

How a Growing E-Commerce Brand Cut Month-End Close by 75%...

...And Discovered Which Products
Actually Made Them Money.



From 12-Day Chaos to 3-Day Clarity



75% REDUCTION

In Month-End Close Time



\$47,000

Annual Leakage Identified & Recovered



3 PRODUCTS

High-Volume, Negative-Margin SKUs Uncovered



\$2M SECURED

New Credit Facility Unlocked with Clean Financials

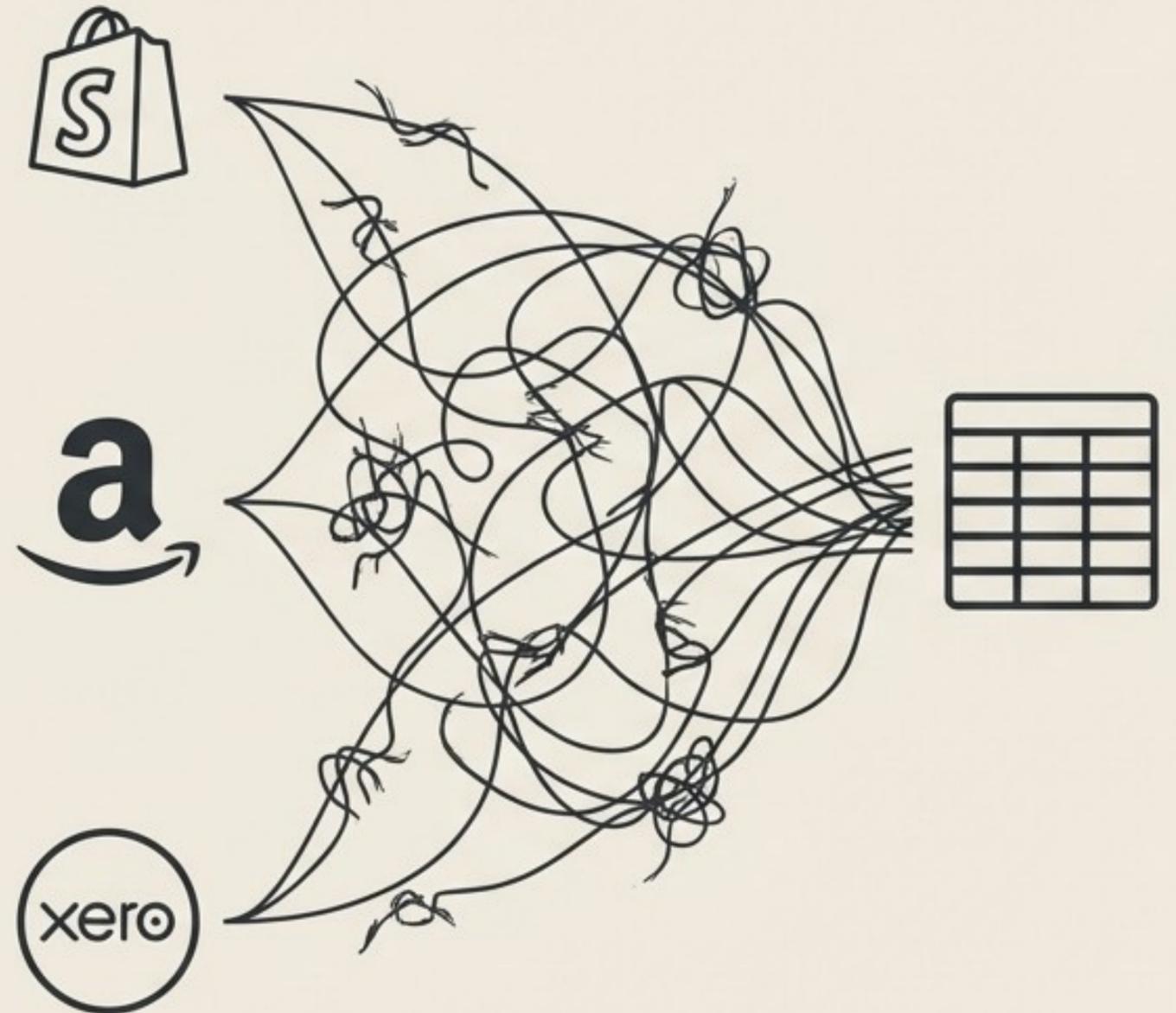
An \$8M Brand Scaling Faster Than Its Financial Systems

