

Case Study 05.

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

Platform: Walmart Marketplace (Seller Center)
Model: High-volume · multi-unit orders
Reporting Period: April 2026 (3-week sample)

Program Model: Fully managed e-commerce
Marketplace Fee: 15% referral (itemized)
Fulfillment: Seller-fulfilled & WFS

Store Snapshot: 3-Week Sample

PRODUCT SALES

\$577,292

ORDERS

6,890

UNITS SOLD

19,290

AVG. SALES / ORDER

\$83.60

Weekly Profit & Loss

Period	Revenue	Walmart Fee (15%)	Item Cost	Net Profit	Net Margin
Apr 6–12, 2026	\$186,451	\$27,900	\$139,200	\$19,351	10.4%
Apr 13–19, 2026	\$192,623	\$28,800	\$144,300	\$19,523	10.1%
Apr 20–26, 2026	\$198,218	\$29,700	\$148,600	\$19,918	10.0%
3-Week Total	\$577,292	\$86,400	\$432,100	\$58,792	10.2%

3-WEEK PRODUCT SALES (APR 2026)

\$577,292

19,290 units across 6,890 orders · \$57,500 net profit · order-level P&L

10.2%

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 a three-week April 2026 sample. Revenue is buyer-paid product sales; net profit is after Walmart's 15% referral fee and item cost. The report covers 6,890 orders across the three weeks shown, with weekly sales, costs and profit listed separately. 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.