



Selling on Amazon: Using the Business Reports interface in Seller Central

www.amazon.co.uk

Agenda

- ☐ Where to find the Business Reports section
- ☐ What kinds of reports are available
- ☐ Overview of the key elements
- ☐ Practical Examples
- ☐ References and Q&A

Where to find the Business Reports section?

Go into the **Reports** tab and click '**Business Reports**' in the drop-down list. Here, you will be able to access our **Business Reports interface**, with a list of the available reports in the upper left column.

The screenshot shows the Amazon Services Europe Seller Central interface. At the top, there's a navigation bar with tabs: INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. A yellow arrow points to the REPORTS tab. Below the REPORTS tab, a dropdown menu is open, showing options: Payments, Amazon Selling Coach, Business Reports (highlighted with a yellow box), and Fulfilment by Amazon. On the left side, there's a sidebar with a 'Business Reports' section, also highlighted with a yellow box. This section includes a 'By Date' category with 'Sales and Traffic' selected, and a 'By ASIN' category. Below these, there's an 'Amazon Selling Coach' section with various opportunities listed. The main content area shows a 'Sales and Traffic' chart for 'Orders Placed' on Apr 11, 2012. Below the chart, there's a table with columns: Date, Ordered Product Sales, Units Ordered, Orders Placed, Product Sales Per Order, Units per Order, Average Selling Price, Sessions, Order Session Percentage, and Average Offer Count. The table shows data for 11/04/2012.

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
11/04/2012	£0.00	0	0	£0.00	0.00	£0.00	17	0.00%	2

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What kind of reports are available?

The [Business Reports](#) interface provides you with customized reports regarding your business activity.

Report Name	Report Description
By Date	
Sales and Traffic	Overview of your total sales and traffic figures over a given time period
Detail Page Sales and Traffic	Similar to above
Seller Performance	Overview of refunds, feedbacks and claims over a given time period
By ASIN	
Detail Page Sales and Traffic	Sales and traffic data at the SKU product level
Detail Page Sales and Traffic by Parent Item	Sales and traffic for Parent ASINs (ex. For apparel variations, that is the main product page)
Detail Page Sales and Traffic by Child Item	Sales and traffic for Child ASINs (ex. For apparel variations, that is for each colour/size model)
Other	
Listings with Missing Information	Products missing key elements such as an image, description, etc.

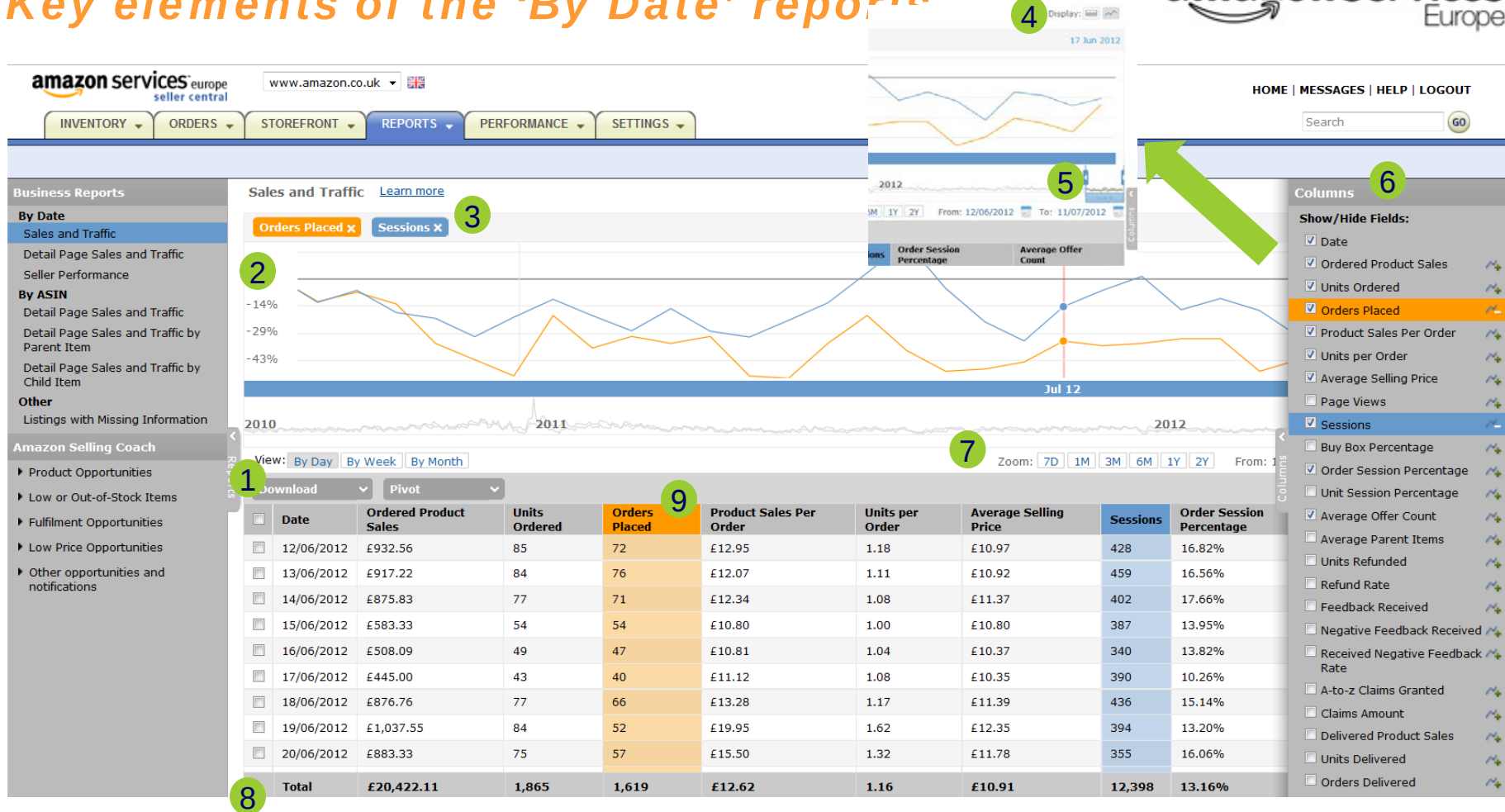
There are 2 main types of reports:

