



Looking back at your 2010 FBA Performance

www.fba.amazon.co.uk

Agenda

Have you ever found it hard to track your FBA inventory, sales and costs?

Do you know how you did in 2010?

- ☐ Checking your FBA inventory
- ☐ Checking your financials
- ☐ Checking your sales performance
- ☐ FBA News
- ☐ References and Q&A

Checking your FBA Inventory



The best place to get a complete look at the state of your FBA stock is in the **FBA Reports:**



Amazon Fulfilment Reports

The reports below primarily pertain to your Amazon fulfilled business. [Learn more](#)

Near real-time data. For all other reports data may be 24 to 36 hours old.

Sales

[Amazon Fulfilled Shipments](#)

Comprehensive details on dispatched FBA customer orders

[Customer Shipment Sales](#) replaces **Revenue Summary**

SKUs, quantities, revenue and destination for orders that have been dispatched

[Promotions](#) formerly **Customer Shipment Promotions**

Promotions (e.g. Super Saver Delivery) applied to orders

Shipped orders for invoicing

Inventory

[Amazon Fulfilled Inventory](#)

Download inventory, including recent updates

[Daily Inventory History](#) formerly **Current Inventory**

Daily inventory quantity, location and disposition (state)

[Monthly Inventory History](#)

Monthly inventory quantity, location and disposition (state)

[Received Inventory](#) formerly **Inventory Receipts**

Your inventory received at Amazon

[Inventory Event Details](#) formerly **Inventory Summary**

All your inventory events including transfers

[Inventory Adjustments](#)

Corrections and updates to your inventory in Amazon

[Inventory Age](#)

Days items have been stored at Amazon, by SKU

Stock levels and condition

Customer Returns details

Customer Concessions

[Returns](#) formerly **Inventory Customer Shipment Returns**

Customer returns received at Amazon

[Replacements](#) formerly **Customer Shipment Replacements**

Replacements issued to customers for completed orders

Financials: revenues and costs

Payments

See [Payments](#) for Transactions and Settlements

Payments and fees for all merchant and Amazon fulfilled inventory

Checking your FBA Inventory – Stock Levels



Let's look at the 'Amazon Fulfilled Inventory' report to see your near real time stock levels:

Inventory

[Amazon Fulfilled Inventory](#)

Download inventory, including recent updates

[Daily Inventory History](#) **formerly Current Inventory**

Daily inventory quantity, location and disposition (state)

[Monthly Inventory History](#)

Monthly inventory quantity, location and disposition (state)

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[Inventory Age](#)

Days items have been stored at Amazon, by SKU

	A	B	C	D	E	F
1	seller-sku	fulfillment-channel-sku	asin	condition	Warehouse	Quantity Available
2	a	B001	B001	NewItem	SELLABLE	119
3	b	B002	B002	NewItem	SELLABLE	155
4	c	B003	B003	NewItem	UNSELLABLE	1
5	d	B004	B004	NewItem		0

Checking your FBA inventory - Age

If you want to have a more sophisticated approach at checking your stock, and making decisions on what items to replenish for 2011, then you should use the '**Inventory Age**' report:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	snap	fnsk	sku	produc	disposi	0-30-da	31-60-c	61-90-c	91-120-	121-150	151-180	181-plus-day	total-q
2	2010-07	B001E	test115	Beauty	SELLABLE	1	0	0	0	0	0	282	283
3	2010-07	B002Y	test138	Mini	SELLABLE	0	0	0	0	0	0	36	36
4	2010-07	B000K	test1	10x25	SELLABLE	0	38	0	0	0	0	0	38
5	2010-07	B000K	test2	Blue	SELLABLE	1	51	0	0	0	0	0	52
6	2010-07	B001I	test3	Advanced	SELLABLE	0	0	0	9	18	0	0	27
7	2010-07	B001	test4	Sunglasse	SELLABLE	47	0	0	0	0	0	0	47

This item is selling out quickly so
Needs regular replenishment

This item didn't sell,
so is probably not suitable for FBA
in its current offer

Think of ways to shift the stock which did not sell well over Christmas or 2010, and focus on replenishing the fastest-selling items to boost your FBA performance

Checking your FBA inventory – Customer returns



We know that there are a lot of customer returns after Christmas. You can check those in the **Customer Returns** report. This could give you clues about problematic items in your FBA stock:

Customer Concessions

Returns formerly Inventory Customer Shipment Returns
Customer returns received at Amazon

