



The Multi-Channel Revenue Reconciliation Checklist

If your Shopify dashboard, your payout report, and your QuickBooks ledger each show a different revenue number for the same period, you're not alone — and it's rarely one bug. It's usually one or more of these ten things. Work through them in order before you assume anything's broken.

WHERE THE GAP USUALLY STARTS

- 1 Timing lag.** Check whether an order placed near month-end actually posted, or payed out, in the following period on each system.
- 2 Processor and marketplace fees.** Confirm fees are deducted the same way (and at the same time) in your books as they are in the actual payout.
- 3 Refunds and partial refunds.** A refund issued weeks after the sale can land in a payout batch long after the original revenue was booked.
- 4 Chargebacks and disputes.** These often hit the payout report before — or instead of — ever showing up as a clean "refund" line in your books.
- 5 Discount codes and promo adjustments.** Verify gross vs. net is being recorded consistently across every channel, not just your largest one.

WHERE MULTI-CHANNEL MAKES IT WORSE

- 6 Per-channel payout schedules.** Amazon, Shopify Payments, and wholesale terms settle on different clocks — map each one on its own timeline, not a shared calendar month.
- 7 Channel-specific accounting logic.** A wholesale invoice on terms doesn't behave like a card-swiped retail sale — confirm your books treat them differently, on purpose.
- 8 Multi-location or multi-node splits.** If an order ships from more than one location, confirm the revenue and COGS split is attributed consistently.
- 9 Manual mapping drift.** If someone hand-maps fee and refund categories into QuickBooks, confirm the mapping hasn't silently drifted since it was first set up.
- 10 Who actually owns the "real" number.** If more than one person could give a different answer to "what did we make last week," that's the real gap to close first.

This checklist catches the usual suspects. It won't catch everything — once you're reconciling by hand across more than one or two channels, the volume of individual orders, fees, and refunds usually outgrows what a person can track reliably day to day.

FREE DIAGNOSTIC

Book a 20-minute session and we'll walk through your actual Shopify, payout, and QuickBooks numbers together.

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