

PORTFOLIO CASE STUDY · 2024

How a \$23K/Month Shopify Store Discovered They Were Bleeding \$4,200 Every Month — And Fixed It

A two-phase e-commerce analytics engagement that turned \$800 of consulting fees into \$8,720 of additional profit in 60 days.

PREPARED BY

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UrbanNest Home Decor — a 14-month-old month-old Shopify store doing \$23K–\$27K a \$27K a month, but barely \$3K in net profit.

UrbanNest sells home decor and lifestyle products across 87 SKUs and 6 categories, categories, shipping nationwide from the United States. The owner, Sarah K., runs the runs the store with one part-time VA, drives traffic with Facebook Ads + Google Shopping Google Shopping at \$3,200/month, and serves roughly 8,500 monthly sessions. On paper sessions. On paper the store looked healthy. In reality, profit was quietly leaking from leaking from three places she had never been shown.

\$23K–\$27K

MONTHLY REVENUE

87 SKUs

ACROSS 6 CATEGORIES

8,500

MONTHLY SESSIONS

\$3,200

MONTHLY AD SPEND

14 mo

STORE AGE

2

TEAM SIZE (OWNER + VA)

ENGAGEMENT

PHASE 1 · \$200

E-Commerce Health Check

90-day forensic audit of sales, funnel, customers, and true product profitability. Delivered as an executive PDF, a Looker Studio dashboard, and a prioritized action plan.

PHASE 2 · \$600

Revenue Growth Accelerator

Full 8-segment RFM, channel LTV:CAC, market-basket analysis, churn analysis, churn risk model, and a 6-view live dashboard — built to turn built to turn findings into a repeatable growth system.

\$800

TOTAL INVESTMENT

10.9x

ROI IN 60 DAYS

Revenue was climbing. Profit was not. Sarah could not explain explain the gap.

"I'm making around \$23K–\$25K a month in revenue, but at the end of every month, I barely have barely have \$2,000–\$3,000 left after expenses. I'm running Facebook and Google ads, I have Shopify have Shopify and GA4 set up, but honestly I have no idea what the numbers mean. My revenue went up revenue went up last month but somehow I made LESS profit. How is that even possible? I just need I just need someone to tell me what's wrong and what to fix first."

— Sarah K., Owner · UrbanNest Home Decor

? CONFUSION

+14.9%

Revenue growth last month

↘ PROFIT DROP

−34%

Net profit in same month

~ THE GAP

~\$1,540/mo

Sarah could not account for

01

PHASE 01 • STARTER PACKAGE • \$200

E-Commerce Health Check

A 90-day forensic audit across sales, funnel, customers, and true product product profitability — designed to surface where the store was actually actually bleeding and what to fix first.

WHAT THIS PHASE DELIVERED

- 01 90-day revenue, product, and funnel audit
- 02 True profit reality check (revenue → net profit)
- 03 Top 5 prioritized findings + action plan
- 04 Executive PDF + Looker Studio dashboard

5 days
TIME TO DELIVER

49x
POTENTIAL MONTHLY ROI

Four data sources. 1,847 orders. 2,341 customers. 94% clean.

Before any analysis, I ingested Sarah's raw Shopify and GA4 exports into a clean working dataset. Every metric in this report traces back to one of these four sources — no estimates, no industry benchmarks dressed up as fact.

SOURCE 01 · SHOPIFY ORDERS EXPORT



1,847 orders

Date, customer, products, revenue, discount, refund, shipping

SOURCE 02 · SHOPIFY PRODUCTS EXPORT



87 SKUs

Cost per item (COGS) provided by Sarah for true margin calc

SOURCE 03 · SHOPIFY CUSTOMERS EXPORT



2,341 customers

First order, last order, total spent — used for RFM

SOURCE 04 · GA4 FUNNEL DATA



5-stage funnel

Session → View → Cart → Checkout → Purchase; mobile vs desktop

DATA QUALITY

94% Clean

Missing 6% of COGS — assumed category-average margin, flagged in audit notes.

