Amazon Managerial Reporting

October 2018

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Introduction

In 2015, Goat Consulting began offering Amazon Marketplace business services to brands and manufacturers selling on the Amazon marketplace. One of the key benefits to bringing on a partner like Goat Consulting is that it gives brands and manufacturers the opportunity to work with experts who devote their entire focus to the Amazon Marketplace.

This white paper is an introduction to managerial reporting on the Amazon Marketplace. Amazon provides a suite of data and reporting that can be used to provide sellers with greater insight on the performance of their account which allows sellers to make better business decisions. This white paper explores reporting related to Seller Central and Vendor Central covering sales, inventory management, and advertising.

We hope that by the end of reading this you have a better understanding of:

- Why analyzing seller data is important
- The data points available on Seller and Vendor Central
- How sellers and vendors can use the data to draw insights and action items in order to increase sales, improve advertising efficiency, and improve operational performance

If you have any questions regarding this white paper or anything Amazon related, please reach out to us at https://www.goatconsulting.com/contact-us.

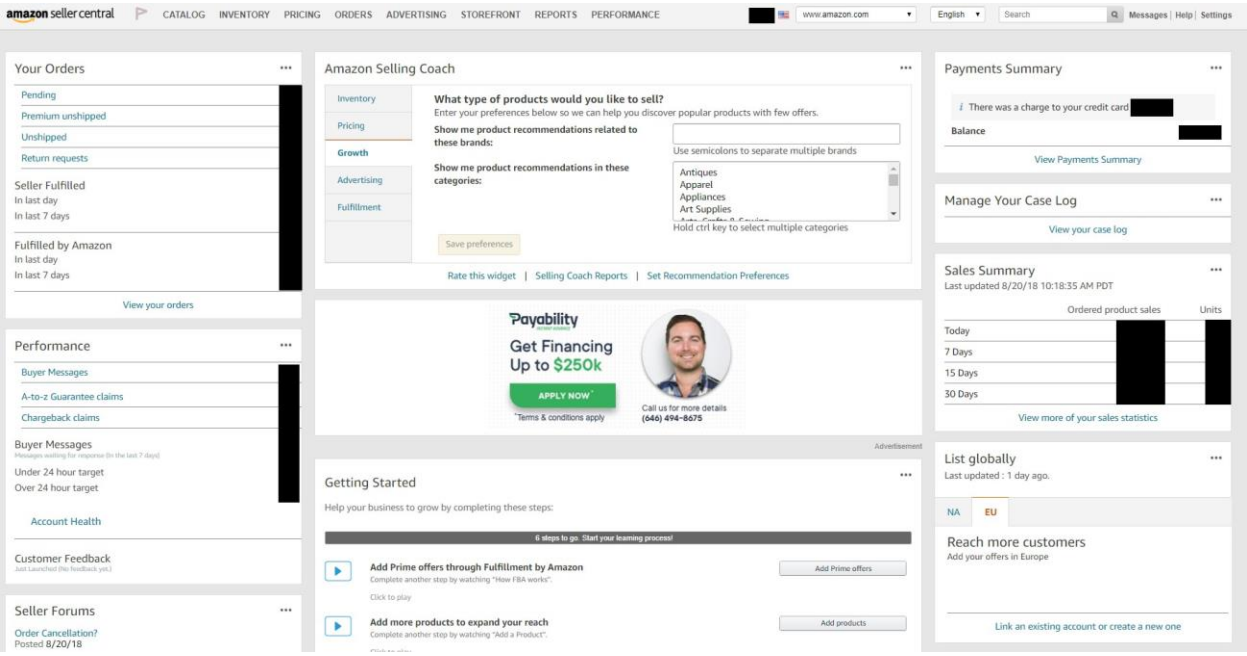
Seller Central Reporting

This section covers reporting for Amazon Seller Central. This section covers:

- Seller Central Dashboard
- Inventory Planning
- Orders Reporting
- Sales
- Performance Reporting
- Payments
- Inventory
- Advertising

Seller Central Dashboard

When you first log into Amazon Seller Central, you are brought to the Seller Central Dashboard page. This page is a snapshot of your Amazon business as a whole with key performance and action metrics all in one page. Here is what the Amazon Seller Central Dashboard looks like:



The Seller Central Dashboard includes:

- Your Orders - Shows the seller the number of pending orders, unshipped orders, number of seller fulfilled orders and fulfilled by Amazon orders in the last day and in the previous 7 days
- Performance - Alerts the seller on buyer messages, A-to-z Guarantee claims, Chargeback claims, Buyer messages awaiting responses, Account Health, and Customer Feedback
- Seller Forums - Links to recent seller community posts
- Amazon Selling Coach - this provides several suggestions on how to run your Amazon business better which includes:

    - Inventory - Alerting low inventory stock on SKUs that are running low on inventory
    - Pricing - Alerts sellers of SKUs that could be improved by offering a lower price to customers
    - Growth - Allows sellers to search products by categories to be able to offer additional products that might be available for sellers to source and sell on Amazon
    - Advertising - This shows advertising opportunities that could be applied to your catalog in order to increase sales through paid advertising
    - Fulfillment - Alerts sellers on products that could attract more sales and customers that are offered through Amazon FBA
- Payments Summary - Displays the status of payments from Amazon including the previous period as well as the current balance that will be paid out once the period is ended
- Manage Your Case Log - Provides a link to manage case logs and to reach out to Amazon for support
- Sales Summary - Displays a sales summary on an ordered product sales and units level for Today, the previous 7 days, previous 15 days, and the previous 30 days

