Etsy & Handmade Seller Profit and Fee Tracker: how to use it

Start here:

Yellow cells are yours to fill in. Green-grey cells hold formulas: leave them alone and they fill themselves.

Drop-down cells only take values from the lists on the Settings tab (or the tab named in the guide). Edit the lists and the drop-downs follow.

The example file is filled with fictional orders and products so you can see every number working. The blank file is the same workbook, empty. Use the blank one for your business.

Google Sheets: File > Import > Upload the .xlsx (or open it from Google Drive), then File > Save as Google Sheets. Excel: just open it (Excel 2010 or newer, Windows or Mac). Numbers on Mac also opens it.

Set up (5 minutes):

1. Settings: your fee rates (F2-F10), the year (F12) and the % of profit you set aside for tax (F14). The fee rates are typed in, not read from Etsy: check Etsy's current fee page and change them if they differ for your shop or country.

2. Products: one row per item you sell: what it costs you to make (materials and packaging) and your list price. The table shows your profit per sale at that price.

3. Orders: one row per sale: date, item, quantity, price each, shipping charged, shipping label cost, and type Yes in the last column if the sale came from Offsite Ads (leave it empty otherwise). Etsy fees, product cost, profit and margin fill in.

4. Expenses: supplies you buy in bulk, equipment, subscriptions, ads you pay for directly. One row each.

What you get:

Dashboard: orders, revenue, Etsy fees, product cost, shipping, expenses, profit and tax set-aside by month; every product with units, revenue, profit and margin.

Fee model: listing fee per item, transaction fee on item price plus shipping, payment processing as a percent plus a fixed amount per order, optional Offsite Ads percent. This is an estimate to plan prices, not a copy of your Etsy statement.

This is a record-keeping tool, not tax advice.

Help:

Something wrong, or a column you need? Message us on Etsy; we fix it and update the download for every buyer.

Designed by Tuper. Built with AI tools and tested by us; tell us if anything breaks.