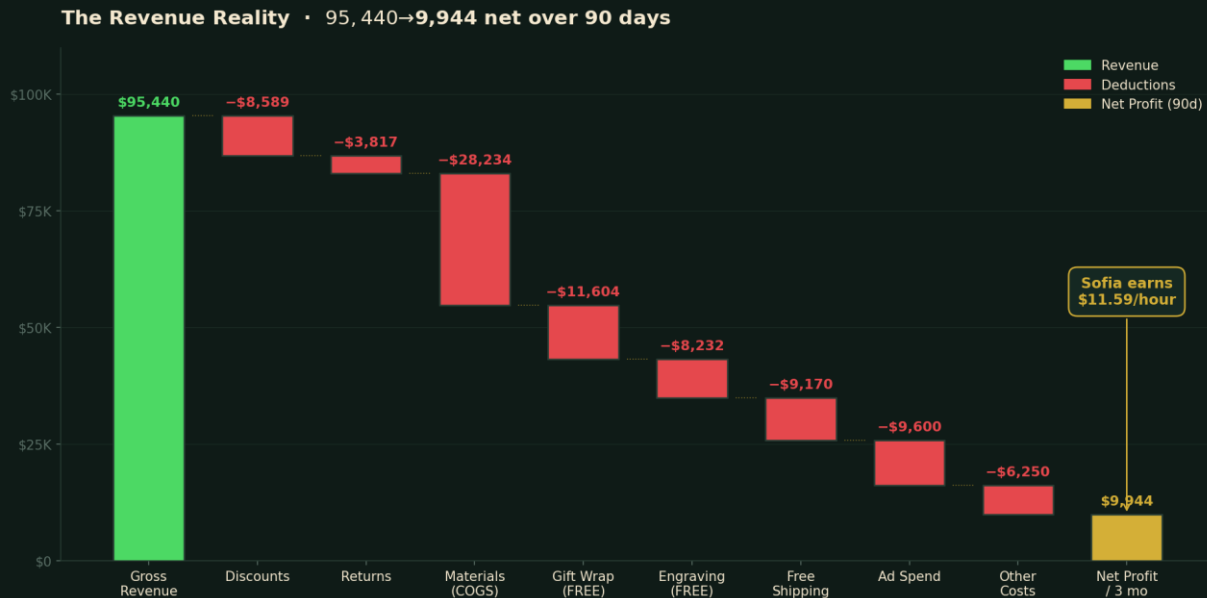
UNIQUE ASSET

*Sofia tracked her **TIME per product** — enabling the most important calculation in this analysis: true hourly profitability per piece.*

DATA QUALITY · 94%

Where \$95,440 became \$9,944 of profit.

90-day financial waterfall — every "free" service Sofia offered, finally counted as a cost.



SOFIA THOUGHT

\$6,200 / mo

ACTUAL

\$3,315 / mo

THE GAP

\$2,885 / mo MISSING

And the most important calculation: $33,315 \div 286$ hours worked = \$11.59 per hour.

Sofia's brand promise was destroying her profit.

Three "free" services. Customers adored them. They cost 31.2% of total revenue every year — \$115,956 annually. None need to be removed. All need to be *priced properly*.



FREE GIFT WRAPPING

\$46,416/yr

\$4.20 per order × 2,763 orders (100% of orders).

Box, tissue, ribbon, handwritten card. Sofia never counted this as a cost. "It's part of the brand experience." It IS beautiful. It also costs \$46,416/year.

FIX · PREMIUM \$4.99 OPTION ·
+\$1,666/MO



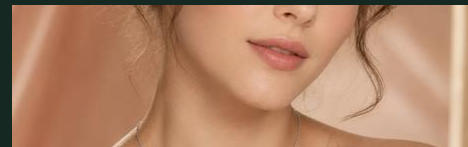
FREE ENGRAVING

\$32,856/yr

\$8.40 Sofia's time + tool wear × 326 pieces/month.

Customers purchase BECAUSE of free engraving. It engraving. It drives orders. It also costs \$32,856/year in Sofia's time — and traps her on her on her lowest-margin products.

FIX · \$12 ENGRAVING FEE ·
+\$2,710/MO



FREE SHIPPING > \$45

\$36,684/yr

\$6.40 avg shipping × 67% of orders (AOV \$34.54).

Customers add items specifically to reach the \$45 threshold. Beautiful behavior — but the threshold is misaligned with standard product bundle AOV. Raising to \$65 lifts AOV and protects protects margin.