	A	B	C	D	E	F	G	H	I	J	K
1	return-date	order-id	sku	asin	fnsku	product-name	quantity	fulfillment-center	detailed-dispos	reason	
2	2010-12-08T21:	202-6528682-	gisu	B000	B000	Shocking Lighte	1	EDI2	SELLABLE	UNWANTED_ITEM	
3	2010-12-08T21:	202-6528682-	gisu	B000	B000	Shocking Lighte	1	EDI2	SELLABLE	UNWANTED_ITEM	
4	2010-12-08T20:	202-8305667-	NX	B003	B003	Advanced Ab G	1	EDI2	DEFECTIVE	DEFECTIVE	
5	2010-12-08T20:	203-2041817-	9Y	B002	B002	Purple Sparkle	1	EDI2	CARRIER_DAMA	NO_REASON_GIVEN	
6	2010-12-08T18:	202-0450959-		0	B001	X000	Fan Heater witl	1	EDI2	DEFECTIVE	DEFECTIVE

- If the item is sellable, it is put back for sale in your stock
- If it has been damaged by Amazon or its carrier, we refund both you and the buyer and will remove the unit from your stock
- If it has been damaged by the buyer, or is defective, it is put back in your stock as 'unfulfillable'

FBA fees are not refundable in any case

See [FBA Manual 7.5](#) for details

Checking your FBA inventory – Customer returns



Transactions Appearing in your account for different scenarios :

SELLABLE, UNWANTED ITEM REFUND CASE

Product charges

Art Academy: Learn Painting and Drawing Techniques with Step-by-Step Training (Nintendo DS) Qty: 1 £-18.87

Amazon fees

Commission: £2.83
Refund commission: £-0.57

Transaction Total £-16.61

Items 1 to 3

AMAZON/CARRIER DAMAGED REFUND CASE

Date	Transaction type	Order ID	Product Details	Total product charges	Total promotional rebates	Amazon fees	Other	Total
6 Aug 2010	Other	026-72	---	£0.00	£0.00	£0.00	£14.99	£14.99
6 Aug 2010	Refund	026-72	Datel Essential Power: Battery Duo Pack ...	£-14.99	£0.00	£1.80	£0.00	£-13.19
23 Jul 2010	Order Payment	026-72	Datel Essential Power: Battery Duo Pack ...	£14.99	£0.00	£-2.60	£0.00	£12.39

Checking your FBA inventory – Shipped Orders



You can see all your FBA shipped orders in the '**Amazon Fulfilled Shipments**' report:

Sales

Amazon Fulfilled Shipments

Comprehensive details on dispatched FBA customer orders

Customer Shipment Sales replaces Revenue Summary

SKUs, quantities, revenue and destination for orders that have been dispatched

Promotions formerly Customer Shipment Promotions

Promotions (e.g. Super Saver Delivery) applied to orders

This report contains comprehensive data about FBA shipments such as:

- The buyers' contact details
- Order's quantities and total charges
- Delivery and carrier details
- The sales channel

You should use this FBA report when you need to send an invoice to an FBA buyer (invoicing address given in report) or to retrieve their email address if you need to contact them. The invoice should include all charges to the buyer, including giftwrap or express delivery costs.

Checking your FBA inventory – All Orders



Coming soon...: the '**All Orders' report**, will be located in the Sales section of the FBA reports.

*As this report is not released yet, this information is subject to change.

This report will contain near real-time data on ALL your orders, both merchant fulfilled (MFN) and amazon fulfilled (AFN):

- All status of orders are included (shipped, pending, cancelled)
- Fulfilment channel and sales channel are indicated, so you can filter for AFN/MFN and on Amazon/Off Amazon orders.

This report will allow for a more accurate inventory management, in particular for merchants selling on multiple platforms, as this will avoid over-selling certain FBA items.

It will be available for download in XML or via our [web services APIs](#), like the other main Seller Central reports.

Let's pause before we move to financials...



