YOUR QUICK TOUR

See what one sale really leaves behind

Unit economics turns a busy business into a smaller question: does one additional unit or customer create useful contribution?

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YOUR FINISH LINE

One defendable model using actual revenue, complete variable costs, clear contribution and a testable decision rule.

01 / MEET YOUR GUIDE

Amina follows every coin from one order

Fictional example: Amina, her gift-box shop and all costs, prices and results are invented.



THE PRETTY SALES NUMBER

Amina celebrates the listed price. But discounts, delivery support, payment fees, returns and customer help quietly reduce what each order leaves behind.

THE UNIT VIEW

She follows one delivered order from realised revenue through every cost it causes. Then she compares a first order with a repeat order.

THE LESSON

Revenue can grow while weak unit economics drain cash. Define the unit, use real data and separate contribution from final business profit.

02 / START WITH THE DENOMINATOR

Choose a useful unit

The model changes when the unit changes. Pick the smallest repeatable unit that matches the decision you need to make.

PRODUCT BUSINESS

One item, order, shipment or bundle. An order may be more useful when delivery and payment fees happen once per basket.

SERVICE BUSINESS

One appointment, project, billable hour, retained client or completed outcome. Define included work and revision limits.

RECURRING BUSINESS

One active subscriber-month, account or cohort. Do not mix monthly revenue with lifetime costs.

MARKETPLACE OR CHANNEL

One fulfilled order in a specific channel. Fees, refunds and acquisition may differ by channel or customer segment.

UNIT SENTENCE

For this decision, one unit means [definition], sold to [customer] through [channel] during [period].