

Revenue is overstated. The cause is isolated.

Decision brief · Audit snapshot before remediation · Review window: 1–7 August 2026, UTC. Orders and refunds evaluated at the 10 August cutoff.

SAMPLE STORE · SUBSCRIPTION NUTRITION · USD

1,000

eligible paid orders

1,120

purchase rows in the audited feed

+12%

excess purchase rows

Decision required

Approve the retry fix and correction of the affected reporting dataset. Keep the affected revenue view out of payout calculations until the order-level reconciliation passes. This finding applies to the audited custom feed; other destinations require their own checks.

Priority / finding	Evidence	Business consequence
P1 · Duplicate deliveries Confirmed defect	120 orders appear twice; 880 once. Retries use a fresh sale identity after an accepted delivery times out.	Purchase count and product revenue are overstated in the receiving dataset.
P2 · Revenue definitions differ Comparison issue	\$120,000 product revenue versus \$115,000 after \$5,000 of cohort refunds.	A further \$5,000 apparent gap remains if gross and net views are compared.
P2 · Customer history incomplete Open item	60 orders lack sufficient customer history for first / repeat classification.	Partner reporting must retain “unknown”; do not treat all 60 as new customers.

Audit coverage

Reviewed: order export, delivery and retry logs, destination purchase rows, refund records and customer-history extract. Tested: one successful delivery, one accepted delivery with a response timeout, and its retry. This excerpt does not establish coverage across every advertising platform.

Evidence references in this suite describe the fictional supporting records. No real client exports, credentials or account identifiers are included.

Compare the same orders. Then explain every difference.

The cohort contains 1,000 paid orders created within the review window. Test and cancelled orders are excluded; subscription renewals are included. All values are USD.

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Reconciliation bridge	Purchase rows	Product revenue
Receiving dataset · uncorrected	1,120	\$134,400
Less repeated rows for 120 orders	-120	-\$14,400
Unique eligible orders	1,000	\$120,000
Less refunds against these same orders by cutoff	No order-count change	-\$5,000
Net product revenue at cutoff	1,000 paid orders	\$115,000

Definitions used in this report

- Product revenue:** merchandise after discounts, excluding tax and shipping, before refunds.
- Net product revenue:** product revenue less monetary refunds against the same order cohort at the stated cutoff.
- Paid order count:** order count remains unchanged by a later refund; refunded orders are also reported separately.

Trace sample	Source record	Destination record	Interpretation
ORD-0142	\$120 · one paid order	Two rows of \$120	Repeated delivery; keep one sale.
ORD-0378	\$95 · one paid order	One row of \$95	No discrepancy.
ORD-0621	\$160 · \$40 refund	One purchase row of \$160	Net value is \$120 after the refund adjustment.

Why the comparison is reliable

Join by stable order reference; inspect unmatched and repeated records; sum values after matching. A daily cash-flow report can include refunds on older orders and is not the denominator for this cohort. Refunds posted after the cutoff belong to a later report revision.

The three trace rows are selected examples, not the full population. Aggregate figures above represent the complete fictional cohort.

A fix with an owner, a test and a release gate.

Finding A-01 · Custom purchase feed · Confirmed in the illustrative investigation. Priority reflects affected reporting, not a claim about advertising performance.

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Root cause

The destination accepts a purchase, but the sender does not receive the success response. A retry generates a new sale identity and is accepted as another purchase. Matching on order reference reveals the repeated sales; matching only on delivery identity hides them.

Work item	Owner	Acceptance condition
1 · Repair repeat-delivery handling	Tracking engineer	Same order and destination keep a stable identity across retries; a repeated delivery cannot create another sale.
2 · Exercise failure paths	Tracking engineer	Normal delivery, accepted-then-timeout, repeated retries and a genuinely different order produce the expected records.
3 · Correct the affected dataset	Engineer + reporting owner	Remove only the 120 proven repeated rows from the reporting view; preserve raw records and the exclusion ledger.
4 · Publish the revenue definition	Reporting owner	Product and net product revenue are named separately; the refund cutoff is visible.
5 · Resolve classification gaps	Customer-data owner	Recover history or leave “unknown”; verify first purchases, repeats and renewals separately.

Release and rollback

Save the previous feed version and configuration before release. Validate in the test environment, then approve a controlled production release. If validation fails, pause affected deliveries and retain them for replay; restore the prior version only with safeguards against the known retry defect.

Closure criteria

The original cohort reconciles to 1,000 orders and \$120,000 product revenue. A separate post-release window also reconciles after delivery lag has settled. The change record, exclusion ledger and event documentation are updated. Customer-history coverage remains a separate open item.

Audit state ends here. The companion issue-resolution sample shows the completed repair and its validation.