Your Stripe reporting guide

Stripe · Built with Datapipe

Start with the overview. Follow payments, refunds, payouts and the customers behind them.

Explore the report

01 Overview
Captured payments, status and daily totals.

02 Payments & refunds
Refunds against payments created in the period.

03 Payouts
Payout amounts, status and expected arrival.

04 Subscriptions
Current subscriptions and their status.

05 Customers
Customers created during the reporting period.

Use your own data

1 Add Stripe as a data source in Datapipe.
Choose your project and intended Stripe account.

2 Create this dashboard.
Authorize Google Sheets separately when prompted.

3 Save your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Payment totals use captured charge amounts and cumulative refunds on charges created in the selected UTC period.

Net after refunds excludes Stripe fees and payouts. It is not recognized revenue. Keep different currencies separate.

Subscriptions show current status, independent of report dates. Cancel at period end: 1 = yes, 0 = no. Customer counts cover records created during the selected period.

Sample data

Stripe payments overview

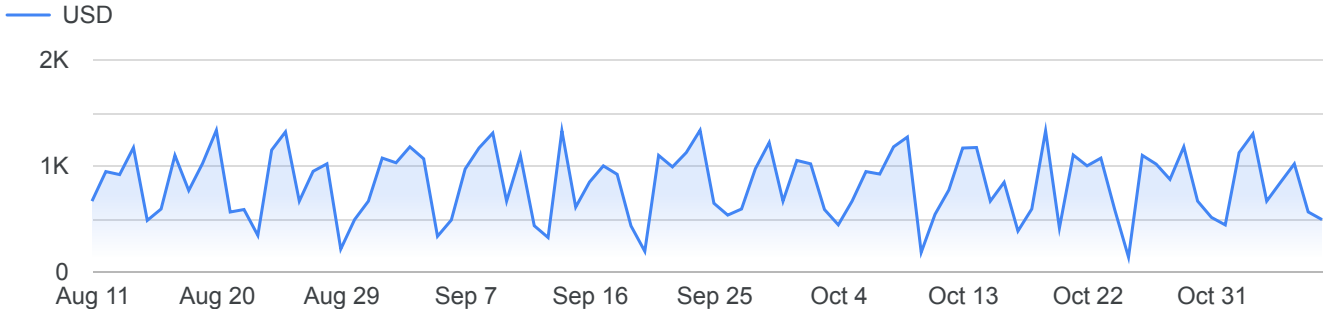
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Currency: USD (1)

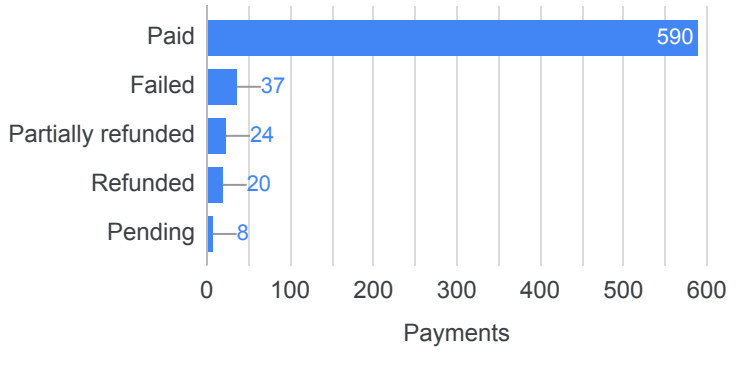
Aug 11, 2026 - Nov 8, 2026

Captured amount	Successful payments	Failed payments	Net after refunds
73,794.75	634	37	70,193.82

