



# Ecommerce Bookkeeping Checklist

**Holiday Season Prep Edition**

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## USING THIS CHECKLIST

This checklist is designed for ecommerce businesses who sell on Amazon, Shopify, eBay, Etsy, or Walmart.

 **This checklist assumes that you have a proper ecommerce bookkeeping system –** see **'Bookkeeping Setup for Ecommerce Brands'** for an overview of what that looks like.



## ABOUT A2X

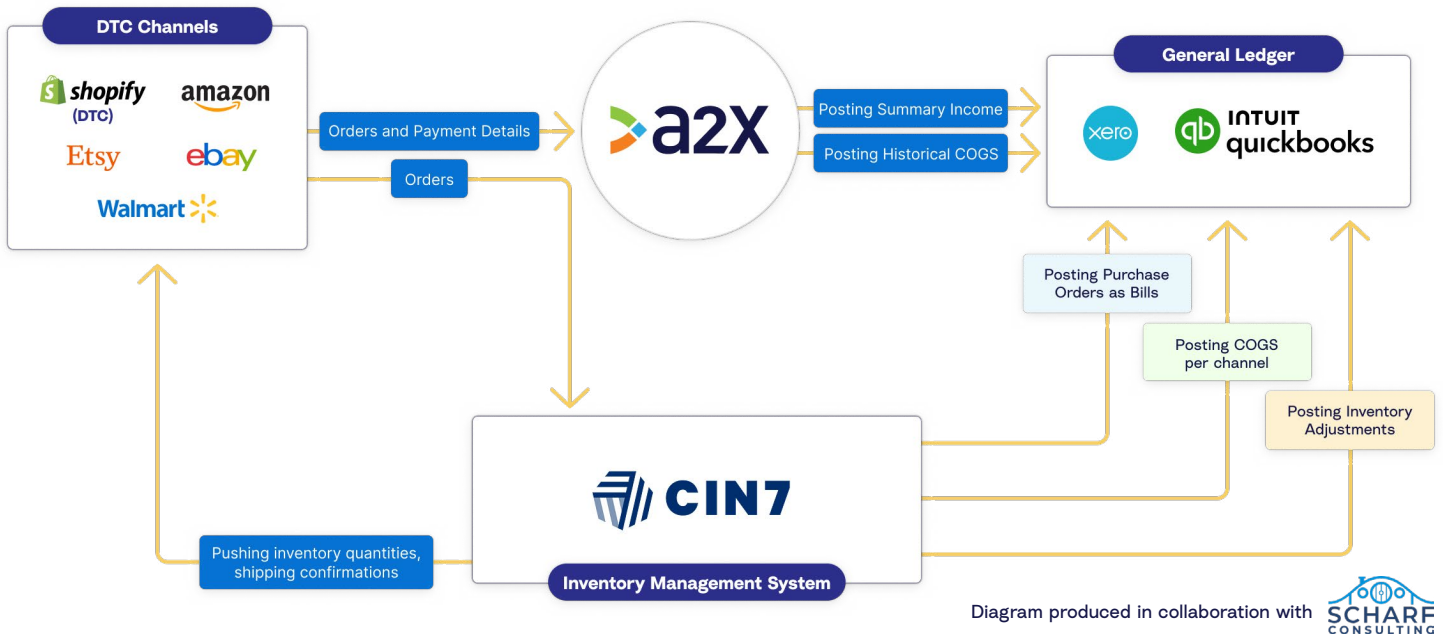
A2X automates ecommerce accounting by turning uncategorized payouts from Amazon, Shopify, eBay, Etsy, Walmart, and PayPal into organized summaries that reconcile perfectly in QuickBooks Online, Xero, Sage, or NetSuite – giving you accurate books and hours of time back each month.

Trusted by 12,000+ ecommerce businesses and their accountants worldwide, A2X provides the financial clarity you need to scale confidently.

[LEARN MORE ABOUT A2X](#)

## BOOKKEEPING SETUP FOR ECOMMERCE BRANDS

Automate your bookkeeping – during the holiday rush, you'll just watch the dashboard while the accounting posts itself. Here's the recommended setup for ecommerce brands.



Function	Tool(s)	How it Works
General Ledger (GL)	 	Source of truth for every transaction.
Payout Reconciliation		Automatically converts payout data into GL entries and matches to bank deposits – provides accurate financials and eliminates manual data entry.
Inventory & COGS		A2X posts sales entries to the GL; Cin7 posts inventory and COGS entries for accurate financials. [Make sure you turn off sales posting in Cin7 when using A2X.]
Sales Tax Automation		Third-party tax submission providers (like Taxually) may either pull figures directly from the accounting system (via GL entries posted by A2X) or from the ecommerce platform through their own integrations. In either scenario, final submissions to tax authorities can be validated against the tax liability recorded in the accounting software.
Document Capture	 Document storage backup	Retains invoices, bills, receipts, etc. A2X posts settlement and payout data files to the corresponding journal entries for audit-ready books.

## 60-90 DAYS BEFORE BLACK FRIDAY/CYBER MONDAY

Note on **ordering inventory**: If you're using overseas suppliers or have long lead times, order inventory and arrange financing 120-150 days before holiday sales.