Company: US-based home goods e-commerce brand

Revenue: ~\$8 million, annually

Sales Channels: Shopify (DTC), Amazon (US, Canada, UK)

The Initial Stack: A combination of Shopify & Amazon dashboards, a handful of spreadsheets, and a partially implemented Xero account.



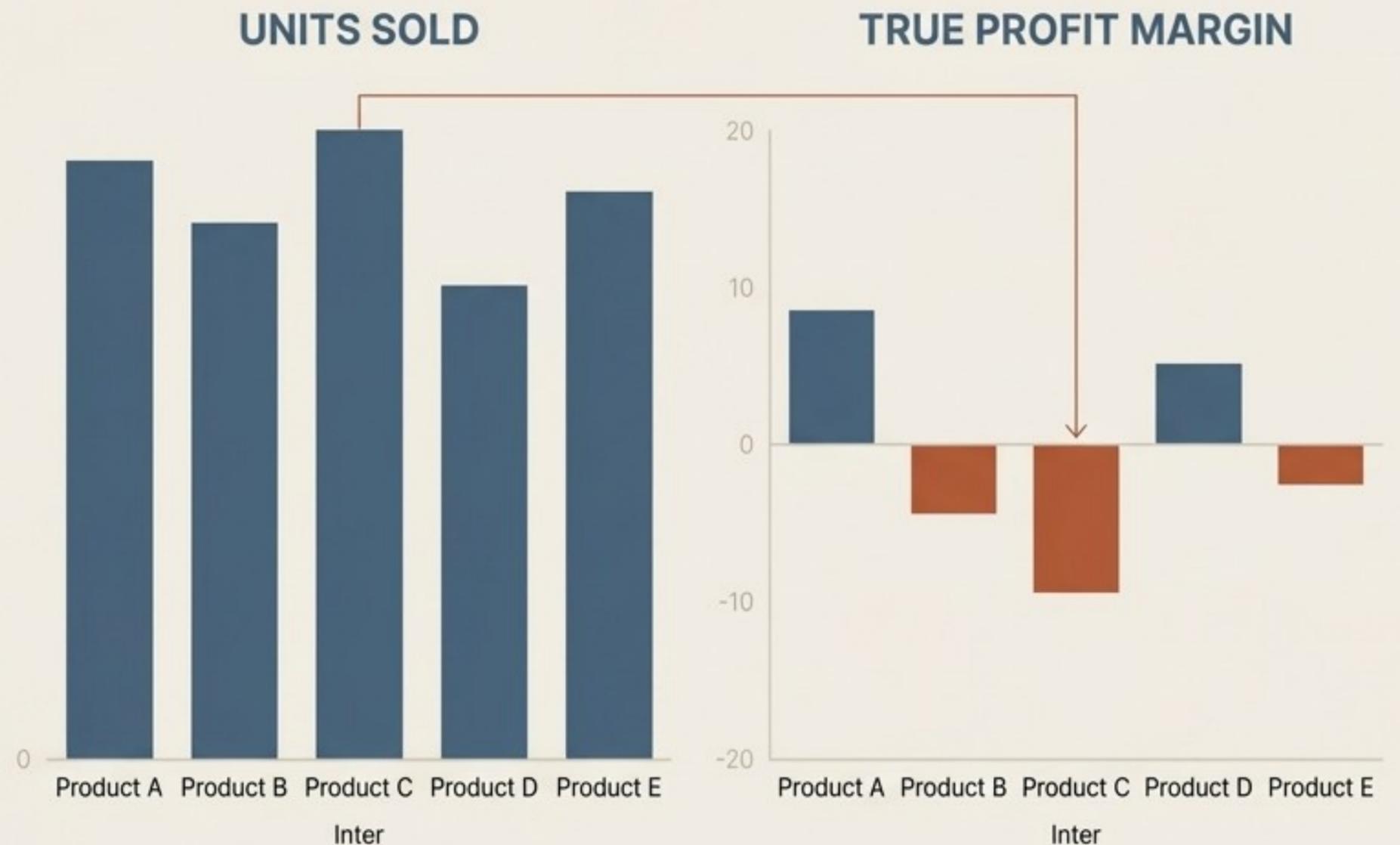


“We were doing millions in sales but flying completely blind on profitability.”

— Founder, Home Goods E-Commerce Brand

High Revenue Was Hiding a Dangerous Secret

- They could track units sold, but had no reliable way to calculate true profit per SKU.
- Crucial costs like marketplace fees, shipping, and returns were not accurately allocated to specific products.
- This meant their top-selling products weren't necessarily their most profitable ones.



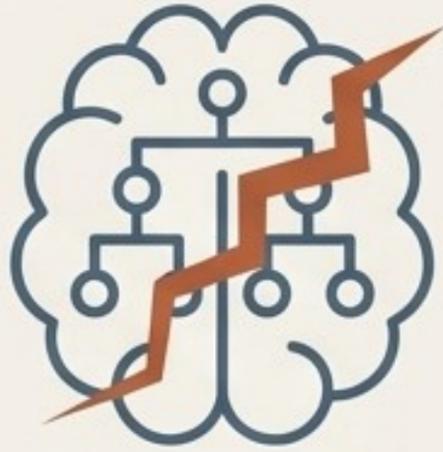
Payout Reconciliation Was a Manual, Month-Long Battle

- **The Problem:** Shopify and Amazon deposit net payouts after deducting a complex web of fees, refunds, and costs.
- **The Process:** The founder's assistant spent hours manually trying to match bank deposits to sales transactions.
- **The Result:** Frequent use of a "reconciliation differences" catch-all account, masking real issues.
- **The Impact:** A 12+ day month-end close, meaning financial data was always outdated and often wrong.



12+ DAY CLOSE

The Shaky Financial Foundation Was Stalling Growth



Indecision

Inability to make data-driven decisions on ad spend, inventory orders, or pricing



Misalignment

The ops team, founder, and marketing were looking at different numbers and reaching different conclusions

