Craft Show Sales & Results Tracker

Use during the event for fast handwritten records, then transfer totals to the editable Excel tracker.

Event details

Show / date / location _____

Booth fee _____

Travel and parking expense _____

Number of wreaths brought _____

Weather and traffic notes _____

Number of wreaths sold _____

Sales log

Item / theme	Price ($)	Material cost ($)	Payment	Notes

Event totals

Gross sales ($) _____

Total material costs on sold items ($) _____

Payment / transaction fees ($) _____

Packaging & miscellaneous expenses ($) _____

Booth + travel expenses ($) _____

Estimated net after tracked costs ($) _____

After the show

- [ ] Update remaining inventory and condition of wreaths
- [ ] Identify the best-selling styles and price points
- [ ] Follow up with customer inquiries and custom-order leads
- [ ] Post unsold wreaths online where appropriate
- [ ] Record what to pack differently next time

What customers asked for / top sellers / changes next time

Estimated net in this tracker does not automatically account for taxes, labor, overhead, or other unrecorded costs. Use your regular bookkeeping for complete profitability.