

Case Study 03.

Walmart Marketplace | High-Volume Store · Managed E-Commerce Portfolio

Platform: Walmart Marketplace (Seller Center)

Model: High-volume · thin-margin catalog

Reporting Period: Q1 2026 (Jan–Mar)

Program Model: Fully managed e-commerce

Marketplace Fee: 15% referral (itemized)

Fulfillment: Seller-fulfilled & WFS

Store Snapshot: Q1 2026

PRODUCT SALES

\$745,638

ORDERS FULFILLED

17,820

UNITS SOLD

21,380

AVG. SALES / ORDER

\$41.80

Monthly Profit & Loss

Month	Revenue	Walmart Fee (15%)	Item Cost	Net Profit	Net Margin
Jan 2026	\$228,167	\$34,200	\$170,300	\$23,667	10.4%
Feb 2026	\$252,049	\$37,800	\$190,400	\$23,849	9.5%
Mar 2026	\$265,422	\$39,750	\$198,900	\$26,772	10.1%
Q1 2026 Total	\$745,638	\$111,750	\$559,600	\$74,288	10%

Q1 2026 PRODUCT SALES

\$745,638

21,380 units across 17,820 orders · \$73,650 net profit · order-level P&L

9.9%

NET MARGIN

Representative client results. Figures are based on real reported performance of a client Walmart store under Wealth Automators management and have been lightly rounded; the reporting window shown is Q1 2026. Revenue is buyer-paid product sales; net profit is after Walmart's 15% referral fee and item cost. The monthly table shows sales, marketplace fees, item costs and profit for Q1 2026. Individual results vary with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.