Portfolio report

4 businesses · last 30 days · 2026-11-17 · MerchantPilot

SALES (ALL)

$146,229

NET REVENUE

$133,279

MONEY AT STAKE

$113,803

AVG HEALTH

61/100

Owner briefing

Altura Coffee Supply (sandbox) needs immediate attention with a health score of 50 and 59 overdue invoices totaling 100290 USD representing the largest recoverable amount across your portfolio. The 113802.61 USD currently at stake is concentrated in this business, which has seen sales drop 100% versus the previous 30 days. Your three highest-value next steps are: first, recover the 100290 USD in overdue invoices at Altura Coffee Supply (sandbox); second, resolve the dispute deadlines within 5 days across Altura Coffee Supply (demo) and Altura Coffee Shop (demo) to protect 7224.5 USD and 791.61 USD respectively; third, address the 5.4% refund rate at Altura Barista Academy (demo) which represents 44% of your 146228.95 USD in monthly sales.

Written by MerchantPilot AI from the figures in this report.

Businesses compared

Business	Health	Sales 30d	vs prev	Refunds	At stake	Top issue
Altura Coffee Supply (demo)	51 C	$56,186	-4.5%	4%	$7,225	Refund spike on "Ceramic Pour-Over Kit"
Altura Coffee Supply (sandbox)	50 C	$0	-100%	0%	$100,290	59 overdue invoice(s) worth 100290 USD
Altura Coffee Shop (demo)	75 B	$25,589	-10.4%	0.3%	$792	3 dispute(s) need a response within 5 days
Altura Barista Academy (demo)	66 C	$64,454	+18%	5.4%	$5,497	Refund spike on "Coffee Business Bootcamp"

Insights across your businesses

• Altura Coffee Supply (sandbox) needs attention first: health 50/100 (sales down 100% vs previous 30 days).

• Biggest recoverable amount: $100,290 at Altura Coffee Supply (sandbox) (overdue invoices + open disputes).

• Momentum: Altura Barista Academy (demo) +18% vs Altura Coffee Supply (sandbox) -100% (last 30 days vs previous).

• Highest refund rate: Altura Barista Academy (demo) at 5.4% – check its top refunded product.

• Altura Barista Academy (demo) brings 44% of your revenue.

• Recurring revenue: $10,042/month across 3 business(es), $520/month at risk from failed renewals; highest churn at Altura Coffee Supply (demo) (6.4% in 30 days).

• Acting on the open issues across all businesses is worth about $38,692 in the next 30 days.

Altura Coffee Supply (demo)

Coffee gear, Coffee Club subscriptions, wholesale – full demo story · demo data

Health	51/100 (C)
Gross sales (30d)	$56,186 (-4.5% vs prev.)
Orders / avg ticket	1036 / $54.23
Refund rate	4% (prev. 1%)
Net revenue	$51,456
Open disputes	9 ($701 at risk)
Overdue invoices	3 ($6,524)
30-day forecast	$60,127 doing nothing · $65,710 acting (+$5,583)
Pending approvals	0

Why this health score

• -5 sales slightly down (-4.5%)
• -7 refund rate above 2.5% (4%)
• -7 1.25% of sales at risk in disputes
• -15 overdue invoices = 11.61% of monthly sales
• -10 1 dispute deadline(s) within 5 days
• -5 6 high-severity issues

Top issues

HIGH · Refund spike on "Ceramic Pour-Over Kit"
HIGH · 8 open "merchandise or service not received" disputes
HIGH · 1 dispute(s) need a response within 5 days

Altura Coffee Supply (sandbox)

Live PayPal sandbox: real API data, webhooks and actions · live PayPal data

Health	50/100 (C)
Gross sales (30d)	$0 (-100% vs prev.)
Orders / avg ticket	0 / $0.00
Refund rate	0% (prev. 17.1%)
Net revenue	$0
Open disputes	0 ($0 at risk)
Overdue invoices	59 ($100,290)
30-day forecast	$34,127 doing nothing · $60,570 acting (+$26,443)
Pending approvals	0

Why this health score

- -15 sales down 100% vs previous 30 days
- -15 overdue invoices = 100% of monthly sales
- -20 no sales in the last 30 days

Top issues

HIGH · 59 overdue invoice(s) worth 100290 USD

Altura Coffee Shop (demo)

Neighbourhood coffee shop (in-store sales) · demo data

Health	75/100 (B)
Gross sales (30d)	$25,589 (-10.4% vs prev.)
Orders / avg ticket	2435 / $10.51
Refund rate	0.3% (prev. 0.3%)
Net revenue	$23,414
Open disputes	8 ($87 at risk)
Overdue invoices	2 ($704)
30-day forecast	$25,599 doing nothing · $25,965 acting (+$366)
Pending approvals	0

Why this health score

• -15 sales down 10.4% vs previous 30 days
• -10 3 dispute deadline(s) within 5 days

Top issues

HIGH · 3 dispute(s) need a response within 5 days
HIGH · 2 overdue invoice(s) worth 704.21 USD
MEDIUM · 3 open "merchandise or service not received" disputes

Altura Barista Academy (demo)

Online barista courses (digital goods) · demo data

Health	66/100 (C)
Gross sales (30d)	$64,454 (18% vs prev.)
Orders / avg ticket	688 / $93.68
Refund rate	5.4% (prev. 2.2%)
Net revenue	$58,410
Open disputes	7 ($993 at risk)
Overdue invoices	1 ($4,504)
30-day forecast	$69,588 doing nothing · $75,888 acting (+$6,300)
Pending approvals	0

Why this health score

- -15 high refund rate (5.4%)
- -7 1.54% of sales at risk in disputes
- -7 overdue invoices = 6.99% of monthly sales
- -5 3 high-severity issues

Top issues

HIGH · Refund spike on "Coffee Business Bootcamp"
HIGH · 6 open "unauthorised" disputes
HIGH · 9 subscriptions suspended after failed payments (171 USD/month at risk)