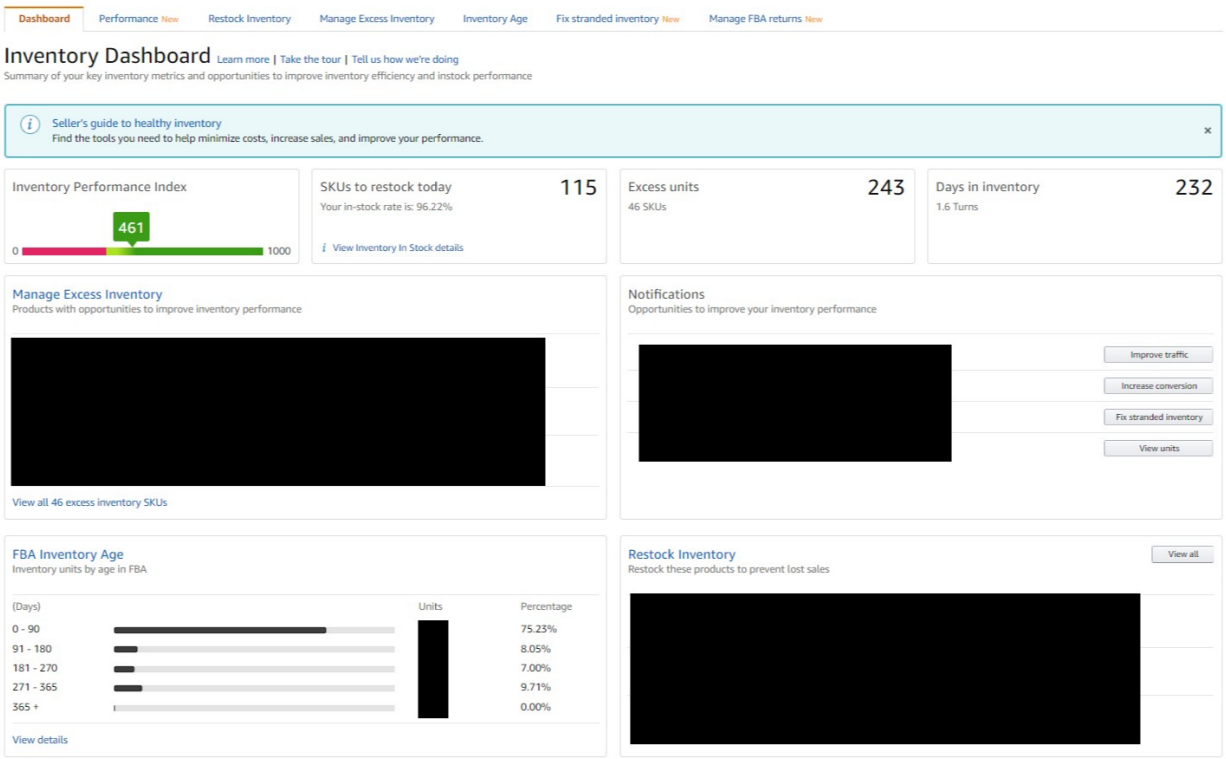
Inventory Planning

The Inventory Planning section is used provide insights to improve inventory efficiency and in-stock performance. Proper inventory management can help sellers increase sales, minimize costs of fulfillment fees, and allow sellers to hold less inventory cost. If sellers have better inventory management it helps Amazon have better fulfillment centers and provide more value to customers. This section will cover:

- Inventory Dashboard
- Performance
- Restock Inventory
- Manage Excess Inventory
- Inventory Age
- Fix Stranded Inventory
- Manage FBA Returns

Inventory Dashboard

The inventory dashboard provides a holistic overview of key performance indicators as it relates to inventory management. The metrics provided to sellers include the inventory performance index, SKUs to restock today, excess units, and days in inventory. By clicking on any of the cards, you will get a detail view of each metric.



Performance

The key performance indicator that shows your inventory performance is called the Inventory Performance Index (IPI). The inventory performance index is based upon excess inventory, sell-through, stranded inventory, and in-stock inventory. This metric is presented on a scale from 0 (the worst) to 1000 (the best). This page has links that allows you to make direct action for ways to improve your performance. This includes, for example:

- Excess Inventory - create advertisement to drive more traffic and increase sales
- FBA sell-through - reduce price, create sale, update product settings, improve keywords, create advertisement to increase traffic and improve sell-through
- Stranded Inventory Percentage - this displays the FBA products that for one reason or another is stranded at Amazon. Area brings you to where you can create a removal order for your products and the details of why the inventory is stranded
- FBA in-stock rate - this allows sellers to take actions on sending in additional units based on the sales history of the ASIN

Restock Inventory

The restock inventory tab provides recommendations at the SKU level of the number of days of supply you have as well as recommended order quantity and date that you should reorder from your supplier. Clicking into the details of any specific SKU will allow sellers to make changes to the drivers of these recommendations including supplier information, supplier lead times, reorder frequency, case pack quantity, MOQ, cost, and

if the supplier has the ability to ship directly to Amazon. These values can be updated through a feed from the restock report.

Manage Excess Inventory
The manage excess inventory displays the SKUs that there are too many units at the FBA fulfillment centers with the existing sales velocity. This report provides the number of days of supply, estimated storage costs, and a recommendation on action steps you can take to improve the sales. You can create sale, update product settings, edit listing, improve keywords, advertise listing, lower price, and create removal order.

Inventory Age
The inventory age report provides the Amazon FBA SKUs that shows the age of inventory in stock showing 0-90 days, 91-180, 181-270, 271-365, and 365+ classification. This can help sellers plan the amount of inventory that should be sent in and avoid long-term storage fees.

Fix Stranded Inventory
Products that are at Amazon's fulfillment center but are unavailable for sale are considered "stranded". They can be considered stranded because there is an intellectual property infringement concerns, product quality issues, product safety concerns, or inventory errors from an issue accepting it into Amazon's fulfillment center. When products are stranded in Amazon's fulfillment center, sellers are paying for the fulfillment storage fees but are not generating revenue from the sale of the products and sellers should take action to fix the issues whether that is through case management or a removal order.

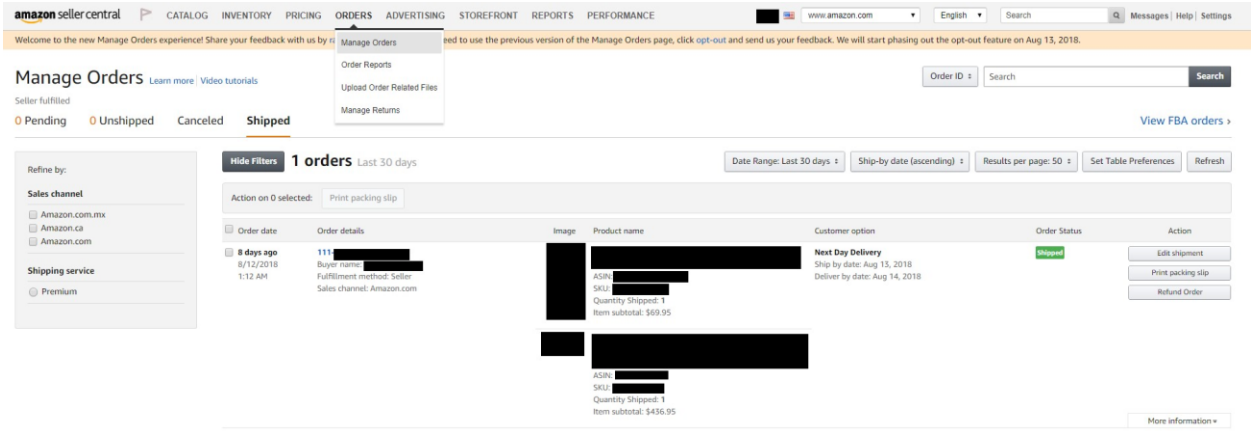
Manage FBA Returns
This report provides sellers with a break down of orders that are being returned that indicate the reason of the return, important dates related to the sale date, refund date and indication of if the product is sellable or unfulfillable. This report allows sellers the ability to review trends of products that are consistently being returned and reasons to why they are being returned.