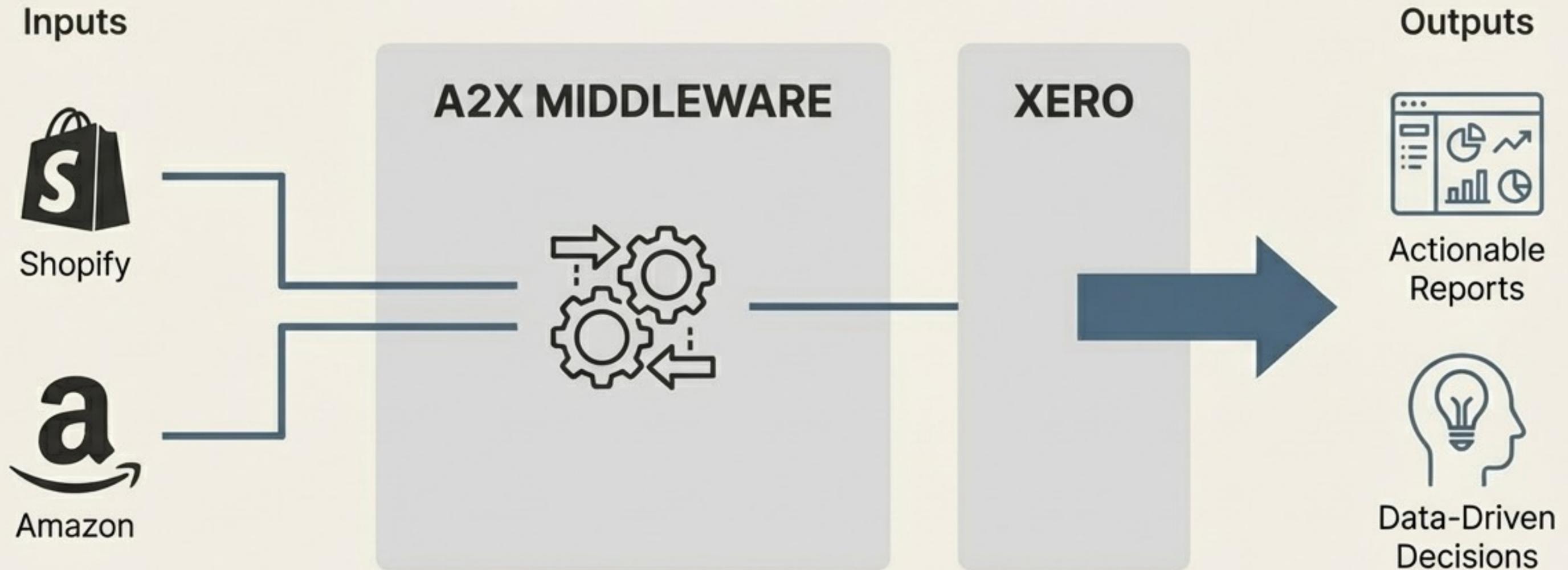


Blocked Funding

Awkward investor conversations and stalled bank loan discussions due to unclear financials

The Solution: Building a Scalable Financial Operating System

FinRecon's goal wasn't just to "do the books," but to build a **robust financial system** that could scale with the business.



Our Four-Pillar Approach to Financial Clarity.



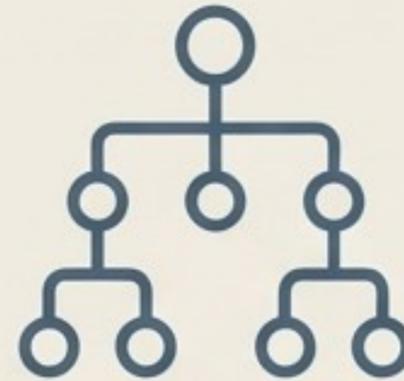
1. Full Integration

Using A2X middleware to automatically break down every Shopify and Amazon payout into detailed journal entries in Xero.



2. High-Frequency Reconciliation

Reconciling Shopify daily and Amazon weekly to catch and resolve discrepancies in real-time, not weeks later.



3. Intelligent Chart of Accounts

Redesigning Xero to track revenue and costs by SKU, sales channel (DTC, Amazon US/CA/UK), and expense type.



4. Standardized Processes & Reporting

Creating a month-end close checklist and custom P&L reports that show profitability by product, channel, and country.

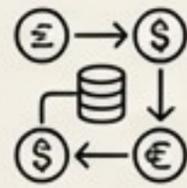
The Implementation: Six Weeks to Full Clarity

WEEKS 1-2



Audit historical transactions, clean up backlogs, and configure A2X integrations.

WEEKS 3-4



Redesign the chart of accounts, map COGS per SKU, and set up automation rules in Xero.

WEEKS 5-6



Train the client's team on new workflows, finalize custom reports, and go live.

A structured process designed to deliver lasting results without disrupting day-to-day operations.

The Results: From Guesswork to Data-Driven Growth.