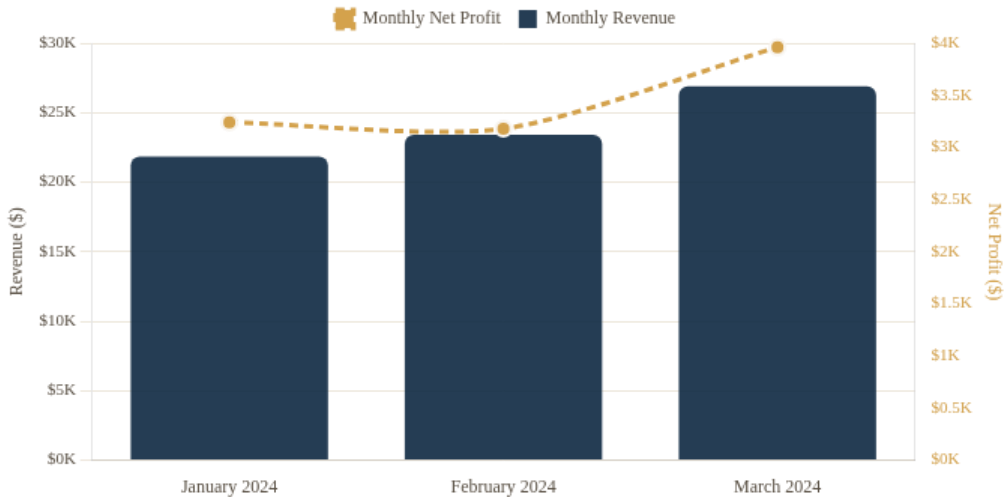
◆ METHOD

Python · pandas · GA4 export · Looker Studio

Revenue grew 23% in 90 days — but profit did not follow.

follow

Monthly Revenue vs Net Profit · Q1 2024



February: revenue +7.2% but profit DROPPED — the warning sign that triggered the audit.