Orders Reporting

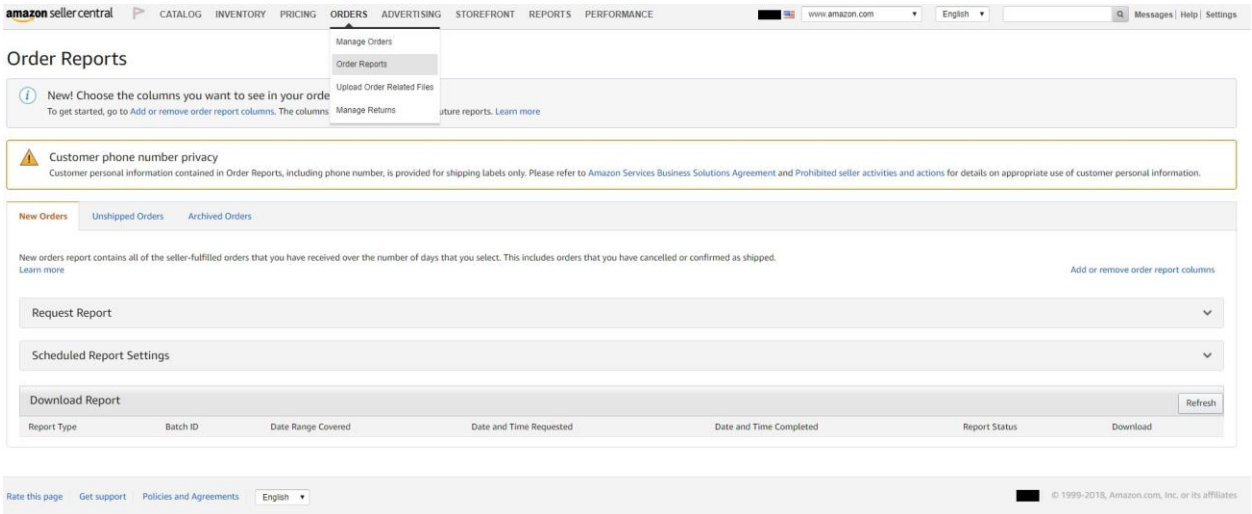
Reporting on Orders is broken up into several places on the Amazon Seller Central

- Manage Orders - This is where sellers operationally manage and process orders if they are selling through merchant fulfillment. These orders can be sorted by pending, unshipped, cancelled, or shipped. Sellers are able to sort and display by date, ship date, and display order details at a macro level. This is where you can purchase and print

shipping labels, print packing slips, and issue refunds.



- Order Reports - The Order Reports section provides a detail level reporting of new orders, unshipped orders, or archived orders. Sellers are able to manually request reports or schedule a report to run on a set schedule. This reporting lets you view Order ID, Payment Date, SKU, Currency, Shipping Price, Ship Address, Ship Postal Code, Order item ID, Buyer email, Product name, Item price, Ship service level, Ship city, Ship country/region, purchase date, Buyer's full name, quantity purchased, Item tax, recipient name, ship state, Delivery instructions. Optional information that can be included is: Ship service name, address type, number of items, order channel, gift wrap price/tax/type/text, Promotion discount, ID, discount, Tax collection model/responsible party, Cash on delivery payment method/fee, Ship dates, Item extensions data, customization data, PO number, Prime designation, Premium order status, Customized URL, replacement order info, exchange info, payment method details.



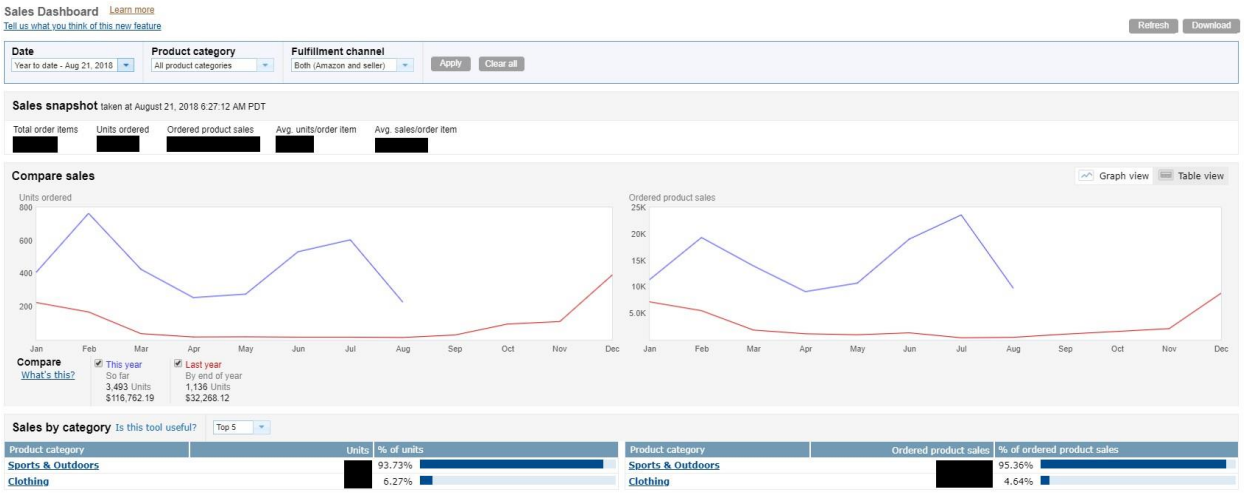
Sales Reporting

Amazon provides sellers with Business Reports that allows sellers to view sales dashboards by Date and by ASIN. This allows business the ability to see sales trend over a period of time or by product. This data can be downloaded and viewed on an excel spreadsheet. There are three sales reporting tools we will discuss:

- Sales Dashboard
- Sales and Traffic by Date
- Sales and Traffic by ASIN

Sales Dashboard

The Sales Dashboard includes a sales snapshot, compare sales, and sales by category breakdown. The Sales snapshot feature displays sales statistics on items ordered, units ordered, ordered product sales, average units/order item, and average sales/order item. The Compare Sales feature allows you to filter results using the Date and Fulfillment Channel and displays graphs or tables on units ordered and ordered product sales dollars. Sales by category breaks down what category your sales are coming from. Here is an example of a Sales Dashboard:



Sales and Traffic by Date

The Sales and Traffic by Date reporting is broken into a few specific reports that include: Sales and Traffic by Date, Detail Page Sales, and Traffic. The reports allow sellers to view, at a store aggregate level, the number of ordered units and sales, the average sales per order item, the average units per order item, the average selling price, the number of sessions, the order item session percentage, and the average offer count, Page views, buy box percentage, unit session percentage, average parent items, units refunded, refunded rate, feedback received, negative feedback received, A-to-z Claims granted, Claims Amount, Shipped Product Sales, Units shipped, and orders shipped. Sellers can view these statistics on daily, weekly, or monthly periods and a customizable time horizon to see historical trends and select the columns for which you would like to see specific fields.

Sales and Traffic by ASIN

The sales and Traffic by ASIN reporting allows sellers to view Amazon sales statistics at an ASIN or SKU level. Sellers can view sessions, session percentage, page views, page views percentage, buy box percentage, ordered product sales, and total ordered items for a specified time. These can be viewed at a Parent ASIN (product listing group) or a Child ASIN (specific SKU) level.