FIX · THRESHOLD \$45 → \$65 · +\$3,317/MO
+\$3,317/MO

Combined annual cost of "free": **\$115,956** · 31.2% of revenue given away for free.

Sofia's bestseller earned her \$8.20/hour.

Her barely-promoted earrings earned \$43.80/hour. The math of focus: shifting product mix from 40% engraved to 20% engraved lifts her hourly rate 2.7× — same hours, same effort.

Top Products by TRUE Hourly Profit



MAKE MORE

Pearl Drop Earrings · ~~\$43.80/hr~~

Chain Bracelet · ~~\$41.20/hr~~

Minimalist Necklace · **\$38.40/hr**

PHASE OUT / REPRICE

Custom Engraved Locket · ~~LOSING~~

Personalized Disc Necklace · ~~LOSING~~

Engraved Name Ring · **\$8.20/hr** ←
bestseller

Same hours. Same effort. 2.7× the income — by following the math Sofia already had but never read.

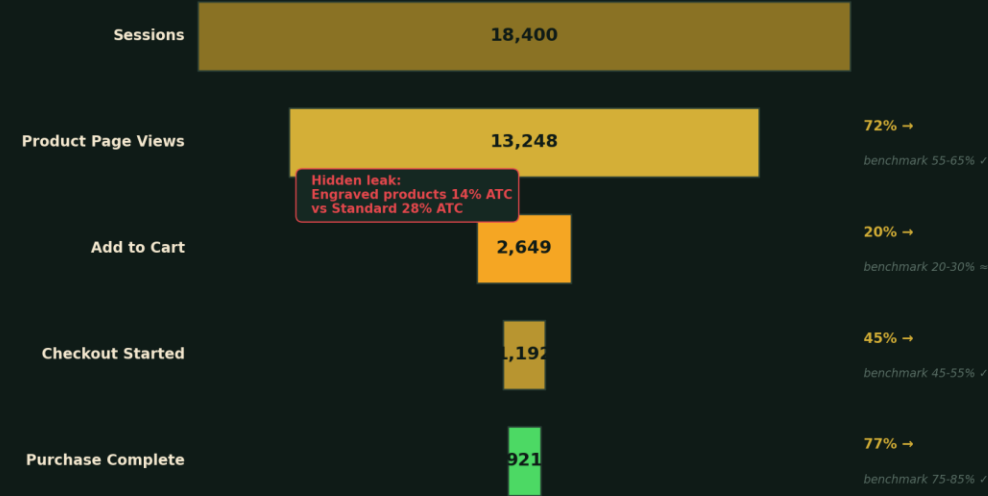
Sofia promoted engraved pieces most. Her Instagram featured them. Her ads pushed them. Her Champions buy 78% NON-engraved. NON-engraved.

Champions know something Sofia hasn't.

The funnel looks excellent. The leak is below it.

Overall conversion rate 5.01% — well above jewelry benchmark. But add-to-cart rate for engraved products is 14% vs 28% for standard. The wait time, not the price, is the barrier.

Conversion Funnel · 90-Day Window · Overall Rate 5.01%



HIDDEN LEAK · ENGRAVED PRODUCTS

ATC rate 14% (engraved) vs 28% (standard). Investigation: 6–8 week wait time. Not price — patience. Fixing wait time or clarifying it lifts ATC by an estimated 2x.

WHAT WORKS

Cart → Checkout 45% (benchmark ✓). Checkout → Purchase 77% (benchmark ✓). Once customers start checkout, they finish. Sofia's problem isn't conversion — it's what it's what happens BEFORE the cart, on her most-promoted products.

Sofia was spending 3× more on her worst channel.

Pinterest converts at 6.8% with \$47.80 AOV — and sends customers who buy standard (high-margin) pieces. Instagram converts at 4.2% with \$31.20 AOV — and sends customers who request engraved (low-margin) pieces.

Channel Performance · Pinterest vs Meta — The Hidden Goldmine



CURRENT SPEND

Meta	\$2,400/mo
Pinterest	\$800/mo

BUDGET FLIP

Move **\$1,200/mo** from Meta → Pinterest.
Same total spend.
Projected: **+\$5,600/mo** revenue.
Plus **+\$2,800/mo** profit (higher-margin products ordered).

