THE IDEAL ECOMMERCE DATA FLOW

Review the route data travels through your business to improve financial efficiency. This simple map can lead to accurate accounting, reveal leaks in your profits, and set up your ecommerce business for success.

1 An online order is placed
- Revenue
- Order #
- SKU
- Quantity
- Price
- Sales Tax
- Shipping

2 Payment processing fees are deducted

3 The order is manually entered into accounting or **unify**

4 The order syncs with main inventory and all sales channels manually or **unify**
- Catalog
- Warehouse
- Accounting
- Store

5 Shipping costs are deducted

6 Amazon adjustments are entered into accounting manually or **unify**
- Refunds
- Shrinkage
- Returns
- Fees
- Deposits

7 Profit is entered into accounting manually or **unify**

8 Gross profit is deposited

BANK