



Online course

# MASTERING ECOMMERCE P&L FOR SUSTAINABLE GROWTH



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If you are responsible for the performance an ecommerce function or if you drive growth and strategy, this is the course for you.

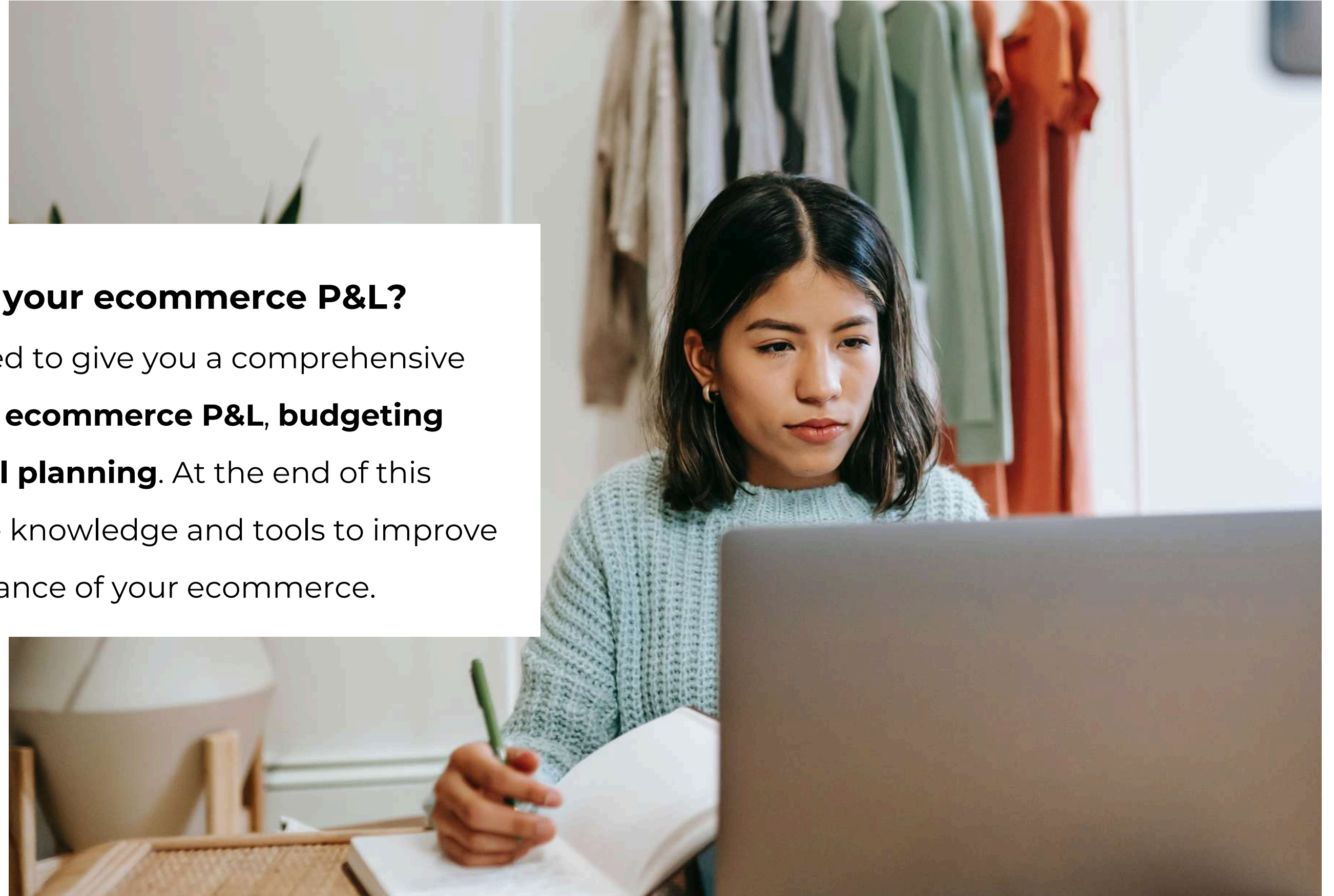
ENRICO FANTAGUZZI, CO-FOUNDER OF DFA





## Ready to improve your ecommerce P&L?

This course is designed to give you a comprehensive understanding of the **ecommerce P&L, budgeting process** and **financial planning**. At the end of this course you'll have the knowledge and tools to improve the financial performance of your ecommerce.







## WHY TAKE THIS COURSE

Understanding the Ecommerce P&L is the first step to to drive your business's **growth** and **profitability** and it's essential for **developing your career** in digital fashion.

