

5 Warning Signs You're About to Oversell on Shopify

Seven questions worth asking about your Shopify and 3PL numbers this week — before an oversold SKU costs you a refund, an ad-spend, and a customer who never comes back.

- 1 Does your Shopify available-to-sell count ever get manually overridden without a note on why?
- 2 Is there more than a few minutes of lag between a warehouse pick and the storefront count updating?
- 3 Do you sell the same SKU across more than one channel without a single source of truth for stock?
- 4 Have you had a stockout surprise you in the last 90 days with no advance warning?
- 5 Does anyone on your team reconcile inventory by spreadsheet, by hand, on a recurring basis?

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