

KitForma.

PRACTICAL FIELD GUIDE

Read Your Own Shop Data Clearly

Reconcile item records, refunds and currencies before drawing
a chart

01

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SAMPLE EDITION

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How to use this guide

Small shop owners who want a careful operational review of their own exported order data.

A practical English workbook built around eighteen fictional transaction rows, a duplicate, a cancellation, a missing amount and two linked refunds. Includes reproducible decimal arithmetic and separate currency answers.

- Choose an export and define its row meaning before summarizing.
- Reconcile duplicates, cancellations, refunds and missing values visibly.
- Produce separate currency summaries and bounded operational questions.

Scope and limitations

- This is an operational data workbook, not accounting, tax, investment or financial advice.
- All transactions and products are fictional. No real shop or competitor performance is measured.
- Item totals exclude unknown fees, taxes, shipping, costs and settlement effects; they are not profit or payout.
- The example is a normalized teaching schema, not a claim to reproduce every current Etsy export header.

Published by KitForma. Edition 1.0. Sources checked 1 October 2026. People and businesses in worked examples are fictional. This is an independent publication, not endorsed by the platforms mentioned.

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01

Choose a question before choosing a chart

A chart can make a weak calculation look convincing. Before opening a reporting tool, write the operational question you want the data to answer. Which products contributed the most item units during the chosen activity period? Which records need correction before a comparison is meaningful? Those are different questions from how much profit did the shop make or what will sell next month. The export may support the first group while lacking the fees, costs, settlement details or causal evidence needed for the second.

Our fictional Quay Desk shop has three teaching products: A, a desk checklist; B, a project card set; and C, a reading tracker. The eighteen-row exercise includes sales, refunds, one cancellation, a duplicate and a missing amount. It uses USD and EUR deliberately so a convenient single sum becomes visibly wrong. None of the records comes from a customer account. The workbook asks you to produce a careful review candidate from these records, not to infer marketplace demand or a real seller's results.

Define the reporting window and the event date. We use activity dated within September 2026, with refunds counted on their own activity dates. This differs from a cohort review that follows orders placed in September and adjusts them later. Neither view is automatically superior; they answer different questions. Write the choice in the report heading. A person comparing two months needs to know whether a later refund changes an earlier period or appears as activity in the later one.

Set a modest output target: a row-disposition ledger, a currency-separated item summary and three questions for the owner to investigate. Those

outputs force you to account for missing or excluded data instead of hiding it under an attractive total. The chart comes after reconciliation. If the records cannot support a requested metric, say what additional data or definition is needed. That response is more useful than calculating a number whose label promises more than its inputs can establish.

Sources and tools

[S1] **Etsy: Download a spreadsheet of sold transactions**

<https://help.etsy.com/hc/en-gb/articles/360000343328-How-to-Download-a-Spreadsheet-of-Your-Sold-Transactions>

Checked: 2026-10-01

[S2] **Etsy: Use Stats for your shop**

<https://help.etsy.com/hc/en-us/articles/115015774268-How-to-Use-Etsy-Stats-for-Your-Shop>

Checked: 2026-10-01

[S3] **RFC 4180: Common format and MIME type for CSV files**

<https://www.rfc-editor.org/info/rfc4180/>

Checked: 2026-10-01

Etsy keyword and shop data research

Analyze supplied owned data after explicit mapping; cannot reveal competitors' private sales or net profit.

<https://kitforma.com/en/etsy-market-research/>

CSV and Excel chart report

Chart a reconciled numeric series with excluded rows and currency scope retained.

<https://kitforma.com/en/csv-chart-report/>

CSV/XLSX column mapper

Prepare a mapping while preserving identifiers and checking the resulting file.

<https://kitforma.com/en/csv-xlsx-mapper/>

Inside the complete guide

Know what each exported row represents

Preserve the original and map deliberately

Deduplicate identity without deleting real repeats

Treat cancellations, refunds and unknown values differently

Separate currency and separate the metric

Chart the reconciled table rather than the raw file

Turn observations into questions you can investigate

Capstone: reconcile eighteen source rows

Build a repeatable review without false precision