TOTAL REVENUE

\$72,150

across 1,847 orders

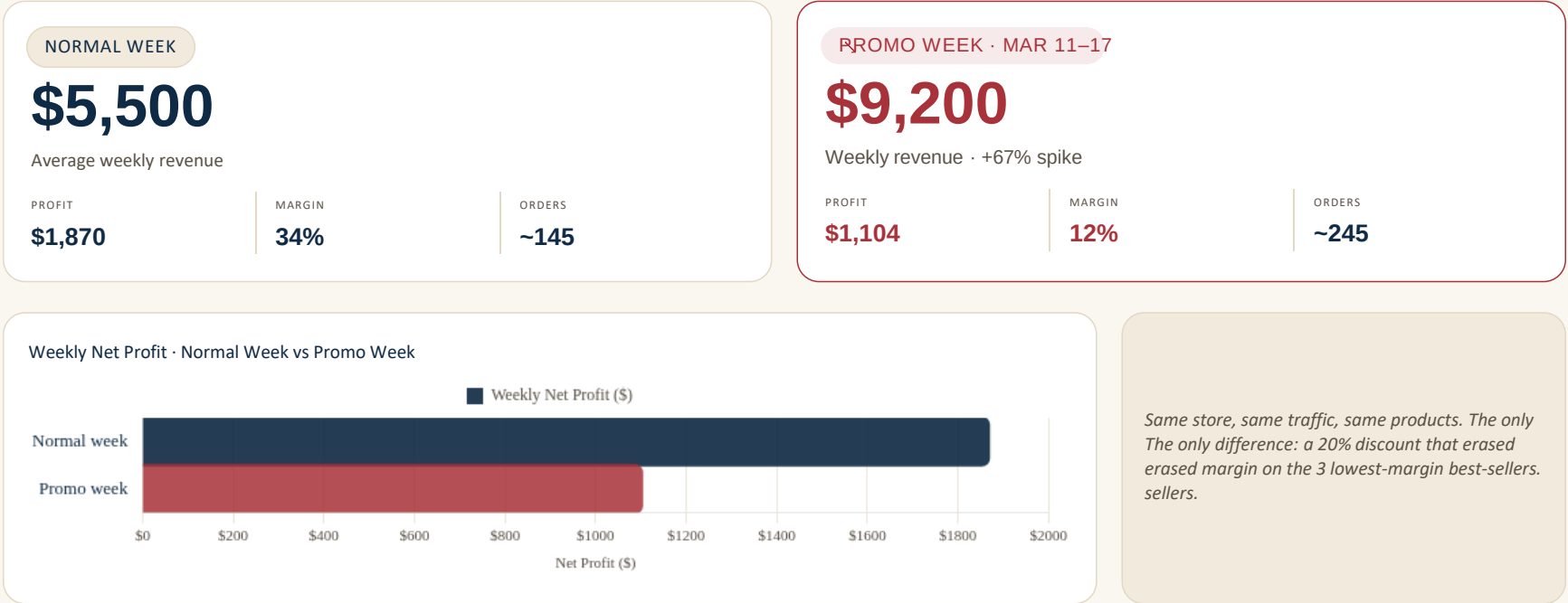
MONTHLY BREAKDOWN

⚠️ ANOMALY

March 11–17 week spiked to \$9,200 (+67%) — but profit margin collapsed. Detail on next slide.

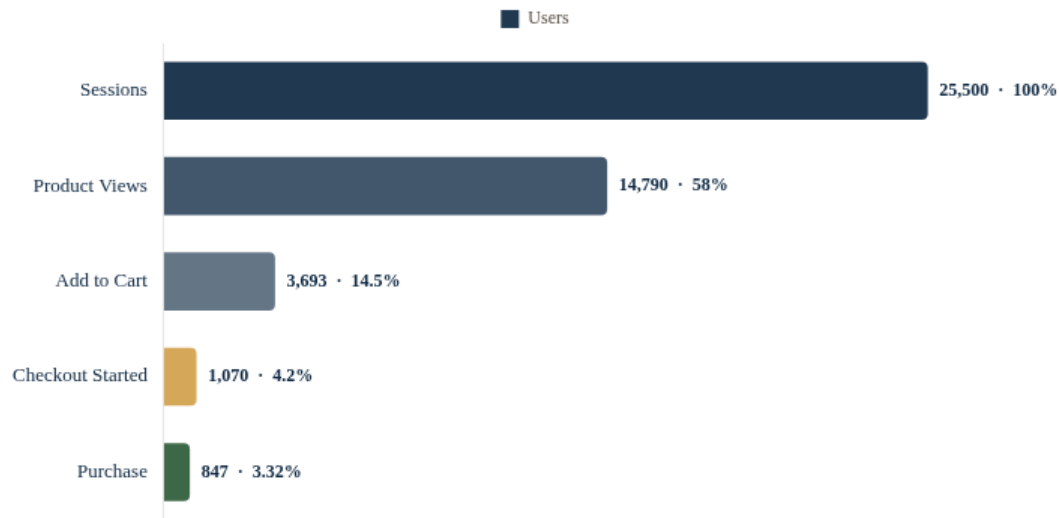
The Spring Home Refresh promo. Revenue +67%. Profit -41%.

-41%. Sarah ran a 20% off flash sale for 3 days. Revenue spiked to \$9,200 — her best week ever. But profit fell from \$1,870 to \$1,104 because the discount wiped out the margin on already-thin products. This was the exact moment Sarah had been confused about: more revenue, less money.



Overall conversion rate was healthy (3.32%). The killer leak was was hidden one step earlier.

Conversion Funnel · Sessions → Purchase



Industry benchmark range overlaid — stages 1, 2, 3, and 5 are within or above benchmark. Stage 4 is the outlier.

