? How to Set Up a Chart of Accounts for Your eCommerce Business

If you're running an eCommerce business—especially through platforms like Shopify, Amazon, or WooCommerce—you already know how important it is to keep your books clean. One of the first steps in doing that? A well-organized **Chart of Accounts (COA).**

A COA is like the filing cabinet for all your financial activity. Done right, it creates clarity. Done poorly, it creates chaos. And nobody's got time for that—especially not when you're trying to scale.

In this article, we'll walk you through a **standard eCommerce Chart of Accounts** you can use as a starting point. (Hint: this is the starting point we use at **DataZen** when we build out a custom COA for our Shopify merchants.)

? What is a Chart of Accounts?

A Chart of Accounts is simply a structured list of all the accounts you use to categorize your financial transactions. These include assets, liabilities, income, cost of goods sold, expenses, and more.

Think of it like the map that helps your business understand where money is coming from and where it's going.

? Example Chart of Accounts for eCommerce

Below is a simplified and scalable COA tailored to direct-to-consumer and multichannel sellers. This version is designed to get you started—future additions can include channel-specific accounts, foreign currencies, and clearing accounts for third-party logistics.

? Balance Sheet Accounts

Number	Account Name	Type
1000	Checking Account	Bank
1010	PayPal Account	Bank
1020	Reserve Account	Bank
1100	Accounts Receivable	Accounts Receivable
1200	Inventory	Current Asset
1210	Prepaid Expenses	Current Asset
1300	Shopify Payout Clearing	Current Asset
1310	Amazon Payout Clearing	Current Asset
1400	Deposits Held	Current Asset
2000	Accounts Payable	Accounts Payable
2100	Credit Card	Credit Card
2200	Sales Tax Payable	Liability
2210	Deferred Revenue	Liability
3000	Owner's Equity	Equity
3100	Retained Earnings	Equity

? Revenue Accounts

Number	Account Name	Type
4000	Sales – Website	Income
4010	Sales – Amazon	Income
4020	Sales – Wholesale/B2B	Income
4100	Shipping Income	Income
4200	Gift Card Breakage	Income
4300	Returns & Discounts	Income (Negative)

? Cost of Goods Sold (COGS)

Number	Account Name	Type
5000	Product Costs	COGS
5010	Fulfillment & Shipping	COGS
5020	Packaging Supplies	COGS

? Operating Expenses

Number	Account Name	Type
6000	Advertising	Expense
6010	Software & Apps	Expense
6020	Merchant Fees	Expense
6030	Professional Services	Expense
6040	Payroll & Contractor Fees	Expense
6050	Office & Admin	Expense
6060	Insurance	Expense
6070	Rent	Expense
6080	Travel	Expense

? Other Income & Expenses

Number	Account Name	Type
7000	Interest Income	Other Income
7100	Interest Expense	Other Expense
7200	Depreciation	Other Expense

? Final Thoughts

This is just a starting point. Your COA should evolve with your business—whether that means expanding internationally, adding new channels, or setting up deeper automation for inventory and fulfillment.

Most importantly: a good COA is worthless if it's not maintained properly.

That's where we come in.

? Need Help?

At **DataZen**, we specialize in helping eCommerce brands set up and maintain their financial systems, including custom COAs built for scale. If you're feeling stuck, or just want to make sure you're getting the most out of your bookkeeping systems—get in touch.

Online URL:
https://basecamp.datazen.org/article/□□-how-to-set-up-a-chart-of-accounts-for-your-ecommerce-business-377.html