What we have seen so far:

- ❑ If you want to check stock levels and make replenishment decisions



Inventory

[Amazon Fulfilled Inventory](#) 
Download inventory, including recent updates

[Daily Inventory History](#) **formerly Current Inventory**
Daily inventory quantity, location and disposition (state)

- ❑ If you want to track customer returns



Customer Concessions

[Returns](#) **formerly Inventory Customer Shipment Returns**
Customer returns received at Amazon

[Replacements](#) **formerly Customer Shipment Replacements**
Replacements issued to customers for completed orders

- ❑ If you want to send invoices



Sales

[Amazon Fulfilled Shipments](#)
Comprehensive details on dispatched FBA customer orders

- ❑ If you want to manage inventory levels to sell on multiple channels



Sales

[Amazon Fulfilled Shipments](#)
Comprehensive details on dispatched FBA customer orders

[Customer Shipment Sales](#) **replaces Revenue Summary**
SKUs, quantities, revenue and destination for orders that have been dispatched

[Promotions](#) **formerly Customer Shipment Promotions**
Promotions (e.g. Super Saver Delivery) applied to orders

COMING SOON HERE: ALL ORDERS REPORT

Checking your Financials – Settlement Report



To check your revenues and costs, you should go to Reports -> Payments -> **Settlement Reports** in Seller Central. This lists all your orders (merchant fulfilled, FBA, Multi-channel), with corresponding revenues, amazon charges or refunds if applicable.

transac	order-i	merch	ad	shipn	marketplac	amount	amount-description	amount	fulfillm	posted-da
Order	202-46815	202-4681578-94	D8xB6yc	Amazon.co.uk	ItemPrice	Principal	5.99 AFN			
Order	202-46815	202-4681578-94	D8xB6yc	Amazon.co.uk	ItemFees	FBAPerUnitFulfillmentFee	-0.6 AFN			
Order	202-46815	202-4681578-94	D8xB6yc	Amazon.co.uk	ItemFees	FBAWeightBasedFee	-0.3 AFN			
Order	202-46815	202-4681578-94	D8xB6yc	Amazon.co.uk	ItemFees	FBAPerOrderFulfillmentFee	-0.25 AFN			
Order	202-46815	202-4681578-94	D8xB6yc	Amazon.co.uk	ItemFees	Commission	-0.9 AFN			
Order	202-05642	202-0564205-68	DKq46kc	Amazon.co.uk	ItemPrice	Principal	39.99 AFN			
Order	202-05642	202-0564205-68	DKq46kc	Amazon.co.uk	ItemFees	FBAPerUnitFulfillmentFee	-0.6 AFN			
Order	202-05642	202-0564205-68	DKq46kc	Amazon.co.uk	ItemFees	FBAWeightBasedFee	-0.7 AFN			
Order	202-05642	202-0564205-68	DKq46kc	Amazon.co.uk	ItemFees	FBAPerOrderFulfillmentFee	-0.25 AFN			
Order	202-05642	202-0564205-68	DKq46kc	Amazon.co.uk	ItemFees	Commission	-6 AFN			

Revenue on this order

Detailed split of FBA costs

Sales Commission

AFN means it was Fulfilled by Amazon. MFN means Merchant fulfilled.

Adjustment	203-88672
Storage Fee	
MerchantBadDebt	

Storage fees are charged monthly, on the 7th, and are Clearly indicated at the bottom of this report.

Checking your Sales Performance



General sales data can be found in the **"Site Metrics and Reports"** section of the Reports tab:



Site Metrics and Reports for

These reports provide strategic metrics to help you understand and improve your business. [View more.](#)

Check graphs giving you an overview of your overall total sales

Reports and Metrics Performance

Below are some snapshots from the most popular reports:

Sales and Traffic Snapshot

This is a snapshot of your sales and traffic for the past 30 days. [View full report.](#)



- Available Reports:
- Select a report ...
 - Select a report ...
 - Traffic**
 - Sales and Traffic Time Series
 - Detail Page Sales and Traffic Time Series
 - Detail Page Sales and Traffic by SKU
 - Detail Page Sales and Traffic by (Child) Item
 - Detail Page Sales and Traffic by (Parent) Item
 - Store Management**
 - Catalog Content Coverage by SKU
 - Catalog Content Coverage Time Series
 - Item Relationship Suppression Diagnostic Report
 - Listings with Missing Information