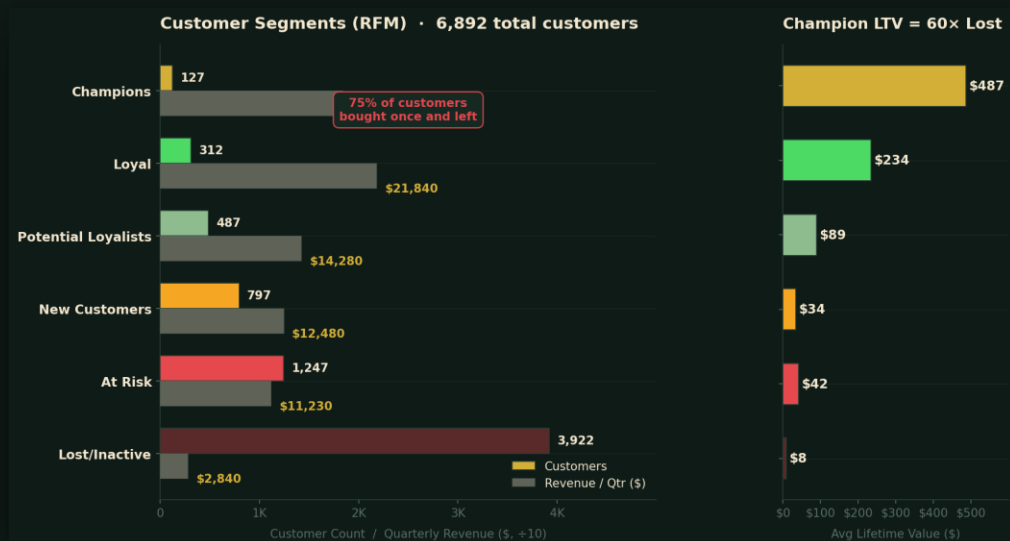
Champions acquired: **67%** Pinterest or Google

"Sofia is spending 3× more on the channel that sends her lowest-margin customers — and 3× less on the channel that sends her highest-margin customers."

— HEALTH CHECK FINDING #4

75% of customers bought once — and disappeared.

6,892 customers in database. 1,723 (25%) bought more than once. 127 Champions spend \$487/year, return virtually never, and buy 78% NON-engraved pieces.



CHAMPION DNA · 127 PEOPLE

Annual spend — \$487

Orders/year — 4.8

Pieces owned from LUNA — 6.2

Return rate — 0.3% (virtually zero)

Discount usage — 1.8% (never waits for sales)

What they buy — 78% NON-engraved

THE PAINFUL PARADOX

Sofia's best customers buy the minimalist, standard pieces — the ones she thinks are "not as special." The ones that earn her **\$38–43/hour**. Champions have figured out the value. Sofia hasn't figured out that Champions know doesn't.

Five findings. Five actions. One weekend.

Total implementation time: 4 hours. Projected monthly profit uplift: +\$15,793/month. Sofia's hourly rate: \$11.59 → \$66.81.

TOP 5 FINDINGS

01	\$11.59/hour vs friend's \$22.73/hour. <i>FIX IMPLEMENTABLE → \$31.40/HR IN 60 DAYS</i>	CRITICAL
02	"Free" offerings cost \$115,956/year. <i>PRICING FIX → +\$7,693/MONTH</i>	CRITICAL
03	Bestseller earns \$8.20/hour. <i>PRODUCT MIX SHIFT → 3.8× HOURLY RATE</i>	CRITICAL
04	Pinterest sends best customers; gets 3× less budget. <i>BUDGET FLIP → +\$3,200/MONTH</i>	HIGH PRIORITY
05	1,247 customers leaving this month. <i>ONE EMAIL → \$14,700–\$18,354 IMMEDIATE</i>	HIGH PRIORITY