⚠ CRITICAL LEAK

Cart → Checkout

71%

cart abandonment rate (industry avg 65–70%)

2,623 Shoppers who added to cart but never started checkout

\$102,297 Potential lost revenue at \$39 AOV

\$3,409/mo Recoverable from existing traffic (10% (10% recovery))

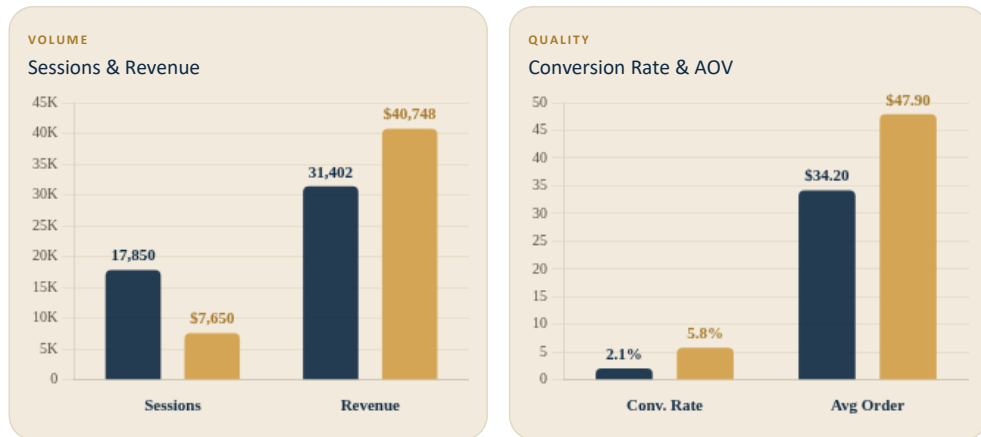
ROOT CAUSE

Checkout forced account creation BEFORE showing shipping costs. Shoppers abandoned at the moment of uncertainty.

70% of traffic is mobile. Mobile converts at 2.1%. Desktop converts at 5.8%.

UrbanNest's mobile experience was costing roughly \$7,934 a month in unrealized revenue. Even lifting mobile conversion to half of desktop to half of desktop would unlock 232 additional orders every month — from existing traffic, with zero extra ad spend.

Mobile vs Desktop · 90-day performance



■ Mobile ■ Desktop

⇄ GAP

2.76x

Desktop converts 2.76x better than mobile

LIKELY CAUSES

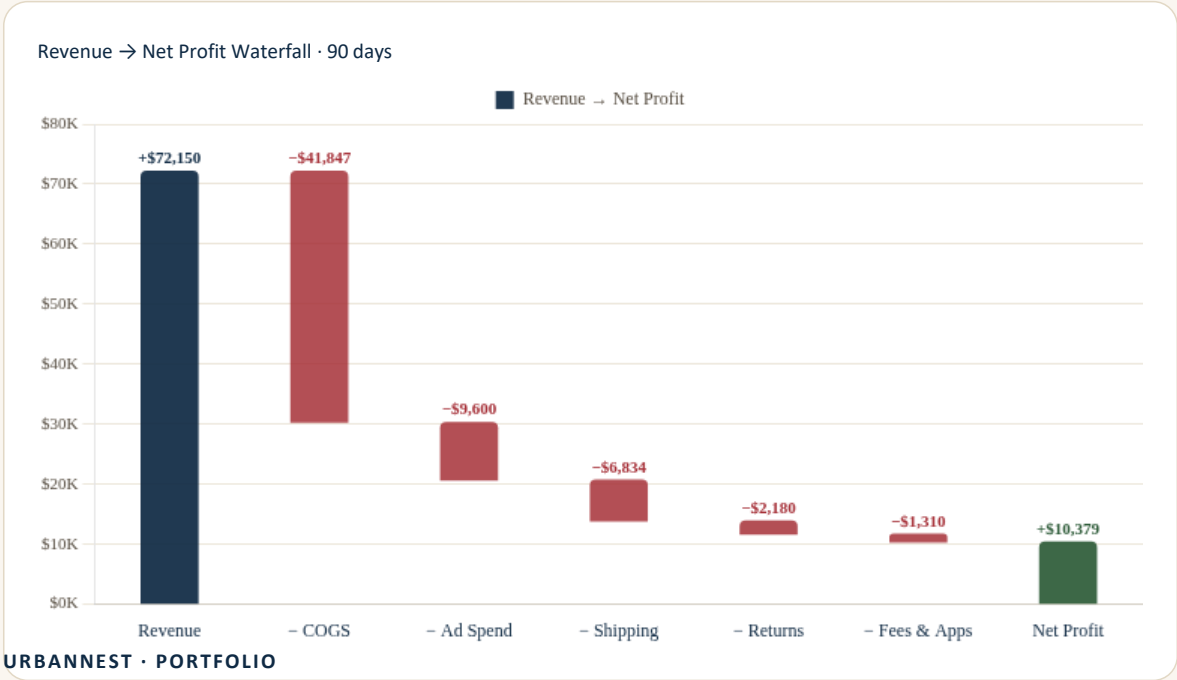
- Product images not optimized for mobile viewport
- Checkout flow had too many steps on small screen
- Font and button sizes too small to tap comfortably
- Shipping cost not surfaced until late in flow