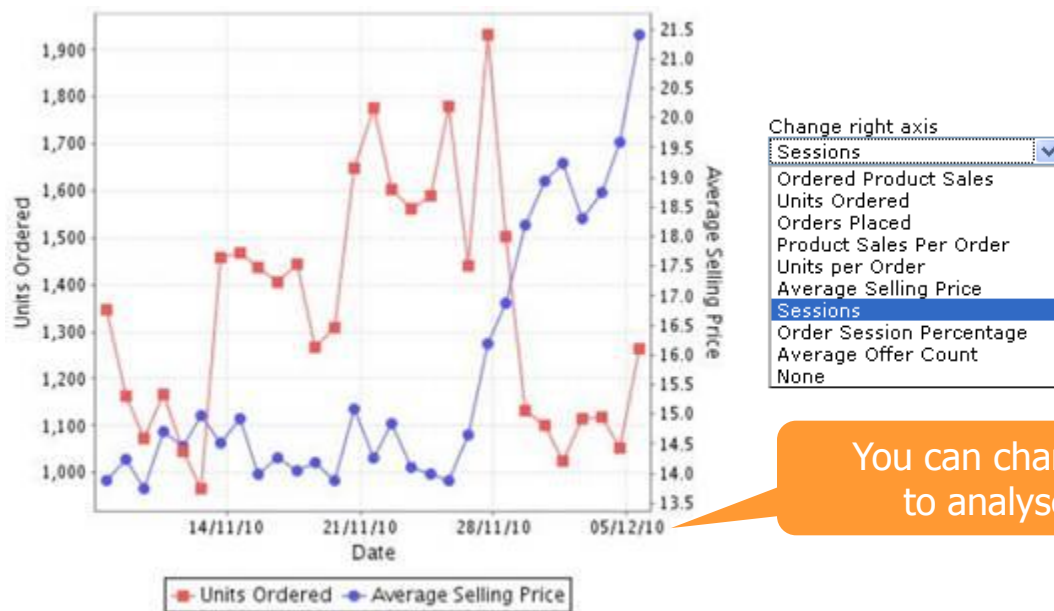
Or look at detailed sales reports, at the item level

Conversion and buy box percentage for the



Checking your Sales Performance – Overall Trends

'Snapshot' data can be visualized in graphs, located in the sales and traffic reports:



You can change the data shown in the 2 axis, to identify potential correlations between your business decisions and your sales

You can change the time range, for example to analyse last day or last year of sales

Directly below the graph will be a daily summary of your sales over the date range selected. This can help quickly identify noticeable drops or increases in your overall performance.

Date	Ordered Product Sales	Units Ordered	Orders Placed	Product Sales Per Order	Units per Order	Average Selling Price	Sessions	Order Session Percentage	Average Offer Count
Total	£388,222.51	20,042	17,609	£22.05	1.14	£19.37	370,762	4.75%	1,014
13/11/2010	£6,921.46	301	265	£26.12	1.14	£22.99	7,511	3.53%	1,011
14/11/2010	£7,123.29	332	300	£23.74	1.11	£21.46	9,265	3.24%	1,027

Checking your Sales Performance – Per Item

Detailed, item-level sales information can be found in the '**Detail Page**' reports:

Available Reports:

Select a report ...

Traffic

- Sales and Traffic Time Series
- Detail Page Sales and Traffic Time Series
- Detail Page Sales and Traffic by SKU**
- Detail Page Sales and Traffic by (Child) Item
- Detail Page Sales and Traffic by (Parent) Item

ance
most popular reports

You can customize the date range covered

You can download to Excel

Detail Page Sales and Traffic by SKU

Website: Amazon.co.uk

Date Range: 29/08/2010 through 04/09/2010 (last week)

[Change these parameters](#)

Jump to another report...

[Print this report](#)

[Download this data](#)

Table Glossary											
Displaying 1 to 50 of 386 Rows			Jump to Page: <input type="text"/> <input type="button" value="Go"/>		Page 1 2 3 4 5 6 7 8 Next						
(Parent) ASIN	(Child) ASIN	SKU	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
B000	B000	SAL	1,425	6.33%	1,835	6.16%	97%	212	14.88%	£2,717.91	208
B000	B000	RAS	49	0.66%	15	0.66%	0%	58	38.93%	£255.72	56

Unique visitors
To the product page

Can also be called
'glance views'