Objective	Key Tasks	Frequency
<b>Audit your accounting stack</b>	<p>Confirm that every sales channel (Shopify, Amazon, Walmart Marketplace, TikTok Shop, etc.) feeds clean data to your General Ledger (GL).</p> <p>Test each integration end-to-end using a \$1 test order that includes tax, shipping, and a discount.</p>	One-time [60-90 days before Black Friday / Cyber Monday]
<b>Refresh the chart of accounts</b>	<p>Add temporary "Holiday Promo" revenue &amp; expense sub-accounts to isolate seasonal performance.</p> <p>Make sure you have separate clearing accounts for gift cards, buy-now-pay-later (BNPL) providers, and new payment gateways.</p>	
<b>Sales tax checkup</b>	<p>Ensure tax rate settings are correct.</p> <p>Re-evaluate economic nexus thresholds in every state and country you ship to.</p> <p>Verify marketplace facilitator rules to avoid double-remitting tax.</p>	
<b>Inventory &amp; COGS planning</b>	<p>Regularly count your fastest-selling products and fix any differences between your actual stock and what's recorded in your system.</p> <p>Confirm landed cost components (product, freight, duties, fulfillment fees).</p> <p>Decide on a valuation method (e.g., FIFO vs. weighted average) and lock it for year-end.</p>	
<b>Cash flow scenario modeling</b>	<p>Model best-, base-, and worst-case holiday sales and return rates.</p>	

## 30 DAYS BEFORE PEAK HOLIDAY SALES

Objective	Key Tasks	Frequency
<b>Promo &amp; discount governance</b>	<p>Make sure each discount or promo code is linked to a category or tag in your accounting system. This makes it easier to track the impact on your profits.</p> <p>Pre-set your ecommerce or retail system so shoppers can't accidentally use multiple discounts at once.</p>	One-time [30 days before holiday sales]
<b>Gift card &amp; store credit accounting</b>	<p>If you offer gift cards or store credit, make sure you've set up a way to track unspent balances as money still owed (a liability).</p> <p>If your local accounting rules allow, estimate the portion of unused gift card or store-credit balances that customers will never redeem (known as "breakage") and recognize that amount as revenue over time.</p>	
<b>Vendor &amp; 3PL coordination</b>	<p>Request early invoices from key suppliers so you can expense landed costs in the correct period.</p> <p>Double-check with your warehouse or delivery provider (3PL) on their last dates for receiving stock and sending orders before holiday cutoffs.</p>	
<b>Fraud prevention controls</b>	<p>Turn on fraud filters in your payment system – like setting limits on the number of transactions per minute or blocking certain locations.</p> <p>Set up a daily check for suspicious activity or chargebacks so you can act quickly if something seems off.</p>	

### Need help with accounting & bookkeeping for your ecommerce brand?

Find a specialist ecommerce accountant or bookkeeper on the A2X Ecommerce Accountant Directory.

**FIND AN ECOMMERCE ACCOUNTANT**

## WEEKLY TASKS DURING NOVEMBER-DECEMBER

Tasks	Why it matters
<b>Reconcile payment processor settlements</b>	Stripe, PayPal, Amazon Pay, BNPL providers often batch-deposit net of fees, refunds, and chargebacks. Use A2X to post a journal entry for each settlement to tie out gross sales, fees, and tax.
<b>Update rolling cash flow forecast</b>	Sales, ad spend, and return rates change quickly during holiday season. Updating your forecast helps you avoid overspending and spot cash shortfalls early.
<b>Review aged payables &amp; receivables</b>	Negotiate extended terms with suppliers and chase wholesale invoices before shipping delays and holidays kick in.
<b>Adjust inventory reorder points</b>	Use live sales and stock data to tweak restock thresholds based on lead times. If something's selling faster than expected, reorder sooner.

## DAILY TASKS DURING PEAK WEEKS (THANKSGIVING WEEK - DECEMBER 24)

Tasks	Owner	Timing
<b>Post prior-day sales &amp; fees</b>	Accountant/bookkeeper (via A2X)	Start of day
<b>Match shipping costs to orders</b>	Ops team	
<b>Post refund &amp; return accrual</b>	Accountant/bookkeeper	End of day
<b>Monitor chargebacks and fraud flags</b>	CX or finance	
<b>Verify ad spend caps vs. budget</b>	Growth / finance	

## POST-HOLIDAY CLOSEOUT (JANUARY)

Objective	Key Tasks	Frequency
<b>Returns &amp; allowances true-up</b>	<p>Compare actual holiday returns to what you estimated (or accrued) in December.</p> <p>Update your sales and Cost of Goods Sold (COGS) to reflect the true impact.</p>	One time (Post-holiday sales / January)
<b>Dead stock write-down</b>	<p>Identify products that didn't sell well (e.g., sold less than 20% of what you ordered).</p> <p>Consider writing down their value to reflect that they may be difficult to sell at full price.</p>	
<b>Gift card liability review</b>	<p>Review your outstanding gift card balances.</p> <p>If your region allows, move a portion of unused balances (known as "breakage") into income, in line with local laws (e.g., VAT, escheatment, etc.).</p>	
<b>Year-end physical inventory count</b>	<p>Complete a full inventory count or hire a third party to audit it.</p> <p>Make sure what's physically on-hand matches your accounting system.</p>	
<b>1099 / T4A / VAT filings</b>	<p>Pull marketplace, contractor, and ad platform reports to issue required tax forms.</p>	
<b>Financial statement package</b>	<p>Prepare full financials: Profit &amp; Loss (P&amp;L) by sales channel, cash flow statement, and balance sheet.</p> <p>Include key performance indicators (KPIs) such as:</p> <ul style="list-style-type: none"> <li>• Customer Acquisition Cost (CAC)</li> <li>• Average Order Value (AOV)</li> <li>• Gross Margin %</li> <li>• Return on Ad Spend (ROAS)</li> <li>• Return Rate</li> </ul>	
<b>Post-mortem analysis</b>	<p>Compare actual vs. forecast for sales, returns, ad spend, and working capital usage.</p> <p>Document lessons learned for the next holiday season.</p>	





**Automate your ecommerce bookkeeping  
during holiday sales – and year round!**

**GET STARTED WITH A2X**