↗ UPSIDE

Mobile UX fix → potential +\$7,934/month revenue from existing traffic.

Sarah thought she was making \$5,000/month. She was making making \$3,460.

Every dollar of revenue had to pass through COGS, ad spend, shipping, fees, returns, and tools before becoming profit. Sarah had never seen this waterfall. When she finally did, the \$1,540/month gap she couldn't explain disappeared — it had a name and a line item.



⊗ THE GAP

-\$1,540/mo

Gap between Sarah's belief and reality

PER MONTH

Sarah thought

\$5,000 net

Reality

\$3,460 net

90-day net profit

\$10,379

Net margin

14.4%

INSIGHT

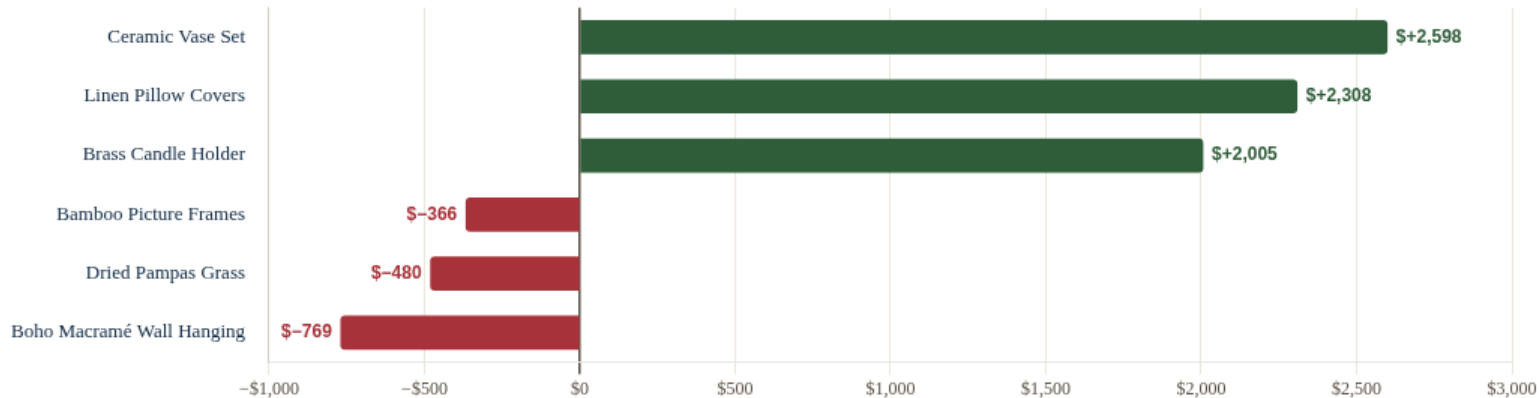
Profit was being silently eaten by 3 loss-making making products — see next slide.