Daily captured amount by currency



Payments by status



Payment details

	Payment ID	Status	Currency	Customer ID	Created (UTC)	Captured amount	Refunded amount	Net after refunds
1.	ch_demo_00210	Paid	USD	cus_demo_18	Aug 28, 2026	256.5	0	256.5
2.	ch_demo_00280	Paid	USD	cus_demo_24	Sep 3, 2026	256.5	0	256.5
3.	ch_demo_00385	Paid	USD	cus_demo_1	Sep 12, 2026	256.5	0	256.5
4.	ch_demo_00350	Paid	USD	cus_demo_30	Sep 9, 2026	256.5	0	256.5
5.	ch_demo_00105	Paid	USD	cus_demo_41	Aug 19, 2026	256.5	0	256.5
6.	ch_demo_00595	Paid	USD	cus_demo_19	Sep 29, 2026	256.5	0	256.5
7.	ch_demo_00525	Paid	USD	cus_demo_13	Sep 23, 2026	256.5	0	256.5
8.	ch_demo_00315	Refunded	USD	cus_demo_59	Sep 6, 2026	256.5	256.5	0
9.	ch_demo_00245	Paid	USD	cus_demo_53	Aug 31, 2026	256.5	0	256.5
10.	ch_demo_00175	Paid	USD	cus_demo_47	Aug 25, 2026	256.5	0	256.5

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Charges created in the selected UTC period. Cumulative refunds apply to this charge cohort. Net after refunds excludes Stripe fees and payouts; it is not recognized revenue.

Stripe payments and refunds

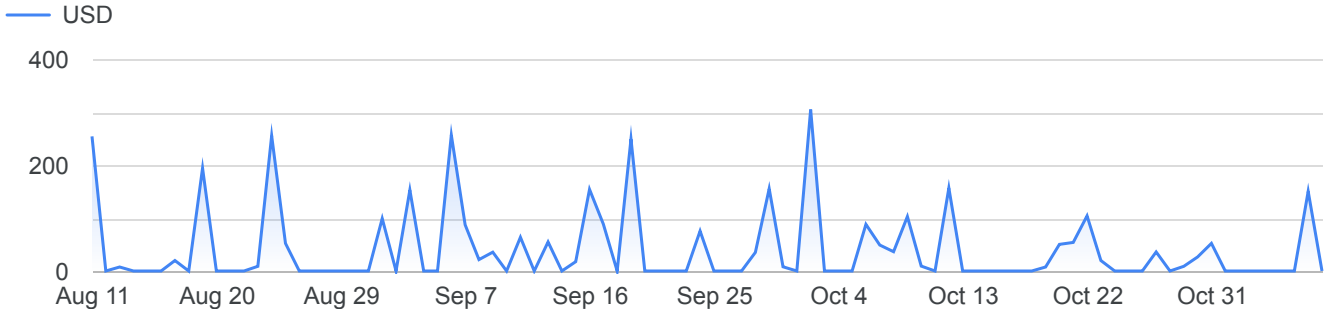
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Currency: USD (1)

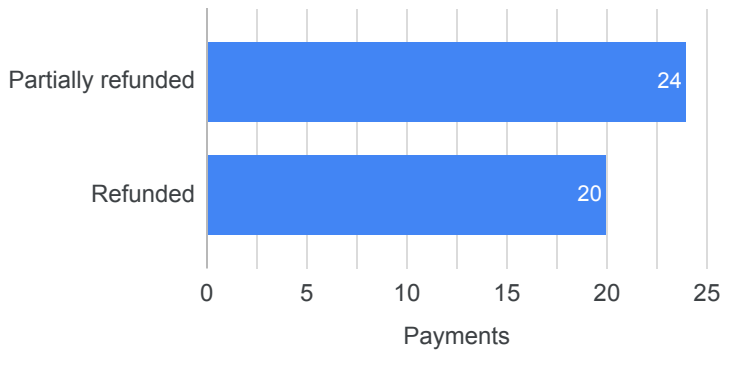
Aug 11, 2026 - Nov 8, 2026

Captured amount	Refunded amount	Refunded payments	Net after refunds
73,794.75	3,600.93	44	70,193.82