This course gives you a full understanding of the financial KPIs and processes that fashion industry management use to make strategic and organisational decisions.

At the end of the course you'll be able to **interpret financial statements** and make **data-driven decisions** that directly impact the profitability of ecommerce.

Whether you're aiming to **scale your operations**, **control costs**, or **enhance profitability**, our P&L Management Course will give you the knowledge to achieve these goals.

# COURSE PROGRAMME



**By the end of this course you'll be equipped to make data-driven decisions that propel your ecommerce business forward.**

**1**

**Driving Ecommerce  
Growth: The Ecommerce  
Manager's Perspective**

**2**

**Making Ecommerce  
Efficient: a lesson in  
profitability**

**3 +4**

**Essential Financial  
Processes and Financial  
KPIs and Metrics Explained**

**5**

**Driving Ecommerce  
Growth: A CFO's  
Perspective**

# Lesson 1 Driving Ecommerce Growth

Explore the financial dynamics of fashion ecommerce, learning the crucial aspects that drive the financial sustainability of online fashion businesses.

## LEARNING OUTCOMES



Analyse and **forecast ecommerce gross and net sales** using **historical data** and other techniques, considering factors such as **traffic sources, conversion rates**, and budget allocation to **optimise marketing campaigns** effectively



Understand **profit and loss statement** for ecommerce ventures, while considering financial and administrative variables like **amortisation, depreciation, taxes** to assess the financial health and sustainability of online businesses over time



Acquire **management best practices** to implement **optimisation plans to enhance ecommerce** financial performance and evaluate KPIs pre and post actions



## Lesson 2 Making Ecommerce Efficient: a lesson in profitability

Learn how to streamline your ecommerce business to enhance profitability while gaining a deep understanding of your competitive landscape. You'll also master financial strategies to optimise costs and develop a solid grasp of key Ecommerce Profit and Loss cost items.

### LEARNING OUTCOMES






-  Understand the costs in the Ecommerce Profit and Loss: *Fixed vs Variable costs; Operational Expenses; Capital Expenses; EBIT; EBITDA*
-  Develop **proficiency in managing the cost** components of ecommerce operations, including digital production, payment commissions, logistics and the others activities of the ecommerce value chain
-  Gain skills to estimate operational costs for ecommerce by utilising different methods such as **bottom-up estimation, historical data analysis** and **trends**
-  Practise **analysing income statements**; evaluate key financial metrics and clearly articulate whether a brand's performance is good or bad based on comprehensive financial data

## Lessons 3&4

# Essential Financial Processes, KPIs and Metrics Explained

These lessons will unlock the financial workings of fashion companies with a focus on financial planning and financial reporting. You'll learn the most popular practices among fashion companies for creating budget, forecasts and financial plans, including the timing for creating the budget proposal and sign off. You'll review the most important financial KPIs and how companies allocate funds, track expenses and control performance.

### LEARNING OUTCOMES

-  Recall key financial terminology used in fashion ecommerce (e.g., budget, KPIs, profitability, conversion rate, AOV).
-  Identify the different stages of the budgeting process for fashion ecommerce companies
-  Explain the purpose and function of financial KPIs for fashion ecommerce companies
-  Differentiate between financial considerations for online and offline fashion retail
-  Evaluate the impact of different financial decisions on the profitability of a fashion ecommerce company



## Lesson 5 Driving Ecommerce Growth: A CFO's Perspective

Learn directly from a Chief Financial Officer as he shares his proven methods for developing ecommerce financial strategies and planning. Discover what top executives prioritise in ecommerce performance, gain insights into the financial budgeting process, and understand the key factors that drive a successful ecommerce strategy.

### LEARNING OUTCOMES



Review key financial concepts used in everyday business; *double entry accounting system, P&L and Balance Sheet, assets, liabilities and equity*. As well as the key mechanisms of finance.



Understand the key metrics that the CFO analyses for ecommerce:

- Financial Performance: Revenue (gross & net), Gross Margin, EBITDA, Return on Investment (ROI)
- Growth Indicators: Traffic evolution, Conversion Rate, Average Order Value
- Balancing Growth & Profitability: Learn how discounts and promotions impact margins and how to find the right balance between growth and profitability
- Impact of Inventory Depreciation on Gross Profit
- Omnichannel Inventory Management and P&L Allocation

## KEY FACTS

- On-demand lessons - start any time
- Self-paced course to work at your own speed
- Ideal for people who need the flexibility to manage their own time
- Estimated time to complete this course: 6.5 hours
- 3 Industry expert instructors
- Course designed by learning experience (LX) designers, to be practical and highly applicable for your job
- Video lessons, multimedia resources & quizzes, toolkits, templates, workbooks
- 5 Practice Labs to give you hands on practical experience applying what you learn
- Access to join our private community
- Mentoring support
- Certificate of completion



