Sample Preview

SCENARIO LAB

Platform Decision Analysis

Etsy vs Shopify

Prepared on: March 15, 2026

Modeled monthly sales: 25

Report ID: ECA33A6C

This report analyzes the financial, strategic, and operational trade-offs between Etsy and Shopify using the scenario inputs provided.

This analysis combines marketplace fee modeling, operating preference scoring, and risk sensitivity testing to provide a structured platform decision framework.

Decision Snapshot

ETSY OVERALL SCORE	SHOPIFY OVERALL SCORE	DECISION CLARITY	CURRENT DIRECTION
Results generated from your scenario	Results generated from your scenario	Results generated from your scenario	Results generated from your scenario

Executive Summary

Financial indicators currently favor Shopify at the modeled sales volume.

Strategic alignment between the platforms is currently balanced based on the preferences entered.

Under a modeled 25% decline in sales volume, Etsy shows slightly stronger stability.

Overall differentiation between the platforms is currently classified as moderate differentiation.

> The modeled scenario shows a moderate difference between the platforms, though strategic preferences may still influence the final decision.

Primary Decision Driver

> **Primary Decision Driver: Financial Efficiency**
>
> This scenario is primarily being driven by the financial model. Profit structure, margin profile, and platform overhead are contributing more to the result than differences in strategic preference alignment or modeled stability.

Scenario Overview

Item price: $74.00	**Shipping charged:** $5.00
COGS: $32.00	**Other costs:** $2.00
Monthly sales: 25	**Offsite Ads exposure:** Low exposure (~10% of orders)

Etsy fees are modeled on item price plus shipping. Offsite Ads are modeled at 15% on the selected share of orders.

Financial Analysis

Etsy

Monthly profit: $896.50

Profit margin: 45.4%

Platform overhead threshold: None

Shopify

Monthly profit: $1,021.23

Profit margin: 51.7% **Platform overhead**

threshold: ~0.9 monthly sales

Profit difference: Shopify leads by $124.73 per month.

Margin difference: Shopify leads by 6.3 percentage points.

What this means: At the modeled sales volume, Shopify shows the stronger financial position, while Etsy maintains lower fixed platform overhead.

Volume Sensitivity Snapshot

Modeled volume	Etsy profit	Shopify profit
50% volume (13 orders)	$466.18	$512.32
100% volume (25 orders)	$896.50	$1,021.23
150% volume (38 orders)	$1,362.68	$1,572.54

Shopify’s financial advantage increases as sales volume rises, while the gap narrows at lower volume.

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Strategic Alignment Review

Preference Inputs

Brand control: 3

Platform reliance: 3

Fixed cost tolerance: 3

Technical complexity: 3

Advertising dependence: 3

Alignment Summary

Etsy average: 69.0

Shopify average: 69.0

Spread: 0.0

Dimension	Etsy	Shopify
Brand control	75.0	60.0
Platform reliance	60.0	60.0
Fixed cost tolerance	60.0	75.0
Technical complexity	75.0	75.0
Advertising dependence	75.0	75.0

Risk Stability Analysis

Modeled stress volume: 18 orders

Etsy

Stress-test profit: $645.48

Profit change under stress: -28.0%

Risk stability score: 62.0

Shopify

Stress-test profit: $724.36

Profit change under stress: -29.1%

Risk stability score: 60.9

Risk spread: 1.1

Overall Platform Score

Etsy
Overall score: 52.7

Shopify
Overall score: 65.5

Overall spread: 12.8

Decision clarity: Moderate Differentiation

Overall indicators currently lean toward Shopify in this scenario.

What this means: Because the modeled spread remains moderate differentiation, the final decision is still sensitive to operating preferences rather than pure economics alone.

Final Decision Summary

Shopify shows the stronger modeled financial position in this scenario, while Etsy remains slightly more stable under the modeled volume decline. Strategic alignment is currently balanced based on the entered preferences, which keeps the overall spread in narrow-differentiation territory.

In practical terms, this means the decision is not purely a financial one. Brand control, marketplace reliance, fixed-cost tolerance, and long-term operating preferences may still carry meaningful weight.