Refunds by charge creation date



Refunded payments by status



Payment details

	Payment ID	Status	Currency	Customer ID	Created (UTC)	Captured amount	Refunded amount	Net after refunds
1.	ch_demo_00210	Paid	USD	cus_demo_18	Aug 28, 2026	256.5	0	256.5
2.	ch_demo_00280	Paid	USD	cus_demo_24	Sep 3, 2026	256.5	0	256.5
3.	ch_demo_00385	Paid	USD	cus_demo_1	Sep 12, 2026	256.5	0	256.5
4.	ch_demo_00350	Paid	USD	cus_demo_30	Sep 9, 2026	256.5	0	256.5
5.	ch_demo_00105	Paid	USD	cus_demo_41	Aug 19, 2026	256.5	0	256.5
6.	ch_demo_00595	Paid	USD	cus_demo_19	Sep 29, 2026	256.5	0	256.5
7.	ch_demo_00525	Paid	USD	cus_demo_13	Sep 23, 2026	256.5	0	256.5
8.	ch_demo_00315	Refunded	USD	cus_demo_59	Sep 6, 2026	256.5	256.5	0
9.	ch_demo_00245	Paid	USD	cus_demo_53	Aug 31, 2026	256.5	0	256.5
10.	ch_demo_00175	Paid	USD	cus_demo_47	Aug 25, 2026	256.5	0	256.5

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Charges created in the selected UTC period. Cumulative refunds apply to this charge cohort. Net after refunds excludes Stripe fees and payouts; it is not recognized revenue.

Stripe payouts

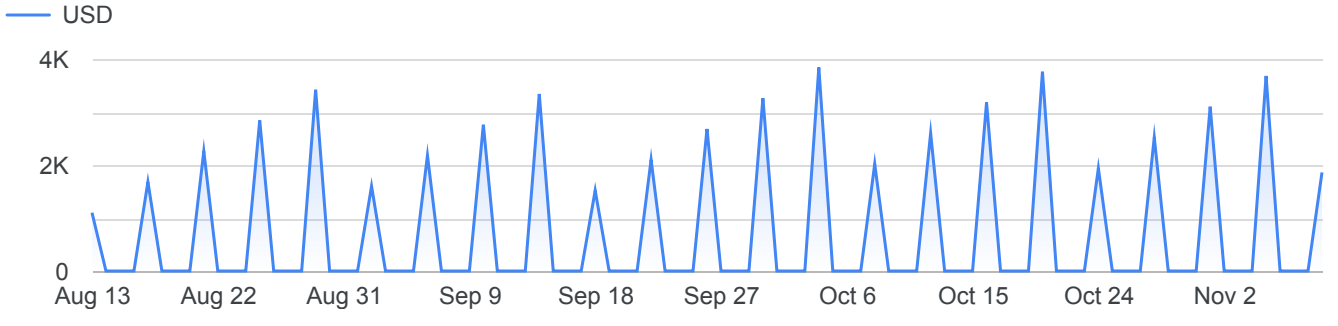
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Currency: USD (1)

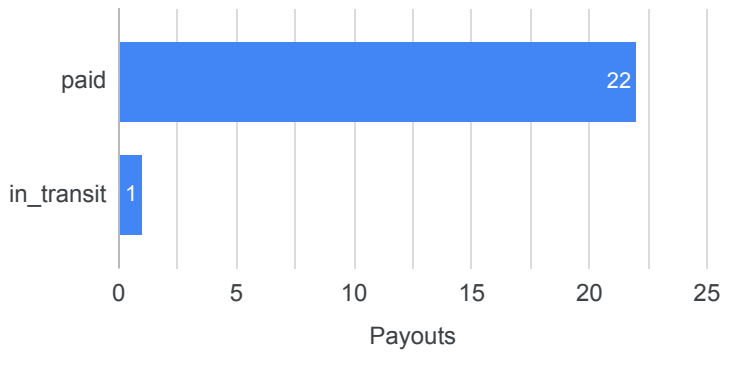
Aug 11, 2026 - Nov 8, 2026

Payout amount	Paid amount	Payouts	Paid payouts
59,240	57,380	23	22

Payout amount by creation date



Payout status



Payout detail

	Payout ID	Created (UTC)	Expected arrival (UTC)	Status	Currency	Payout amount	Paid amount
1.	po_demo_89	Nov 7, 2026	Nov 9, 2026	in_transit	USD	1,860	0
2.	po_demo_85	Nov 3, 2026	Nov 5, 2026	paid	USD	3,680	3,680
3.	po_demo_81	Oct 30, 2026	Nov 1, 2026	paid	USD	3,100	3,100
4.	po_demo_77	Oct 26, 2026	Oct 28, 2026	paid	USD	2,520	2,520
5.	po_demo_73	Oct 22, 2026	Oct 24, 2026	paid	USD	1,940	1,940
6.	po_demo_69	Oct 18, 2026	Oct 20, 2026	paid	USD	3,760	3,760
7.	po_demo_65	Oct 14, 2026	Oct 16, 2026	paid	USD	3,180	3,180
8.	po_demo_61	Oct 10, 2026	Oct 12, 2026	paid	USD	2,600	2,600
9.	po_demo_57	Oct 6, 2026	Oct 8, 2026	paid	USD	2,020	2,020
10.	po_demo_53	Oct 2, 2026	Oct 4, 2026	paid	USD	3,840	3,840