Certificate in  
**Fashion Ecommerce P&L management  
for sustainable growth**

**WHAT YOU WILL LEARN**  
Fashion Ecommerce P&L  
management  
for sustainable growth

**DELIVERY FORMAT**  
Online On-demand

**COMMITMENT**  
6.5 hours

**PRICE**  
€750 | Offer €499

**CERTIFICATE OF COMPLETION**  
Fashion Ecommerce P&L  
management  
for sustainable growth

# UNIQUE TRAINING SESSIONS FROM OUR INDUSTRY EXPERTS



**Enrico Fantaguzzi**

Co-founder DFA

Enrico is a fashion & luxury e-commerce professional and consultant. He has worked for brands such as Gucci, Tod's, Woolrich and e-tailers like Yoox. Enrico is advisor to fashion brands, for ecommerce and digital transformation.



**Leonardo Pecchioli**

CEO

Leonardo is an entrepreneur in the Digital & Fashion industry. He is Chairman at Keros Digital SA and previous his previous experiences include KPMG Audit, Guess Europe, CFO & VP of operations and Co-founder E-volve Group.



**Gilles Gaucher-Cazalis**

CFO

Currently MD of SpectR Consulting, Gilles has spent the past 16 years working around the world (US, Asia and Europe) for Fashion companies in different roles around Finance & Operations.

[FIND OUT MORE >>](#)



WHO IS THIS COURSE FOR?

**“This is the must-take course for anyone serious about excelling in ecommerce.”**

ENRICO FANTAGUZZI

This course is essential for professionals responsible for ecommerce P&L, managing marketing budgets, or leading key departments like operations, IT, finance, merchandising, and store management.

If you drive growth and strategy, this is the course for you.





# more than just education

## WHY STUDY WITH US?

At Digital Fashion Academy, we redefine education for the digital age, specialising in **e-business** for the fashion and luxury industries.

Our courses centre on **essential digital skills**, spanning ecommerce, management, finance, technology, CRM, digital marketing, analytics, and more.

By choosing Digital Fashion Academy, you're not just investing in a course; you're gaining access to a **unique curriculum, experienced mentors**, and a **network** of like-minded individuals to support you secure a thriving career in fashion and technology.

Our tailored courses ensure you **acquire** the **precise skills** demanded by the industry, backed by industry experts and a community that shares your goals.

Join Digital Fashion Academy and embark on a transformative journey that not only hones your skills but opens doors to exciting **opportunities** in the ever-evolving world of fashion

ENROLMENT IS OPEN

**Introductory  
offer.  
Enrol now to  
enjoy 35% off.**

~~€750~~

**€499**



[CLICK HERE TO ENROL](#)



## INDUSTRY APPROVED

We want you to learn the most **relevant skills** that employers are looking for. That's why we partner with **fashion companies** and **agencies** who specialise in the Fashion and Luxury industry.

We have formed a **Scientific Committee** and teaching faculty consisting of industry experts, making sure that our courses are current and focused on the skills employers need most.

*fashion*  
STRATEGIA, INNOVAZIONE E MERCATI

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**(webformat**

# CERTIFICATES & DIGITAL BADGES

DFA Certificates and Digital Badges are a recognition of the effort and dedication you'll put into this significant journey, verifying your knowledge and new skill set.

You can share it with the world through your social profiles and have the opportunity to showcase your involvement to potential employers, friends, and family.



## WHAT OUR STUDENTS SAY

**“Great Digital Fashion course, covering all the digital pillars of a fashion company, such as finance, marketing, logistic, website, CRM, privacy, legal, product, price... and high qualified teachers with years of experience in fashion market. Really interesting also the workshops with concrete cases in fashion environment.”**

Benedetto,  
Digital Marketing Manager  
@ North Sails

**“I recommend this course to all those who are interested in pursuing a career in digital and also to those who already occupy managerial positions, both for the variety of topics covered (a 360-degree view) and for updating on the latest tools and market trends . Enrico and his team are extremely helpful and very clear in their exposition, all the speakers are very qualified.”**