Performance Reporting

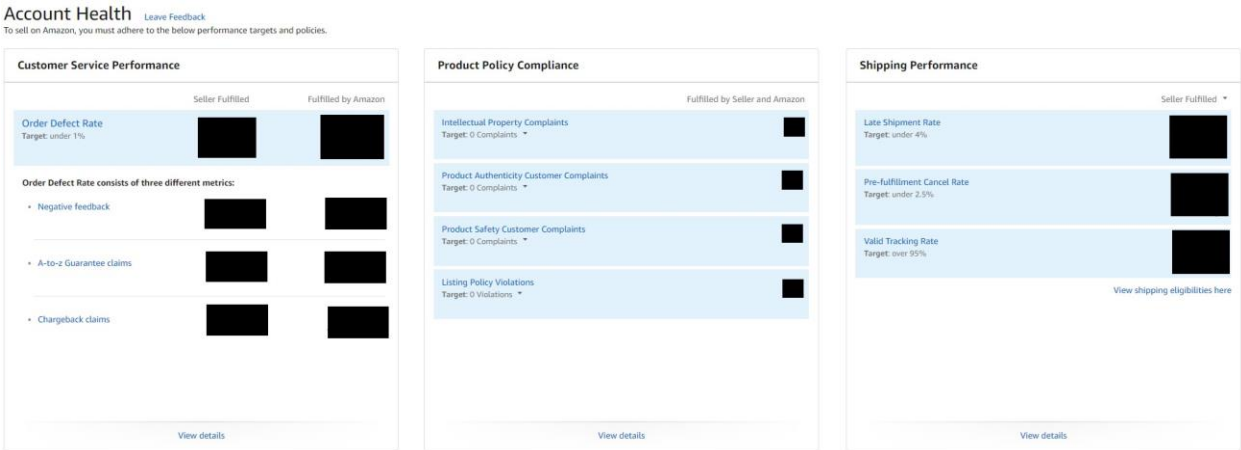
Selling on Amazon is a privilege and a certain level of performance is required in order to keep an active selling account. Customer satisfaction is one of the most important performance metrics Amazon measures for how a seller is doing. Amazon provides performance reporting to sellers in order to measure the level of service provided to customers. Having positive performance metrics can increase your buy box win percentage rate which in turn can increase sales as well as allow you to enroll in special programs including premium shipping and merchant fulfilled prime. Sellers must work to maintain the following performance targets: Order defect rate of < 1%, Pre-fulfillment cancel rate of < 2.5%, late shipment rate of < 4%, and valid tracking rate of > 95%. Amazon provides several reports for sellers to monitor their performance including:

- Account Health
- Performance Metrics
- Customer Feedback
- Orders with Defects Reporting
- Performance Over Time Reporting

Account Health

The account health section is a dashboard that provides an overview of key seller performance metrics including: customer service performance, product policy compliance, and shipping performance. Clicking into any of the sections will bring up the

details of the metrics.



Performance Metrics

The performance metrics section provides a detailed breakdown of how sellers are doing with respect to customer satisfaction for both seller fulfilled orders and orders fulfilled by Amazon. Utilizing Fulfillment by Amazon (FBA) will absolve a sellers responsibility from most shipping metrics as Amazon will handle the orders.

Fulfilled by Amazon Performance Metrics - A seller using FBA will still need to have a positive Order Defect Rate which includes negative feedback, filed A-to-z Claim Rates and Service Charge Back. These three metrics can negatively affect the order defect rate.

- Negative Feedback Rate - This is a rate of the number of negative feedback responses over the number of orders Amazon wants
- Filed A-to-z Claim Rate[1] - An A-to-z Claim is the Amazon guarantee that protects customers when buyers purchase an item that is sold and fulfilled by a third-party seller which covers timely delivery and the condition of the items. Customers filing an A-to-z claim it is an indication that there was a poor experience with the order
- Service Chargeback Rate - This occurs when a buyer contacts their credit card company indicating the product they received is damaged, not received, or not as

[1] https://www.amazon.com/gp/help/customer/display.html?nodeId=201889410

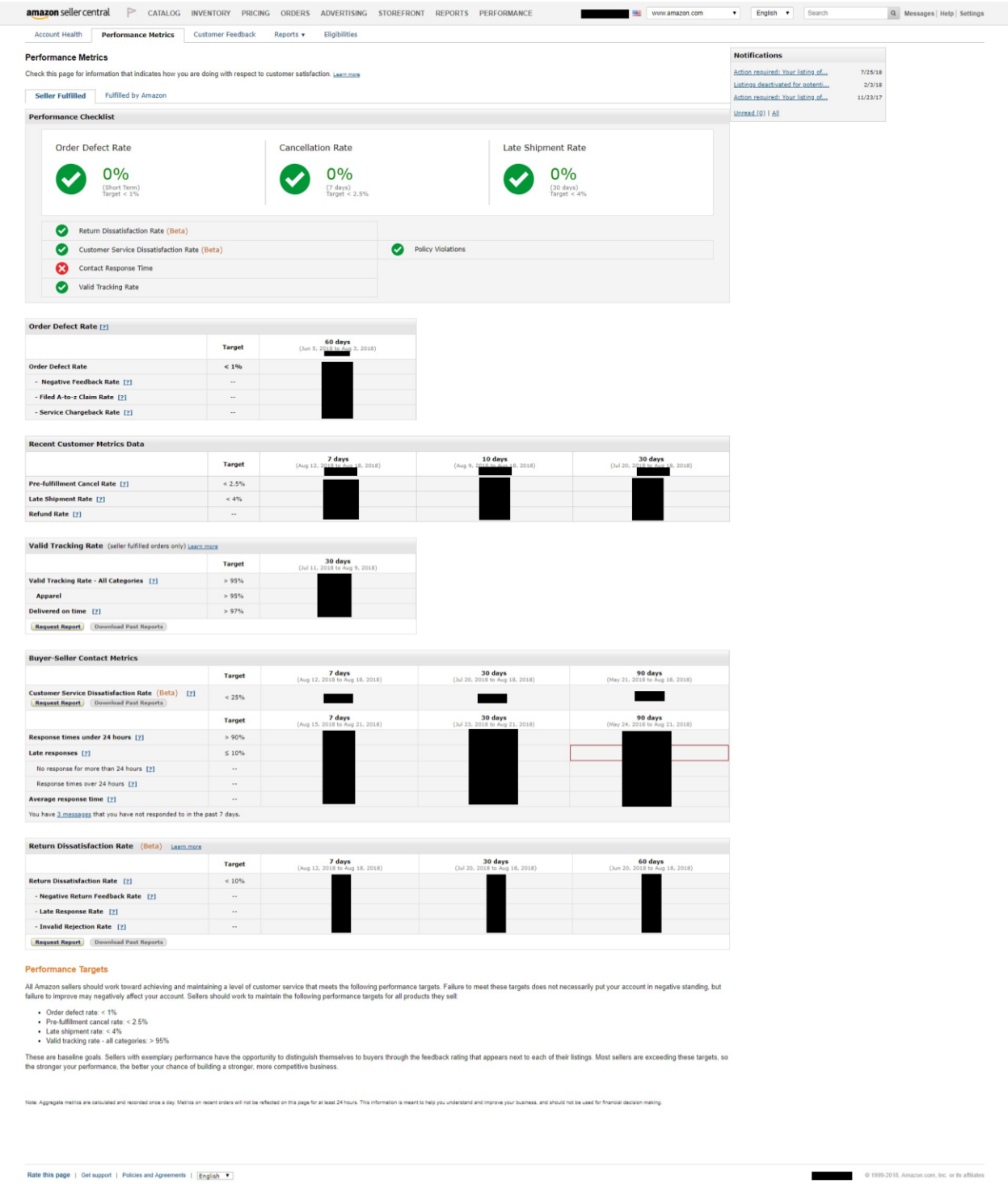
advertised

Order Defect Rate [?]		
	Target	60 days (Jun 5, 2018 to Aug 3, 2018) [redacted]
Order Defect Rate	< 1%	[redacted]
- Negative Feedback Rate [?]	--	
- Filed A-to-z Claim Rate [?]	--	
- Service Chargeback Rate [?]	--	

