

Chocolat on James - Financial Tracking Spreadsheet

Create a spreadsheet in Google sheets or Excel

TAB 1: Daily Sales Tracker

Date	Day	Ice Cream \$	Chocolate \$	Coffee \$	Other \$	TOTAL \$	COGS Estimate	Gross Profit	Notes
10/09/25	Wed	\$150	\$400	\$75	\$25	\$650	\$325	\$325	Slow day
10/10/25	Thu	\$180	\$450	\$80	\$30	\$740	\$370	\$370	
10/11/25	Fri	\$300	\$900	\$150	\$50	\$1,400	\$700	\$700	Busy!
10/12/25	Sat	\$350	\$950	\$120	\$80	\$1,500	\$750	\$750	Very busy
10/13/25	Sun	\$250	\$600	\$100	\$50	\$1,000	\$500	\$500	
WEEKLY TOTAL		\$1,230	\$3,300	\$525	\$235	\$5,290	\$2,645	\$2,645	

Instructions:

- Enter sales at end of each day (5 minutes)
 - COGS Estimate = 50% of total sales (adjust as you learn your actual margins)
 - Gross Profit = Total Sales - COGS
 - Add notes for anything unusual (events, weather, promotions)
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TAB 2: Product Profitability Calculator

Product	Selling Price	Cost to Make (COGS)	Gross Profit	Margin %	Units Sold/Month	Total Monthly Profit
Truffle (single)	\$2.60	\$0.80	\$1.80	69%	500	\$900
Ice cream cone	\$5.00	\$3.00	\$2.00	40%	300	\$600
Coffee (latte)	\$4.50	\$1.50	\$3.00	67%	200	\$600
Chocolate bar	\$8.00	\$3.00	\$5.00	63%	100	\$500
Gift basket (small)	\$75.00	\$35.00	\$40.00	53%	20	\$800
Sponge toffee bag	\$6.00	\$2.00	\$4.00	67%	80	\$320
TOTALS					1,200	\$3,720

Instructions:

- List your top 20-30 products
- Calculate COGS for each (ingredients + packaging + labor estimate)
- Formula for Margin %: $(\text{Gross Profit} / \text{Selling Price}) \times 100$
- Formula for Monthly Profit: $\text{Gross Profit} \times \text{Units Sold}$
- **Goal: Identify which products are most profitable to push in marketing**

Key Insights:

-  Products with 60%+ margins = PUSH THESE in marketing
 -  Products with 40-50% margins = Consider price increase or reduce
 -  Products with <40% margins = Re-evaluate or discontinue
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TAB 3: Weekly Summary (Auto-calculated)

Week	Total Sales	Ice Cream %	Chocolate %	Coffee %	Other %	COGS	Gross Profit	Margin %
Week 1 (Oct 7-13)	\$5,290	23%	62%	10%	4%	\$2,645	\$2,645	50%
Week 2 (Oct 14-20)								
Week 3 (Oct 21-27)								
Week 4 (Oct 28-Nov 3)								

TAB 4: Monthly Expense Tracker

Expense Category	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Annual Total
COGS (Total)	\$10,000				
Dan's Salary	\$4,000				
Staff Payroll	\$6,000				
Rent	\$3,000				
Utilities (electric, gas, water)	\$500				
Insurance	\$400				
Phone/Internet	\$150				
POS System (Square fees)	\$200				
Supplies (packaging, bags, etc.)	\$500				
Marketing	\$0				
Maintenance/Repairs	\$200				

Other	\$300
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TOTAL EXPENSES	\$25,250
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Instructions:

- Enter actual expenses at end of each month
 - Track every category to see where money goes
 - Compare month-to-month to find trends
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TAB 5: Monthly Dashboard (Charts)

Chart 1: Revenue Trend

- Line graph showing monthly revenue over time

Chart 2: Sales Mix

- Pie chart: Ice cream % vs. Chocolate % vs. Coffee % vs. Other %

Chart 3: Gross Profit Margin

- Bar chart showing margin % by month

Chart 4: Top Products

- Bar chart showing monthly profit by product
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TAB 6: Annual Summary

Month	Revenue	COGS	Gross Profit	Expenses	Net Profit	Net Margin %
Oct 2025	\$32,000	\$16,000	\$16,000	\$9,250	\$6,750	21%
Nov 2025						
Dec 2025						
Jan 2026						
Feb 2026						
Mar 2026						
Apr 2026						
May 2026						
Jun 2026						
Jul 2026						
Aug 2026						
Sep 2026						
ANNUAL TOTAL	\$384,000	\$192,000	\$192,000	\$111,000	\$81,000	21%

Benchmarks:

- Target Gross Margin: **60%+** (you're at 50%, room to improve)
 - Target Net Margin: **15-20%** (sustainable business)
 - Break-even point: When Net Profit = \$0
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HOW TO USE THIS SPREADSHEET

Daily (5 minutes):

1. Enter sales in "Daily Sales Tracker" tab
2. Note anything unusual in "Notes" column

Weekly (15 minutes):

1. Review "Weekly Summary" tab
2. Check: Are we on track for monthly goals?
3. Identify: Which days were slow? Why?

Monthly (1 hour):

1. Enter all expenses in "Expense Tracker" tab
 2. Review "Product Profitability" tab - update units sold
 3. Look at "Monthly Dashboard" charts
 4. Ask yourself:
 - Which products should I promote more?
 - Where can I cut costs?
 - Am I hitting my margin targets?
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KEY INSIGHTS TO TRACK

Revenue Questions:

- What's my average daily/weekly/monthly revenue?
- Which day of the week is busiest?
- What's my seasonality pattern?

Profitability Questions:

- What's my overall gross margin?
- Which products are most profitable per unit?
- Which products generate most total profit?
- Where am I losing money?

Cost Questions:

- What's my biggest expense (besides COGS)?
- Are costs increasing month-over-month?
- Where can I negotiate better prices?