How often you had the
Box when people
Viewed the items

This is your sales
conversion rate

Checking your Sales Performance – Per Item

(Parent) A	(Child) AS	SKU	Sessions	Session P	Page View	Page View	Buy Box P	Units Orde	Unit Sessi	Ordered P	Orders Placed
B0001234	B0001234	test1	896	1.74%	1,162	1.72%	97%	326	36		
B0001235	B0001235	test2	1,340	2.60%	1,731	2.57%	39%				
B0001236	B0001236	test3	747	1.45%	1,137	1.69%	46%	104	13		
B0001237	B0001237	test4	318	0.62%	410	0.61%	92%	103	32		
B0001238	B0001238	test5	497	0.97%	636	0.94%	49%	109	21.50%		
B0001239	B0001239	test6	306	0.59%	386	0.57%	99%	77	25.16%	£312.58	62
B0001240	B0001240	test7	374	0.71%				64	17.11%	£425.44	62
B0001241	B0001241	test8	323	0.62%				17	36.22%	£412.26	58
B0001242	B0001242	test9	168	0.59%				59	35.12%	£325.99	56
B0001243	B0001243	test10	86	0.59%				55	63.95%	£710.32	48
B0001244	B0001244	test11	142	0.59%				44	30.99%	£172.75	43
B0001245	B0001245	test12	187	0.36%	261	0.39%	74%	81	43.32%	£271.55	41
B0001246	B0001246	test13	366	0.71%	432	0.64%	99%	44	12.02%	£210.32	40
B0001247	B0001247	test14	253	0.49%	406	0.60%	58%	43	17.00%	£158.00	39
B0001248	B0001248	test15	57	0.11%	69	0.10%	97%	77	135.09%	£213.71	38
B0001249	B0001249	test16	161	0.31%	222	0.33%	100%	40	24.84%	£454.06	35
B0001250	B0001250	test17	201	0.39%	279	0.41%	94%	36	17.91%	£384.72	35
B0001251	B0001251	test18	91	0.18%	108	0.16%	95%	60	65.93%	£480.58	34
B0001252	B0001252	test19	43	0.08%	53	0.08%	100%	83	193.02%	£231.23	34
B0001253	B0001253	test20	207	0.40%	262	0.39%	98%	39	18.84%	£370.16	34
B0001254	B0001254	test21	88	0.17%	121	0.18%	93%	49	55.68%	£339.82	34
B0001255	B0001255	test22	171	0.33%	236	0.35%	94%	45	26.32%	£486.52	33
B0001256	B0001256	test23	106	0.21%	146	0.22%	91%	62	58.49%	£540.82	33
B0001257	B0001257	test24	50	0.10%	61	0.09%	93%	63	126.00%	£172.62	32

Having the Buybox will increase your sales. FBA items should get you a higher Buybox percentage

Was your conversion disappointing on an item? Maybe Think of improving your offer for 2011

This report covers all your inventory, FBA and Merchant Fulfilled, so you can compare which ones made it to the top of the list, got the highest conversion rates and buybox rates. FBA items should mostly be best-sellers, if not, review your selection/offers for better performance.

Before we talk about the News....

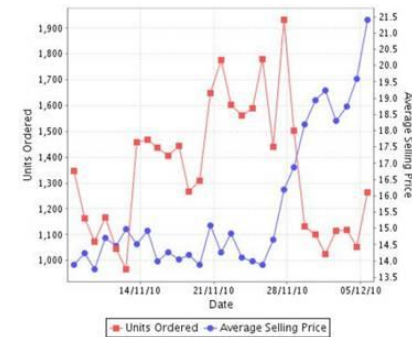
What we have just seen:

- ❑ How to check revenues and costs



[Summary](#) | [Transactions](#) | **[Settlement Reports](#)**

- ❑ How to check general sales trends in Site Metrics snapshots



- ❑ How to check each item's performance to adapt your offers and boost sales



Available Reports:

Select a report ...




Traffic

- Sales and Traffic Time Series
- Detail Page Sales and Traffic Time Series
- Detail Page Sales and Traffic by SKU**
- Detail Page Sales and Traffic by (Child) Item
- Detail Page Sales and Traffic by (Parent) Item

most popular reports

FBA Revenue Calculator

This new tool, still in testing, allows you to input your pricing and your own fulfilment costs and compare them with FBA costs on a given item. With this, you will be able to:

-  Calculate FBA costs using real listings on Amazon.co.uk
-  Compare your fulfilment costs side-by-side with FBA
-  Estimate profitability at different sales levels

We hope it will be a useful guide to evaluate the cost benefits of FBA.

You can test this tool [here](#).

- ❑ [Site Metrics and Reports](#): Help section on the sales reports
- ❑ [FBA Reports](#): Help section on the FBA reports section
- ❑ [Settlement Report](#): help to see your transactions
- ❑ [FBA Pricing](#): fees according to category and dimensions
- ❑ [Product Restrictions](#): information from FBA Help pages
- ❑ [Webinar Recordings](#): Our previous FBA webinars

Questions?...



- Save time and reduce costs
- Offer Amazon's customer service, delivery and gift wrap options to your customers
- Improve buyers' trust and satisfaction
- Increase your sales: our 2010 UK survey found that 88% of respondents reported a unit sales increase since they joined

<http://services.amazon.co.uk/>