Seller Fulfilled Amazon Performance Metrics - A seller that is fulfilling orders themselves is graded not only on Order Defects but also recent customer metrics data, valid tracking rate, buyer-seller contact metrics, and return dissatisfaction rate.

- Recent Customer Metrics Data - This section consists of:
    - Pre-fulfillment cancel rate - Cancelling an order once it has been placed creates a bad experience for the customer so Amazon makes a target of < 2.5% cancellation rate.
    - Late Shipment Rate - If sellers ship products after the designated shipping and processing window, they will get marked as a late shipment. The target for late shipment is to keep it < 4%.
    - Refund Rate - Refunding a customer should be done if the product cannot be fulfilled, however, the customer still does not receive the product they purchased.
- Valid Tracking Rate
    - Valid Tracking Rate - Amazon customers rely on being able to find out where their orders are and when they can expect to receive them. Amazon expects sellers to input valid tracking rates for over 95% of

purchases. All major carriers, including USPS, FedEx, UPS, and DHL now offer free tracking.
    - Delivered on time - this metric shows the percentage of seller-fulfilled packages that buyers receive by the estimated delivery date. In the eyes of an Amazon customer, having a package on time that is within expectations is important for the overall satisfaction of the order. Sellers must input tracking information within 48 hours of entering the shipment confirmation and the package must arrive by the estimated delivery date according to the carrier's tracking updates.
- Buyer-Seller Contact Metrics
    - Customer Service Dissatisfaction Rate - This is a relatively new metric in the buyer-seller contact metrics. When a seller responds to a buyer message about an order, a survey is included that asks "Did this solve your problem?". Buyers can respond "Yes" or "No". Amazon wants sellers to have a < 25% target of dissatisfied customers responding "No". If you receive a high rate of dissatisfaction, it can be an indication of opportunities to improve customer service.
    - Response Times Under 24 hours - Providing a timely response to buyers is an important factor for customer satisfaction. Amazon requires sellers to respond within 24 hours of a buyer message being sent. According to Amazon, sellers receive 50% less negative feedback when responding to buyers under 24 hours compared to when sellers responded after that time period. The target metric is > 90% responses under 24 hours.
    - Late Responses - This metric is a percentage of late responses that are past 24 hours. The target is < 10%.
    - Average Response Time - There is no target for the average response time, but this metric allows sellers to see the average time it takes to respond to a customer inquiry.
- Return Dissatisfaction Rate
    - Negative Return Feedback Rate - This rate is the percentage of valid return requests that received negative buyer feedback. The means that the buyer had an unpleasant experience returning the product.
    - Late Response Rate - Sellers are required to respond to buyers by accepting or denying returns requests within 48 hours. Failure to do so within 48 hours results in a late response.
    - Invalid Rejection Rate - If a refund is rejected when the return is in-policy, this is considered an invalid rejection. A report can be pulled that summarizes a sellers returns.



Payments

Payments reports displays seller accounts payment information. These reports help sellers understand the financials of their account which includes sales and costs of selling on the channel. It allows sellers to view the following report views:

- Statement view

- Transaction view
- All statements
- Advertising invoice history

Statement View

The payments statement view is an overview of orders, fees associated with selling on Amazon, and the amount of take-home payment issued by Amazon for each statement period. This section will break down each of the components and provide a definition of what each line item is.

- Statement Period - this describes which statement is being referenced for the report. This statement view shows the current period information as indicated by an “(Open)” note next to the given dates. Full statement periods are generally 2 weeks in length.
- Beginning Balance - this shows the opening balance at the beginning of the period. This is generally zero’d out if accurate banking and credit card information is on file
- Product Charges - product charges is the top line product sales amount. It does not include shipping or gift wrap amounts
- Promo Rebates - the promotional rebates section includes a promotion that is offered by Amazon to the customer which may be a free shipping promotion (note that this amount is generally provided back to you in the refunds section).
- Amazon Fees - amazon fees include order fees for services such as utilizing the Fulfillment by Amazon service. In selling fees, this includes non-order fees such as storage of inventory at fulfillment centers, order removal charges, reimbursement, and balance adjustments
- Other - this is the amount of shipping and gift wrap credits paid by the buyer and also what is refunded to you
- Subscription Fees - this includes the monthly subscription of $39.99 for a professional seller account
- Closing Balance - if this is a positive number, it is the amount that will be transferred to your account which is the net of the beginning balance, orders, refunds, and other transactions

Payments Learn more

Statement View | Transaction View | All Statements | Date Range Reports | Advertising Invoice History

A transfer was made to your bank account ending in 3654 in the amount of $5,617.61 on Aug 6, 2018. Funds can take 3-5 business days to appear in your bank account.

Federal Automated Clearing House (ACH) Trace ID for this fund transfer: 091000014801448.