5 ACTIONS · THIS WEEK (DAYS 1–7)

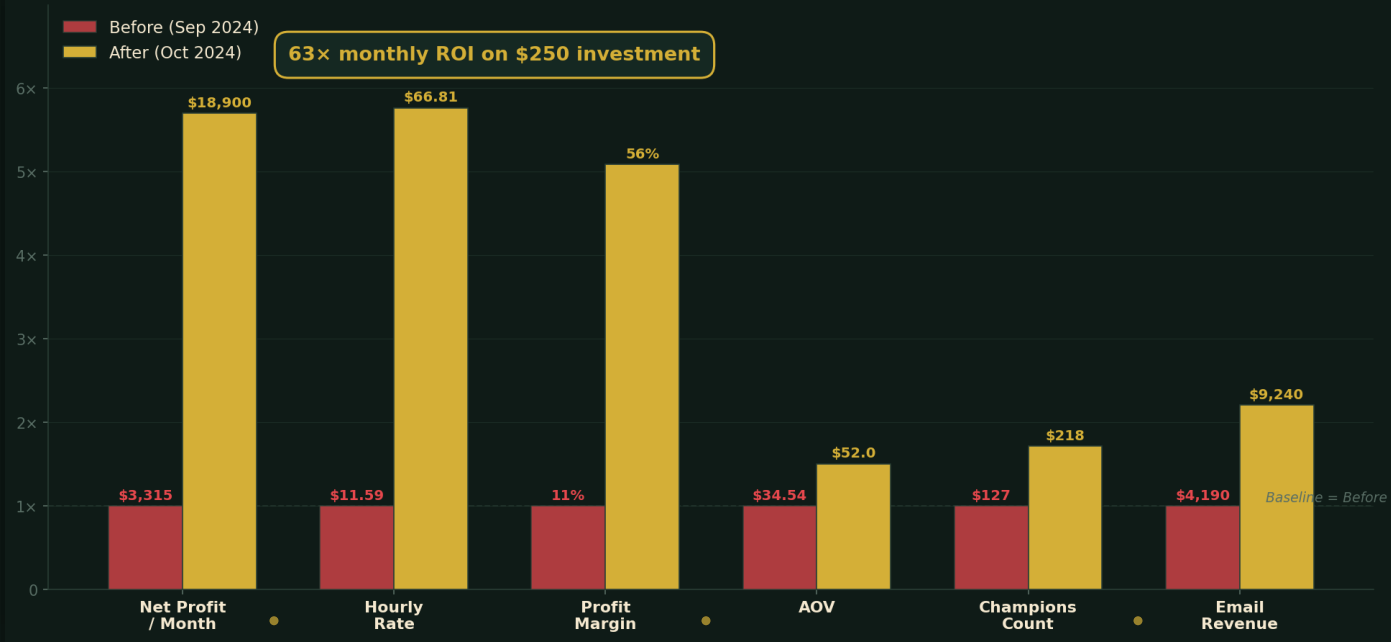
01	Add \$12 engraving fee to all custom pieces. □ 2 HRS · 💰 +\$2,710/MO
02	Gift wrap: free basic, \$4.99 premium option. □ 1 HR · 💰 +\$1,666/MO
03	Raise free shipping threshold \$45 → \$65. □ 15 MIN · 💰 +\$3,317/MO
04	Personal email to 1,247 at-risk customers. □ 2 HRS · 💰 +\$4,900/MO
05	Flip Pinterest/Meta ad budget (same total). □ 30 MIN · 💰 +\$3,200/MO

TOTAL TIME	MONTHLY UPLIFT	NEW HOURLY RATE
4 HOURS	+\$15,793	\$66.81/HR

Same store. Same products. Same hours. Different business.

Every metric below is measured against the Feb 2026 baseline. No additional ad spend. No new product launches. Just clarity , and four hours of implementation. (IN CHART DATE IS WRONG PROVIDED)

The 30-Day Transformation · Same Store · Same Products · Same Hours



INVESTMENT
\$250

MONTH 1 NET PROFIT
\$18,900

ANNUAL IMPACT
+\$189,516

ROI
63x / MO

Profit: \$3,315 → \$18,900/month. Hourly rate: \$11.59 → \$66.81. Same 286 hours/month. Same jewelry. Same Sofia.



CHAPTER 04 · TESTIMONIAL · OCTOBER 2024



5.0 · VERIFIED SHOPIFY
STORE

"I was earning \$11.59 an hour. Running a business I worked 11 hours a hours a day to build. A business with 1,847 five-star reviews. A business business people literally cry over. \$11.59 an hour.

The Health Check showed me three things I was giving away for free that I free that I should have been charging for. Gift wrapping. Engraving. Engraving. Shipping. All three are things customers happily pay for. I just for. I just never asked."

"Week 1 after implementing: \$4,200 more in my account than the week before. Same orders. Same products. Same customers. I just stopped giving \$4,200 away for free every month.

My brand identity is the jewelry. Not the freebies."

Sofia M.

FOUNDER · LUNA JEWELRY CO.

VERIFIED SHOPIFY STORE · FEB, 2026

PROFIT \$3,315 → \$18,900/MO · HOURLY \$11.59 →
\$66.81 · ROI 63× / MONTH

14 / 14