

Margin Map | Executive summary

Luma Vale synthetic demo - 2025-10-22 to 2026-10-22 - data through 2026-10-22

Commercial performance

Gross sales	Contribution margin	Margin rate	After variable costs
EUR 83,755	EUR 51,319	74.1%	EUR 35,167



1,358 units sold | 891 orders | EUR 4,622 discount investment (5.2% of list price)
Margin EUR 51,319 + shipping 2,174 - fulfilment 4,811 - fees 1,518 - ads 11,997 = EUR 35,167 after variable costs

Top product economics

PRODUCT	GROSS SALES	CONTRIBUTION	MARGIN
SKU-A - Renewal Serum	EUR 26,205	EUR 16,601	76.7%
SKU-D - Daily Duo	EUR 19,600	EUR 11,823	73.0%
SKU-E - Complete Ritual	EUR 19,598	EUR 11,974	73.9%
SKU-G - Daily Reset Set	EUR 11,306	EUR 6,559	70.2%
SKU-B - Barrier Balm	EUR 2,713	EUR 1,657	73.9%

Promotion effectiveness

CODE	ORDERS	DISCOUNT	PROMOTION SALES
WELCOME10	215	EUR 2,076	EUR 18,687
SUMMER15	114	EUR 1,728	EUR 9,792
VIP20	42	EUR 817	EUR 3,270

Data-driven decision note

74.1% contribution margin on EUR 83,755 gross sales; EUR 16,245 remains to the period benchmark. After shipping, fulfilment, fees and advertising, EUR 35,167 (50.8% of net sales) remains.
Use the interactive dashboard to filter by date, SKU, bundle and promotion code.

Scope: product margin, then declared shipping, fulfilment, payment fees and advertising; not net profit.
Per-order costs are allocated by order value; overhead and refunds are excluded.
Source: validated Excel input or Shopify snapshot. Public demo figures are synthetic, not business results.
Margin Map v1.1.0 is local decision support, not an accounting or tax reporting system.