BEFORE

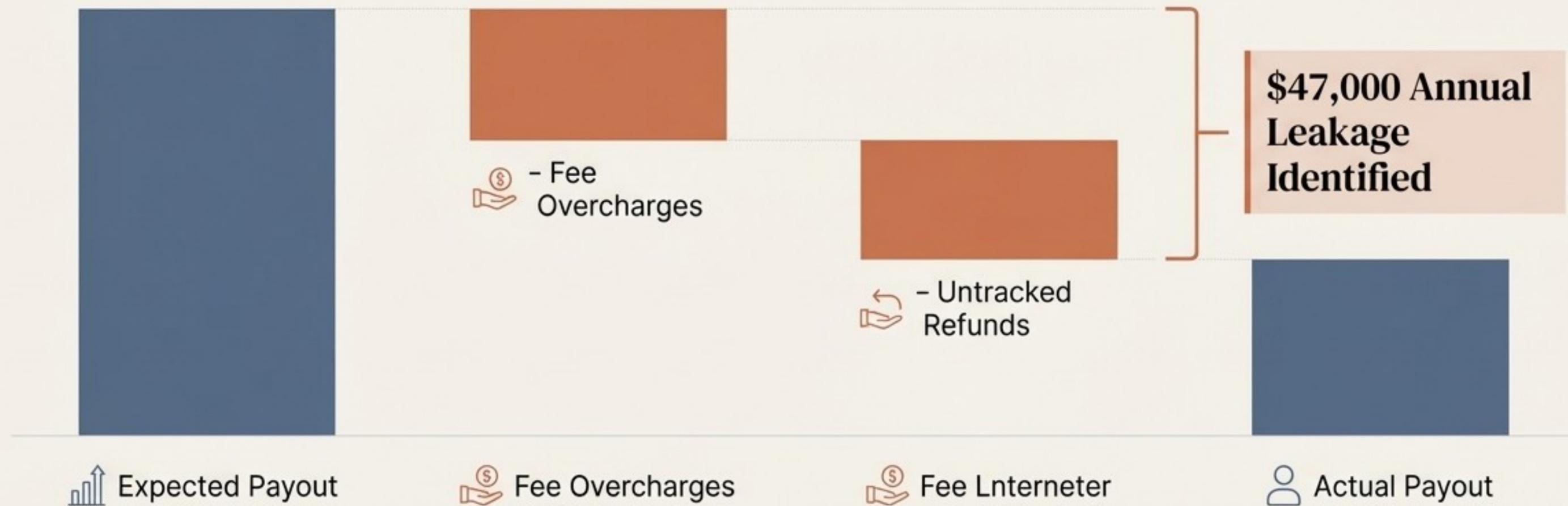
- Month-End Close: **12+ Days**
- Profitability: **“Flying Blind”**
- Key Metric: **34% Gross Margin**
- Decisions: **Based on Instinct**
- Funding: **Stalled Bank Loans**

AFTER

- Month-End Close: **3 Days (>99.5% Accuracy)**
- Profitability: **SKU-Level Visibility**
- Key Metric: **39% Gross Margin**
- Decisions: **Based on Data**
- Funding: **\$2M Credit Facility Secured**

The \$47,000 Discovery: How Better Tracking Uncovered Hidden Leakage

Our system identified \$47,000 in annual leakage, mostly from fee overcharges and untracked refunds. We helped the client recover \$12,000 directly from Amazon fee disputes.



“FinRecon didn’t just clean up our books—they gave us the financial visibility to actually run the business like a business.”

“Before FinRecon, we were guessing. We knew our sales numbers, but we had no idea which products were actually making us money... Our month-end close went from a two-week scramble to a three-day process.”

— Founder, Home Goods E-Commerce Brand

A Financial Foundation Built For What's Next.

- Seamless expansion into new international Amazon marketplaces.
- Launching a new wholesale channel with clear cost structures.
- Confident, data-backed conversations with potential growth equity firms.



Ready to Go From Chaos to Clarity?

FinRecon Global Services specializes in building financial operating systems for scaling Shopify and Amazon brands. Let's build yours.

[Schedule a Free Financial Health Assessment](#)

www.finrecon.co