Martina,  
Ecommerce Merchandising  
Specialist @ Gucci

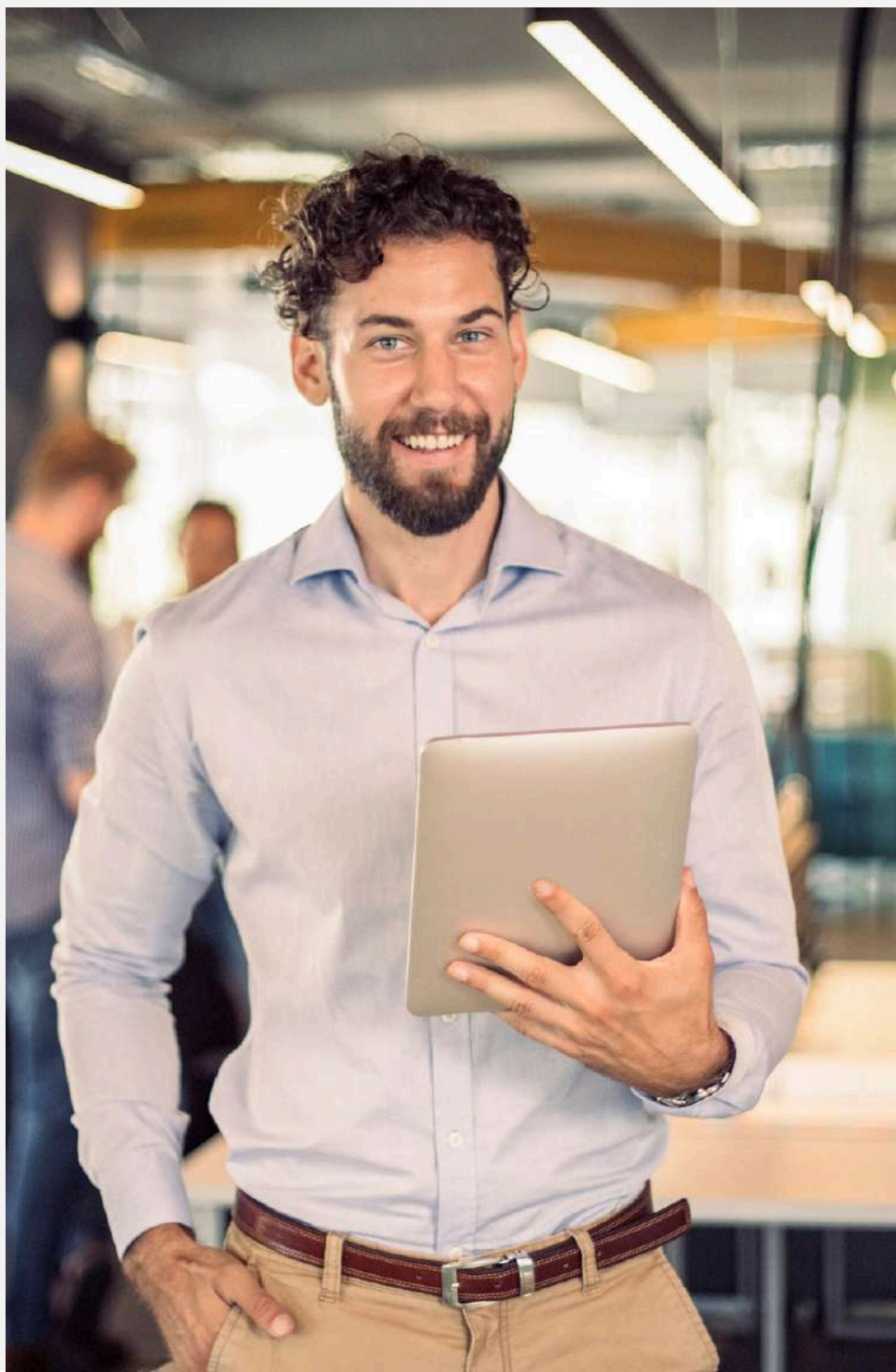
**“A Fashion Academy that offers a wide range of courses using a team of professionals with decades of experience. Specifically, the course in Ecommerce management for fashion was rich, complete, suitable both for those who are approaching the digital world and for those who are already part of it. Definitely recommended for those who want to deepen and enrich their skills and knowledge.”**

Gabriella, Ecommerce  
Manager @ Kocca



[READ MORE REVIEWS >>](#)

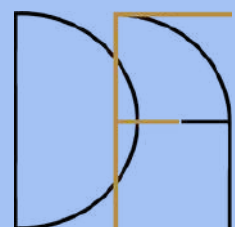




**Ready to drive growth and  
strategy to you ecommerce  
business?**

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DIGITAL FASHION ACADEMY



# CONTACT US

Our team is ready to answer any questions you might have regarding this course.



## EMAIL

[info@digitalfashionacademy.com](mailto:info@digitalfashionacademy.com)



## BOOK A CALL

[Click here](#)



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