Your statement for: Jul 22, 2018 05:04 PDT - Aug 5, 2018 05:09 PDT

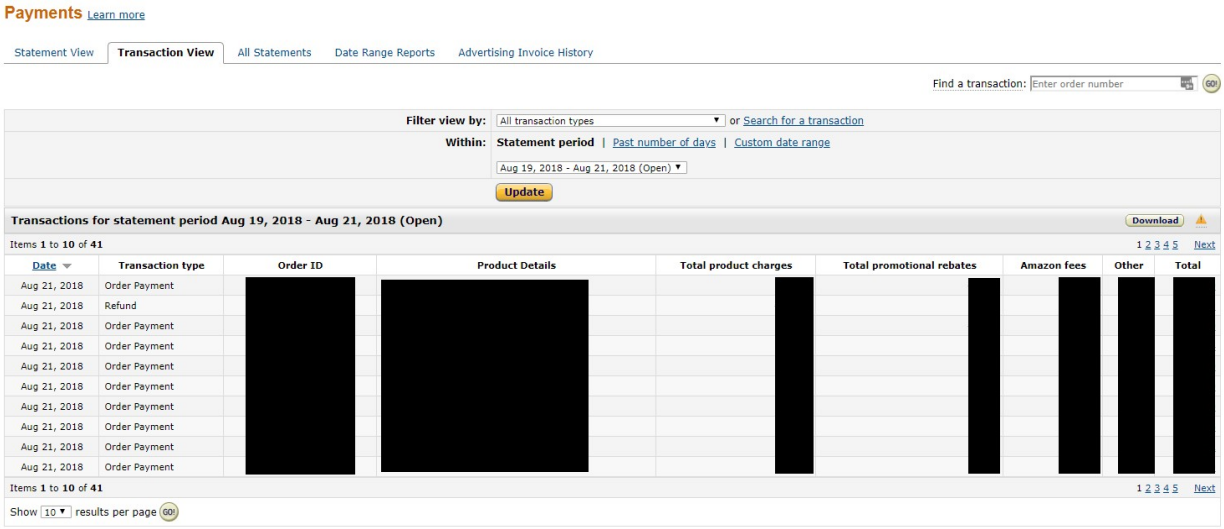
Previous Next

How did this statement begin?	**Beginning Balance**	Previous statement's unavailable balance	[redacted]
		Subtotal	[redacted]
What events occurred during the statement period?	**Orders**	Product charges Promo rebates Amazon fees Other (shipping & gift wrap credits)	[redacted]
		Subtotal	[redacted]
	Refunds	Product charges Promo rebates Amazon fees Other	[redacted]
		Subtotal	[redacted]
	Selling Fees	Subscription fees FBA fees	[redacted]
		Subtotal	[redacted]
	Other Transactions	Other	[redacted]
		Subtotal	[redacted]
What is the result?	**Closing Balance**	Total balance	[redacted]
When will you be paid?	**Transfer amount initiated on Aug 6, 2018***		[redacted]
	*Transfers can take 3-5 business days to complete.		
	Currency converted amount		[redacted]
	You have asked for this payment in $ using Amazon Currency Converter (TM) for Sellers. Terms & Conditions. Applicable Exchange Rate*		

View transactions for this period Print this page

Transaction View

The transaction view allows sellers to search, display and download every order and see at a detail level the order, date it occurred, transaction type, product details, total product charges, promotional rebates, Amazon fees, other charges, and the total balance. Sellers can search by specific order numbers, filter by transaction type, and display at a statement or custom date range.



All Statements

The all statements allow sellers to review historic settlement periods showing the beginning balance, product charges total, promo rebates, Amazon fees, and deposit totals. Sellers are able to view summaries and download historical statement files.

Select Date Range:

From: 9/12/18 To: 9/12/18 Search

Items 1 to 10 1 2 3 4 5 6 ... Next

Settlement Period	Beginning Balance	Product charges Total	Promo rebates Total	Amazon fees Total	Other Total	Deposit Total	Actions
Sep 2, 2018 - Sep 12, 2018	$0.00	$3,429.12	-$35.63	-$1,136.92	-$20.21	$2,236.36	View Summary Not Available (Open)
Aug 19, 2018 - Sep 2, 2018	$0.00	$5,845.14	-$99.84	-$2,301.25	$783.34	$4,227.39	View Summary Download Flat File Download XML Download Flat File V2
Aug 5, 2018 - Aug 19, 2018	$0.00	$4,963.80	-$56.42	-$1,961.46	-$1,898.06	$1,047.86	View Summary Download XML Download Flat File V2 Download Flat File
Jul 22, 2018 - Aug 5, 2018	$0.00	$8,240.57	-$99.68	-$2,976.77	$453.49	$5,617.61	View Summary Download Flat File Download XML Download Flat File V2
Jul 8, 2018 - Jul 22, 2018	$0.00	$10,462.31	-$182.60	-$4,020.99	$292.82	$6,551.54	View Summary Download Flat File V2 Download Flat File Download XML
Jun 24, 2018 - Jul 8, 2018	$0.00	$10,781.76	-$103.68	-$4,219.25	-$141.51	$6,317.32	View Summary Download XML Download Flat File Download Flat File V2
Jun 10, 2018 - Jun 24, 2018	$0.00	$9,322.51	-$1,268.96	-$3,365.01	-$408.09	$4,280.45	View Summary Download Flat File Download XML Download Flat File V2

Advertising Invoice History

The advertising invoice history shows all of the invoices provided to sellers for advertising through seller central. Clicking the invoice download shows you the detailed breakdown for the campaign clicks, the average cost per click, and the amount of total cost.

Advertising Invoice History

Invoice	Invoice Period	Total Amount Due	Remaining Amount Due	Status	Invoice File
Current Invoice 09/03/2018	September 3, 2018 -	[redacted]	[redacted]	Accumulating	N/A
Statement TRHWL6GD6-58 issued 09/04/2018	August 28, 2018 - September 3, 2018			Paid In Full	Invoice download
Statement TRHWL6GD6-57 issued 08/29/2018	August 19, 2018 - August 29, 2018			Paid In Full	Invoice download
Statement TRHWL6GD6-56 issued 08/20/2018	August 11, 2018 - August 19, 2018			Paid In Full	Invoice download
Statement TRHWL6GD6-55 issued 08/11/2018	August 1, 2018 - August 11, 2018			Paid In Full	Invoice download
Statement TRHWL6GD6-54 issued 08/02/2018	July 27, 2018 - August 1, 2018			Paid In Full	Invoice download
Statement TRHWL6GD6-53 issued 07/28/2018	July 17, 2018 - July 28, 2018			Paid In Full	Invoice download
Statement TRHWL6GD6-52 issued 07/20/2018	July 11, 2018 - July 19, 2018			Paid In Full	Invoice download
Statement TRHWL6GD6-51 issued 07/13/2018	July 1, 2018 - July 13, 2018			Paid In Full	Invoice download
Statement TRHWL6GD6-50 issued 07/02/2018	June 24, 2018 - July 1, 2018			Paid In Full	Invoice download

Inventory

Inventory reports on Seller Central are snapshots of product listing information. Most reports are provided in tab-delimited format but can be uploaded to any spreadsheet software. There are several different types of inventory reports including:

- Inventory Report - includes the SKU, ASIN, price, and inventory quantity information
- Active Listings Report - provides SKU information for products that are actively being sold under the seller central account
- Inactive Listings Report - shows SKU information for products that are inactive. This can be used as an auditing tool to ensure that all actively sold products are not on this report
- All Listings Report- this report shows all listings uploaded to the account
- Referral Preview Report - this report can provide a preview of referral fees that will be incurred for selling on Amazon
- Canceled Listings Report - this is a summary of the products that have been removed from the account through cancelling
- Sold Listings Report - this report shows the ASINs that have been sold through Amazon.com for a selected period of time for the past, 7, 15, 30, and 60 day periods
- Amazon Fulfilled Inventory Report - to look at only the FBA specific inventory, the Amazon fulfilled inventory report will provide information for only the Amazon fulfilled items
- Listing Quality and Suppressed Listing Report - A new report, the listing quality and suppressed listing report provides insights on how sellers can improve the quality of their listings to boost the discoverability of products. This can include suggestions such as image enhancements and product copy updates from missing fields.