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Payouts created in the selected UTC period. Arrival dates are expected dates (UTC). Paid amounts include only paid payouts; payouts are not charge revenue.

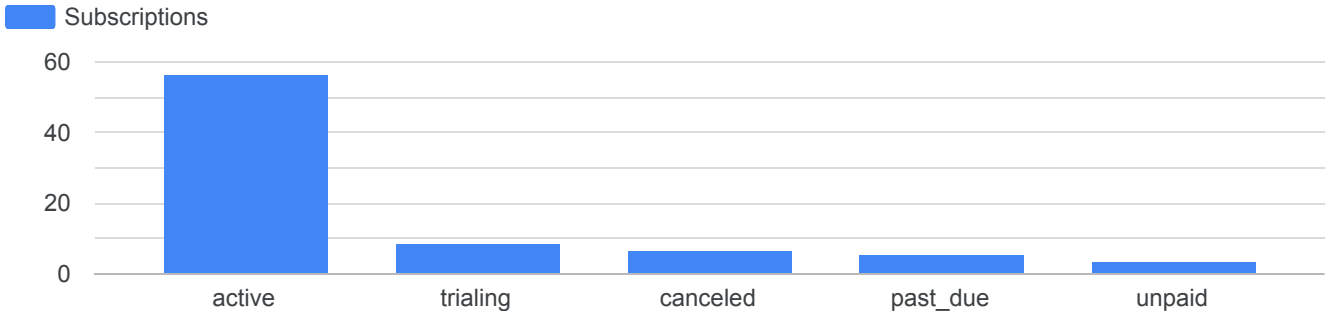
Stripe subscriptions

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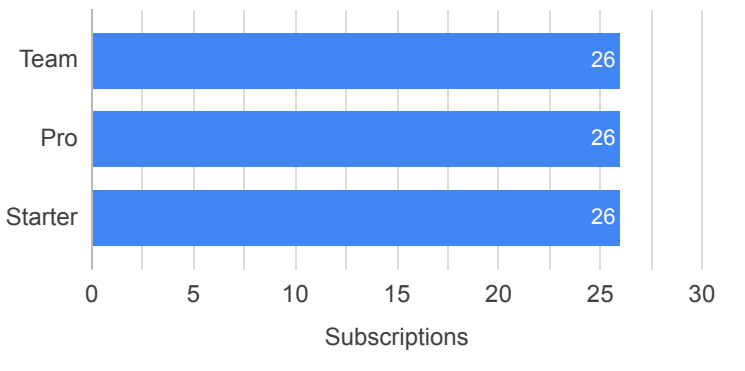
Status

Subscriptions	Active	Trialing	Past due
78	56	8	5

Current subscription status



Top 5 plans by subscriptions



Current subscription detail

	Subscription ID	Customer ID	Plan	Status	Billing interval	Cancel at period end	Created (UTC)	Item quantity
1.	sub_demo_1	cus_demo_1	Starter	active	year	1	Oct 27, 2026	3
2.	sub_demo_2	cus_demo_2	Pro	active	month	0	Oct 24, 2026	1
3.	sub_demo_3	cus_demo_3	Team	active	month	0	Oct 21, 2026	1
4.	sub_demo_4	cus_demo_4	Starter	active	month	0	Oct 18, 2026	1
5.	sub_demo_5	cus_demo_5	Pro	active	month	0	Oct 15, 2026	1
6.	sub_demo_6	cus_demo_6	Team	active	month	0	Oct 12, 2026	1
7.	sub_demo_7	cus_demo_7	Starter	active	month	0	Oct 9, 2026	1
8.	sub_demo_8	cus_demo_8	Pro	active	year	0	Oct 6, 2026	1
9.	sub_demo_9	cus_demo_9	Team	active	month	0	Oct 3, 2026	1
10.	sub_demo_10	cus_demo_10	Starter	active	month	0	Sep 30, 2026	3

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Current subscription snapshot, independent of report dates. Status and scheduled cancellation are current attributes. Plan and item quantity do not imply monthly recurring revenue.

