Monday Numbers

Cash Leak Audit

Northwind Botanics · 12 weeks to 15 Nov 2026 · GBP

— Sample, fictional store

Cash today **£9,005** · Lowest point ahead **£1,305**

Your 5 biggest cash leaks

#	Leak and why it matters	Key number	At stake
1	**One product's refunds have doubled** 86 of the last 336 orders containing the Vitamin C serum were refunded, up from 13.1% earlier. Every other product sits near 5.5%. Card fees and postage on those orders are not returned. **Fix:** Read the refund reasons for this one product. If it's oxidation or packaging, pause its ads and talk to the supplier this week.	25.6% refunded	86 orders in 4 weeks
2	**A discount code loses money on every order** GLOWUP50 takes 50% off. After product cost, fees, postage and packaging, its 625 orders lost £4,293 before counting the creator campaign that promotes it. **Fix:** End GLOWUP50, or cap it to one product with healthy margin. Pay the creator a flat fee instead of funding half of every order.	£6.87 per order	£4,293 in 12 weeks
3	**Launch week spent more than it brought in** In the Peptide serum launch week, ads cost £17,052 while payouts brought in £16,064. Cash fell to £1,867 on Sun 25 Oct and stayed under the £5,000 buffer for 4 days. **Fix:** Cap launch spend at last week's payouts plus a set reserve, and plan the next launch for a week with no stock or VAT payment.	£988 short	Cash down to £1,867
4	**Discounts have quietly taken the margin** Weekly discounts grew from £301 in late August to £2,423. Contribution margin fell from 18.2% to 4.4% over the same 12 weeks. **Fix:** Set a weekly discount budget and switch site-wide codes to a free gift over a basket threshold.	18.2% to 4.4%	£2,423 a week in discounts
5	**Twelve weeks of sales, almost no cash** Net sales over 12 weeks came to £139,836, yet cash went from £8,500 to £9,005. Fixed outgoings of £1,600 every weekday absorb almost everything the store makes. **Fix:** Plan spending on the 13-week cash view, not on sales, and review the largest fixed outgoings before Black Friday.	£139,836 net sales	Cash up £505

13 weeks ahead



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