The 3-source etsy sales check

StoreBench template: the 3-source Etsy sales check. Fill one row per month. Sources: Etsy Stats; Orders and Order Items CSV (Settings > Options > Download Data); monthly statement (Finances > Monthly statements).

Month	Gross sales (Orders CSV: Order Value)	Discounts (Orders CSV: Discount Amount)	Orders (count of rows in Orders CSV)	Average order value (gross sales / orders)	Top listing by units (Order Items CSV)	Visits (Stats)	Conversion rate (Stats)	Fees (monthly statement)	Refunds (monthly statement)	Change vs last month	One thing to check next month
2026-09											
2026-10											