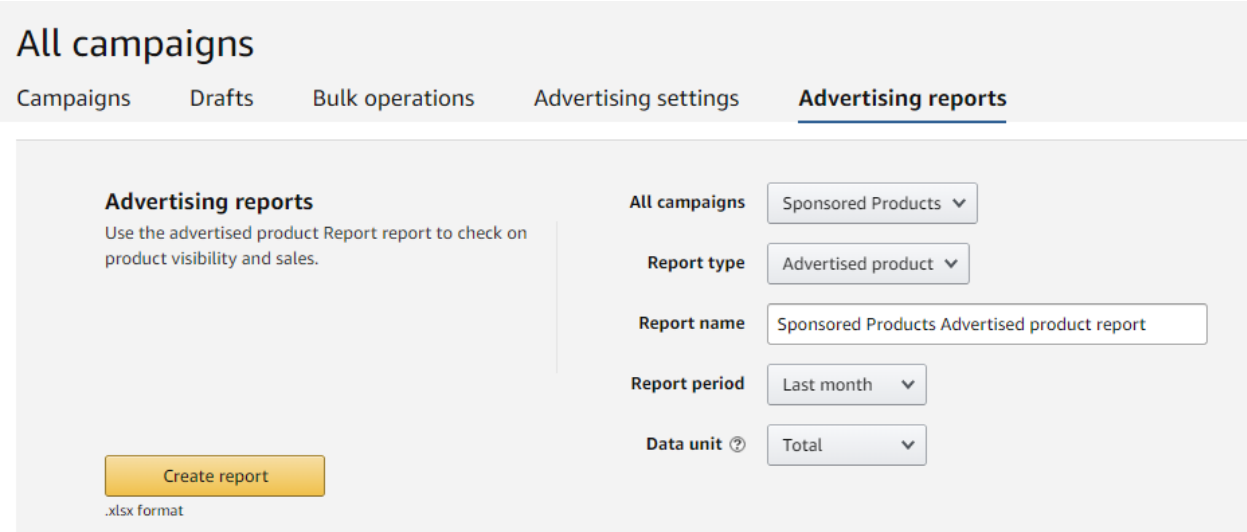
Each of these reports provides a different use case that lets sellers manipulate product inventory information to make better business decisions.

Advertising

Advertising reports are used to analyze, report, and make decisions on how to improve the effectiveness of advertising spend. For basic information regard Amazon Advertising, please check out our White Paper on Amazon Marketing Functions[2]. For the purpose of this White Paper, we will be focused on just the reporting aspect. Under the section Reports > Advertising Reports, sellers are able to pull reports based on the type of campaign, report type, period, and daily or total. The different types of reports include:

- Search Term
- Advertised Product
- Placement
- Purchased Product
- Performance over time

[2] https://www.goatconsulting.com/white-papers



Search Term

Search term is arguably the most important report to pull from the available types of advertising. The search term data allows sellers to drill down into the search terms being targeted and the effectiveness of each term for each product. Sellers can drill down from a campaign level, to a keyword level, to specific search terms. They can make adjustments at a search term level that will improve the performance of keywords, and ultimately the performance of product advertising campaigns. The report includes: campaign name, ad group, type of targeting, customer search term, impressions, clicks, click-through-rate, cost per click, spend, 7-day total sales, ACoS, and other 7-day summation data.

Advertised Product

The advertised product is similar to the search term report as it drills down from campaign and ad group but where the search term report looks at the search terms, the advertised product displays data regarding individual SKUs and ASINs. This allows you to analyze the effectiveness at a SKU level. This information can be used to see how profitable of an advertising channel the Amazon Advertising channel is at a SKU level.

Placement

The placement report shows advertising data for the placement of where your advertisement is placed. This report shows if the advertisement was shown on the top of search or other places on Amazon. There are not many action items that can be taken from the insights of this report as sellers do not have control where the sponsored products are placed within the Amazon site, but can be used to tell where the historical advertisements were placed to show why a certain campaign was effective or not. For example, an advertisement campaign that was on the top of search could be more effective than a campaign placed within the product listing of another ASIN.

Purchased Product

The purchased product report shows which products were advertised and what product was actually purchased. For example, if you have a product with several color variations, this report can tell you that the blue variation was displayed as an advertisement, but the green variation was purchased. This gives sellers insights on clicks vs actual conversion metrics.

Performance Over Time

The performance over time is an account overview report. It displays the date range, number of clicks, cost per click, and spend at an aggregate level.

Vendor Central Reporting

This section covers reporting for Amazon Vendor Central. This section covers:

- Purchase Orders
- Amazon Retail Analytics
- Operational Performance
- Case Log

Purchase Orders

The purchase orders report is found under the tab Orders > Purchase Orders. This dashboard displays the confirmed purchase orders. This report can be pulled to show at an aggregate the confirmed purchase orders at a PO level including quantity of units and costs. As purchase orders are the revenue driver for vendors, this shows the number of confirmed sales for vendors. Each PO can be clicked on to dig into the details of individual SKU and cost information.

Amazon Retail Analytics Basics

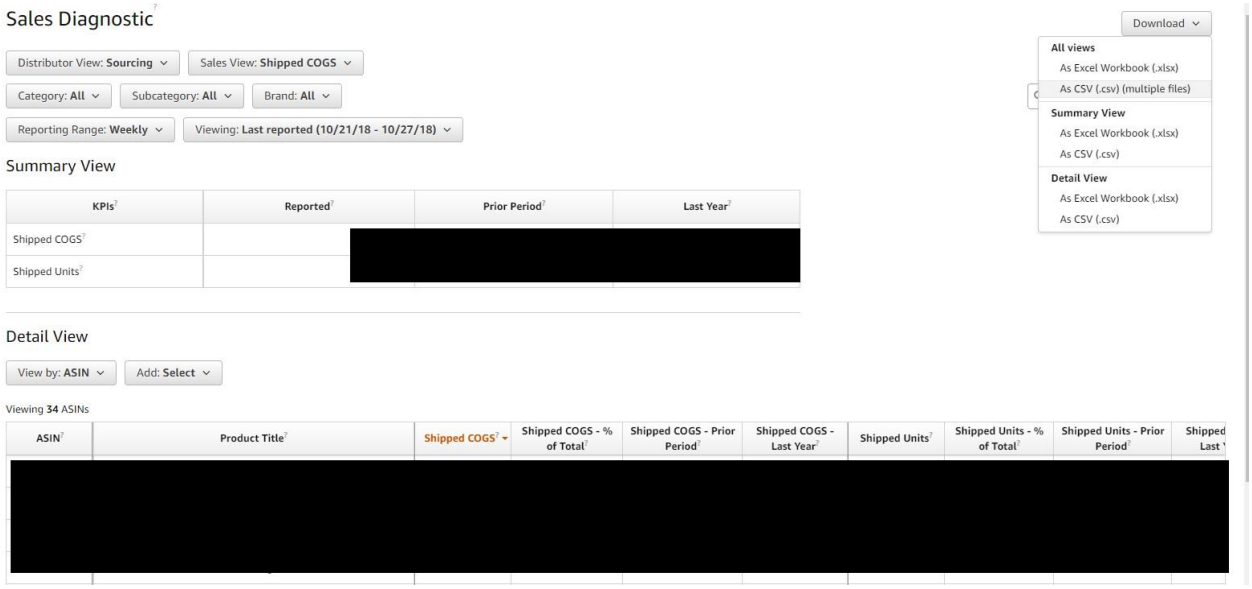
The Amazon Retail Analytics dashboard provides sellers insights on the product sales at the retail level. This means Amazon shares their sales statistics to the end customer of each SKU which can provide insights to vendors on purchasing throughput. This data is important for vendors because if vendors sell to Amazon, and the end Amazon customer never makes a purchase, likely Amazon will not continue making purchase orders from vendors. Vendors can take this data and use the insights to better manage Amazon Advertising campaigns. Different vendors can have different Amazon Retail Analytics as Amazon provides different reporting given the size and partnership of each vendor, For the purposes of this white paper, we will examine the features provided in Amazon Retail Analytics Basics. This includes:

- Sales Diagnostic
- Forecast and Inventory Planning
- Inventory Health
- Product Catalog
- Data Availability

Sales Diagnostic

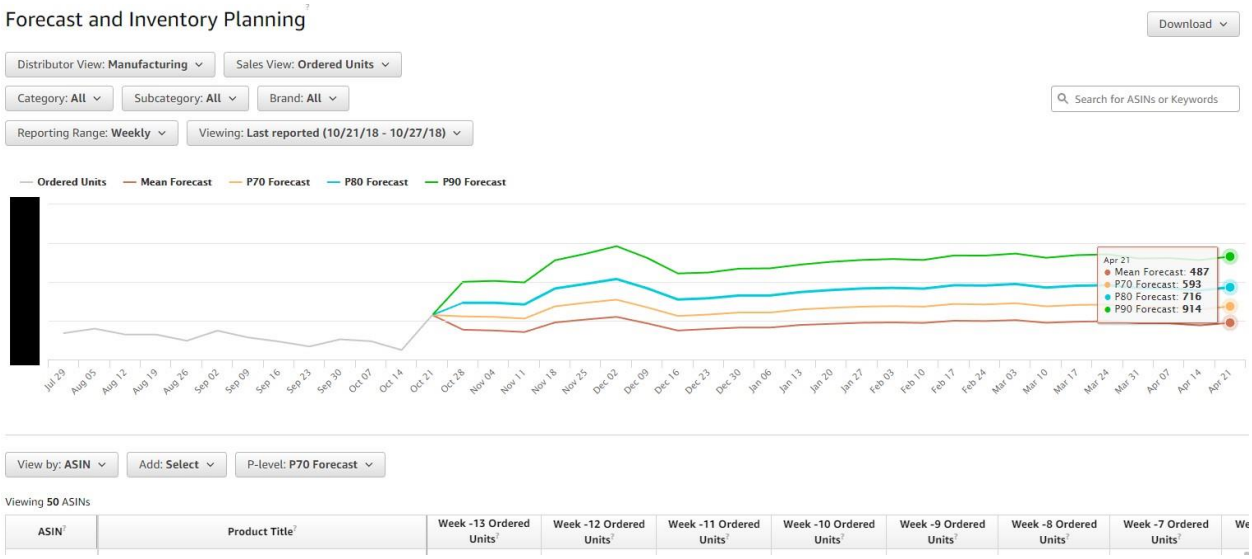
The sales diagnostic section provides data at a SKU/ASIN level for what is contributing to the end retail sales of the account. The report includes information including the shipped COGS (the retail price sold to the end customer) with comparison to prior periods and years as well as a % of the total catalog; the quantity of shipped units with comparison to prior periods and years as well as a % of the total catalog; and information regarding returns and replacements. These reports can be adjusted based on time range including daily, weekly, monthly, yearly. The summary view provides a

high-level overview of the key performance indicators and comparison to previous periods and years. This information can be downloaded in Excel or in .csv format.



Forecast and Inventory Planning

The forecast and inventory planning is a tool to provide vendors with an estimation of what Amazon expects to purchase in the coming weeks. This tool can be used to help vendors forecast and plan for the amount of inventory on hand needed to fulfill orders and prevent out of stock inventory. These are provided to sellers at a SKU level and are provided in a Mean Forecast (Amazon's best estimate of weekly demand, and are estimates not actual demand) and P-values 70, 80, 90 which are %'s of probability. As they are forward looking estimates, vendors should consider them as estimates and not take them as true future order quantities.



Inventory Health

Inventory health provides a snapshot at a SKU level information for a designated time range regarding PO data, quantity available at Amazon, sellable inventory at Amazon, and Aged 90+ days sellable inventory. These data points can be used to see how many units Amazon has on hand which can provide insights on buy box information. For example, if your product listing is showing out of stock, you can reference this report to see if Amazon has any inventory available for sale or if there are open purchase orders to fulfill. The 90-day sellable inventory shows the products that are not selling as well that can either be discontinued, improve product listing pages, or increase advertising to jump-start the listing.

Product Catalog

The product catalog displays the active catalog of the vendor. This shows product detail information such as ASIN, parent ASIN, EAN, UPC, date it was released, List Price (retail price), category, replenishment code, and model/SKU number. This report can be used to reference that you are offering your entire product line.

Data Availability

The data availability dashboard displays which data is available for each given report. If a vendor has questions on what data is available, it can be referenced here.

Operational Performance

Operational Performance provides vendors with insights on the performance of warehouse and direct fulfillment orders regarding on-time accuracy, packaging, labeling, and backordering. Vendors can utilize this report in order to make operational improvements that will help sellers eliminate issues, out of stocks, and chargebacks by identifying issues provided in these reports and fixing the root causes. Each performance metric shows the vendors score as well as the target goal of performance. Each metric indicates the non-compliant PO, shipment and ASIN which allows vendors to identify the issue and steps to prevent future issues.

Case Log

As case management is an important aspect of correcting issues in Vendor Central, it is valuable to learn how to search historic issues and to pull relevant case information from the case log. As vendors grow and the number of cases increase, it is valuable to learn how to track down the relevant cases. Under Support > Case Log, you will find all open cases from the given account. The tabs vendors are allowed to view are open cases, resolved cases, cases needing attention, cases copied on, and search all cases. Each view includes when the case was created, the case ID associated with the communication, the case status, the primary email

used to open the case, and a short description or subject of the issue. Vendors can pull this information into an Excel Spreadsheet and can be used to identify common themes, who is opening cases, and search for historical cases if the same issue arises to reference in a new case. It helps to have consistent messaging in the subject or short description if you intend on searching for historical cases.

Conclusion

Goat Consulting offers Amazon Marketplace business services to brands and manufacturers selling on the Amazon.com marketplace. Whether you are just expanding to the Amazon channel or you have been selling for some time but need some assistance, we are here for you. We hope that after reading this white paper you have a better understanding of:

- Why analyzing seller data is important
- The data points available on Seller and Vendor Central
- How sellers and vendors can use the data to draw insights and action items in order to increase sales, improve advertising efficiency, and improve operational performance

If you have any questions regarding this white paper or anything Amazon related, please reach out to us at https://www.goatconsulting.com/contact-us

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Notes

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