10 / 15

Her #1 best-seller was losing \$769 every 90 days.

After allocating ad spend and returns to each product, three of her top-10 revenue products were net-negative — including the one she including the one she promoted most heavily. The product she barely promoted (Brass Candle Holder) was quietly generating the most true generating the most true profit in the catalog.

True Profit per Product · 90 days (after COGS + ad spend + returns)



BOMBSHELL FINDING

Boho Macramé was Sarah's favorite product — promoted for 8 months. She was spending \$1,840 in ads to LOSE \$769. Meanwhile the Brass Candle Holder, which she barely promoted, generated \$2,005 of true profit on just \$290 of ad spend.

+\$538/mo PROFIT SAVED BY PAUSING
THE 3 LOSERS

2.3x PROFIT UPLIFT FROM REDIRECTING ADS TO
TO STAR PRODUCTS

Five findings. Six actions. \$9,937 of potential monthly uplift.

CRITICAL #1

#1 product is losing money

Boho Macramé = top revenue but -\$769 profit per 90 days. Pause ads → save \$538/mo.

CRITICAL #2

71% cart abandonment

2,623 abandoned carts. Root cause: forced account creation. Enable guest checkout → +\$3,409/mo.

HIGH #3

312 customers about to leave

At-risk segment in 61–90 day window. Win-back email this week → \$4,469 recovered.

HIGH #4

Mobile converts 2.76x worse

70% of traffic on mobile, only 2.1% CVR. UX fix → +\$7,934/mo potential.

IMPORTANT #5

8% of customers = 40% of revenue

187 Champion customers buy 4.2x/quarter. VIP program → +20% orders.

IF SARAH IMPLEMENTS
ALL ACTIONS · POTENTIAL
POTENTIAL MONTHLY
IMPACT

● GUEST CHECKOUT

+\$3,409

● MOBILE UX

+\$2,500

● PAUSE LOSING ADS

+\$538

● AD BUDGET SHIFT

+\$1,200

● WIN-BACK EMAIL

+\$1,490

● VIP PROGRAM

+\$800

+\$9,937/mo

POTENTIAL UPLIFT

49x her \$200 investment · every
month

“I literally could not sleep after watching your Loom video.”

FROM sarah@urbannesthome.com

TO [Your Email]

SUBJECT Re: UrbanNest Health Check — Results

April 5, 2024 ·
9:42 AM

“I literally could not sleep after watching your Loom video. I paused the Macramé ads the same the same night. I had NO IDEA I was losing money on my best-selling product. I've been promoting it promoting it for 8 months!

Guest checkout is now enabled. Took 5 minutes.

The win-back email went out yesterday — already got 23 purchases from it. That's \$847 in 24 hours.

Can we talk about the Growth Package? I want to know about my Facebook vs Google question and question and those product bundles. What does that look like?”

— Sarah

NATURAL UPSELL

The page in the report that closed the next deal.

On page 3 of the executive PDF, I included a section titled “What we couldn't answer in this analysis.” Four honest questions: which channel produces profitable customers, cohort value over time, which products sell together, and how to monitor at-risk customers proactively instead of reactively.

“It's not a sales pitch — it's the logical next step.”