Stripe new customers

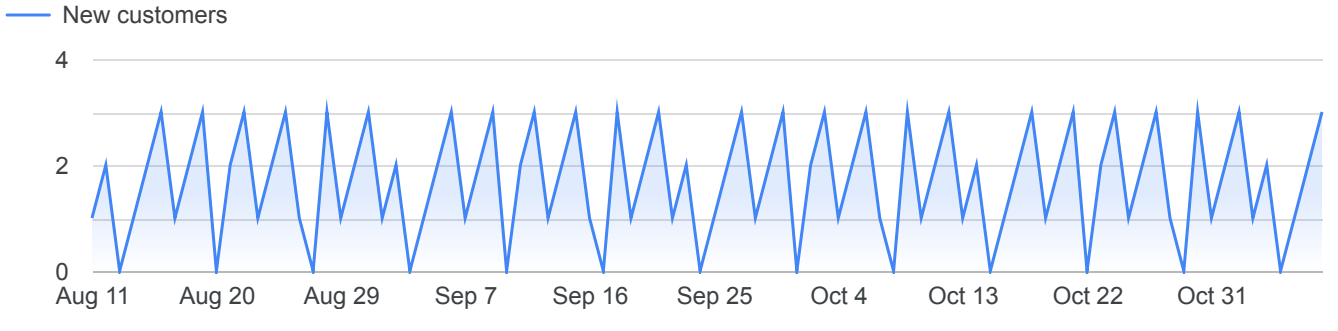
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Customer email

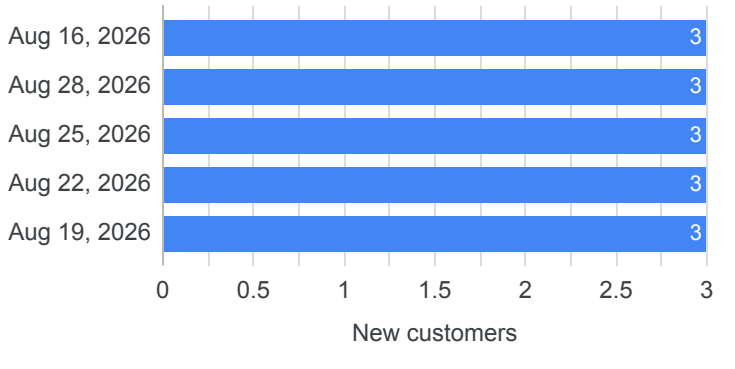
Aug 11, 2026 - Nov 8, 2026

New customers
153

Daily new customers



Busiest signup days



New customer detail

	Email	Customer	Created (UTC)	Customer ID	Records
1.	customer5@example.com	Taylor Chen	Aug 12, 2026	cus_new_demo_5	1
2.	customer13@example.com	Taylor Chen	Aug 15, 2026	cus_new_demo_13	1
3.	customer14@example.com	Alex Rivera	Aug 15, 2026	cus_new_demo_14	1
4.	customer16@example.com	Sam Parker	Aug 16, 2026	cus_new_demo_16	1
5.	customer18@example.com	Cameron Lee	Aug 16, 2026	cus_new_demo_18	1
6.	customer19@example.com	Jordan Patel	Aug 17, 2026	cus_new_demo_19	1
7.	customer17@example.com	Avery Morgan	Aug 16, 2026	cus_new_demo_17	1
8.	customer10@example.com	Cameron Lee	Aug 14, 2026	cus_new_demo_10	1
9.	customer4@example.com	Riley Brooks	Aug 12, 2026	cus_new_demo_4	1
10.	customer1@example.com	Avery Morgan	Aug 11, 2026	cus_new_demo_1	1

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Customers created in the selected UTC period. Counts describe customer records, not purchasers or lifetime customer value.