# E-Commerce Margin Optimization

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A practical guide to examining the costs and pricing decisions behind an e-commerce store's margins.

## What this guide covers

- Identify costs that affect product profitability.
- Review pricing and operational opportunities.
- Set measures for monitoring margin changes.

## Who this is for

For online store owners reviewing their economics.

## Putting the ideas to use

Use the framework to choose and monitor margin-improvement priorities.

## Book details

Format: Guide. Pages: 15. Words: 821.

**Download availability:** After payment, download the complete ZIP package or the included PDF separately.