PHASE 02 · \$600

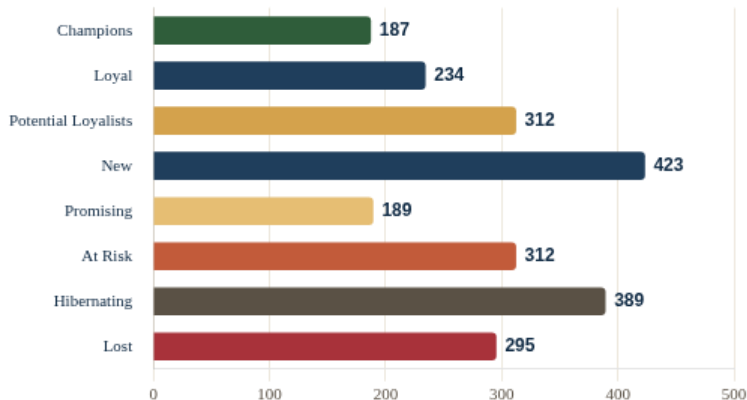


Revenue Growth Accelerator

Full RFM · Channel LTV · Market basket · Churn model · 6-view live dashboard

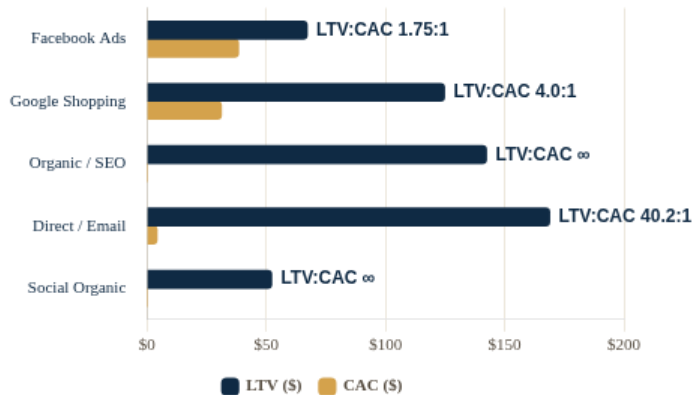
Google customers are worth 1.86x more than Facebook customers — but Sarah but Sarah was spending 3x more on Facebook.

ANALYSIS 05 · 8-SEGMENT RFM



8% of customers (Champions) generate 28% of revenue. 13% (At Risk) need intervention this week or they churn permanently.

ANALYSIS 06 · CHANNEL LTV : CAC

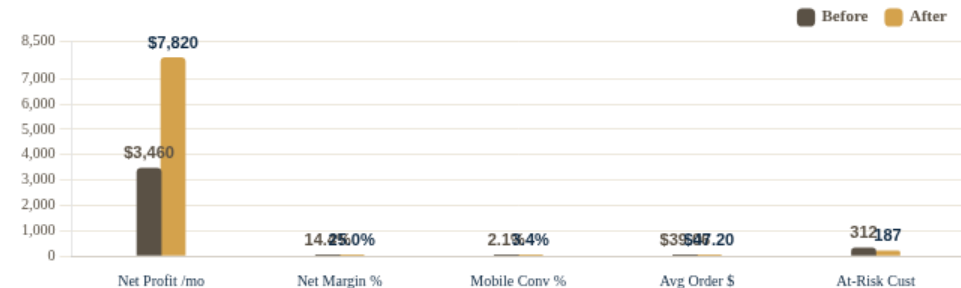


Sarah flipped her budget: **Facebook \$2,400 → \$800**, **Google \$800 → \$2,400**. Same \$3,200 spend → projected **+\$2,847/mo** in long-term customer value.

Net profit up 126%. Same revenue stream. Smarter decisions.

BEFORE VS AFTER · 60 DAYS

Key Metrics · Before vs 60 Days After



+\$8,720

ADDITIONAL PROFIT IN 60 DAYS

10.9x

ROI ON \$800 INVESTMENT

-40%

AT-RISK CUSTOMERS SAVED

CLIENT TESTIMONIAL

"In 60 days my monthly profit went from \$3,400 to \$7,800. Same \$7,800. Same revenue stream. Just smarter decisions. I paid \$800 paid \$800 total. I've made back \$8,700 extra profit. This was the best \$800 I've ever spent on my business."

— Sarah K. · UrbanNest Home Decor · May 2024

5-STAR REVIEW

SHOPIFY STORE OWNER



Sarah K., UrbanNest owner.

NEXT CHAPTER · ADVANCED PACKAGE

"What if your dashboard just told you every Monday: these 45 customers are at risk this week — here's their segment and recommended action?" A complete analytics engine — built once, runs forever.

[MOZAHIDUL ISLAM]

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Available for Health Check & Growth engagements