- The 'By Date' reports provide graphs and aggregated figures per day/week/month
- The 'By ASIN' reports provide detailed tables per item

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Key elements of the 'By Date' reports



Legend:

1. Menu bar
2. Graph
3. Graph key headers

4. Toggle Display
5. Date range selector
6. Right navigation bar

7. View short cuts
8. Totals
9. Column

Key Elements of the 'By ASIN' reports

amazon services europe seller central www.amazon.co.uk

HOME | MESSAGES | HELP | LOGOUT

INVENTORY ORDERS STOREFRONT **REPORTS** PERFORMANCE SETTINGS

Search GO

Business Reports

By Date

Sales and Traffic

Detail Page Sales and Traffic

Seller Performance

By ASIN

Detail Page Sales and Traffic

Detail Page Sales and Traffic by Parent Item

Detail Page Sales and Traffic by Child Item

Other

Listings with Missing Information

Amazon Selling Coach

Product Opportunities

Low or Out-of-Stock Items

Fulfilment Opportunities

Low Price Opportunities

Other opportunities and notifications

Detail Page Sales and Traffic [Learn more](#)

Download

	(Parent) ASIN	(Child) ASIN	Title	SKU	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage
☐	B002UAV8LS	B002UAV8LS	Kinobo 5 Megapixel USB Webcam for Ubuntu / Linux / Unix Laptop Desktop	XE-2ORS-3SFI	111	0.90%	129	0.81%	100%	1	0.90%
☐	B002VWHSFU	B002VWHSFU	USB Webcam + Microphone Headset For Laptop XP Vista Skype MSN 5.0 Megapixels	B5 C5	10	0.08%	14	0.09%	79%	1	10.00%
☐	B003BV1JTO	B003BV1JTO	USB 2.0 4 Port Hub for XP/Vista/Windows 7/Mac : long USB cord - Plug & Play	White 4 port hub Amazon	18	0.15%	19	0.12%	5%	1	5.56%
☐	B003QH2MY6	B003QH2MY6	Kinobo Wireless Slimline USB Mouse For Laptops/Desktop PC XP/Vista/Windows 7 (green detail)	C7-RDCD-ZYF5	137	1.12%	167	1.05%	82%	1	0.73%
☐	B003QPT6B0	B003QPT6B0	Kinobo Wireless 2.4ghz Optical Mouse with Nano USB receiver Windows 7 / Vista / XP / Mac - Ergonomic Shape	Wireless Grey Mouse Self Fulfilled	0	0.00%	0	0.00%	0%	1	0.00%
☐	B005DL92HI	B005DL92HI	Kinobo USB Sushi 4GB - Food memory stick/drive for XP/Visa/Windows 7/Mac	4GB Sushi	2	0.02%	4	0.03%	100%	1	50.00%
☐	B005DL2Q0S	B005DL2Q0S	Kinobo Black Case & Stand for iPad 2 With Scratch-Proof Covering And Secure Strap	iPad Black Vinyl	3	0.02%	7	0.04%	100%	2	66.67%
☐	B005DLBP0U	B005DLBP0U	Kinobo USB Teddy Bear 4GB - Fun memory stick/drive for XP/Visa /Windows 7/Mac	USBteddy	8	0.07%	12	0.08%	100%	2	25.00%

From: 12

Columns

Show/Hide Fields:

☒ (Parent) ASIN

☒ (Child) ASIN

☒ Title

☒ SKU

☒ Sessions

☒ Session Percentage

☒ Page Views

☒ Page Views Percentage

☒ Buy Box Percentage

☒ Units Ordered

☒ Unit Session Percentage

☒ Ordered Product Sales

☒ Orders Placed

Legend:

1. Menu Bar
2. Date range selector

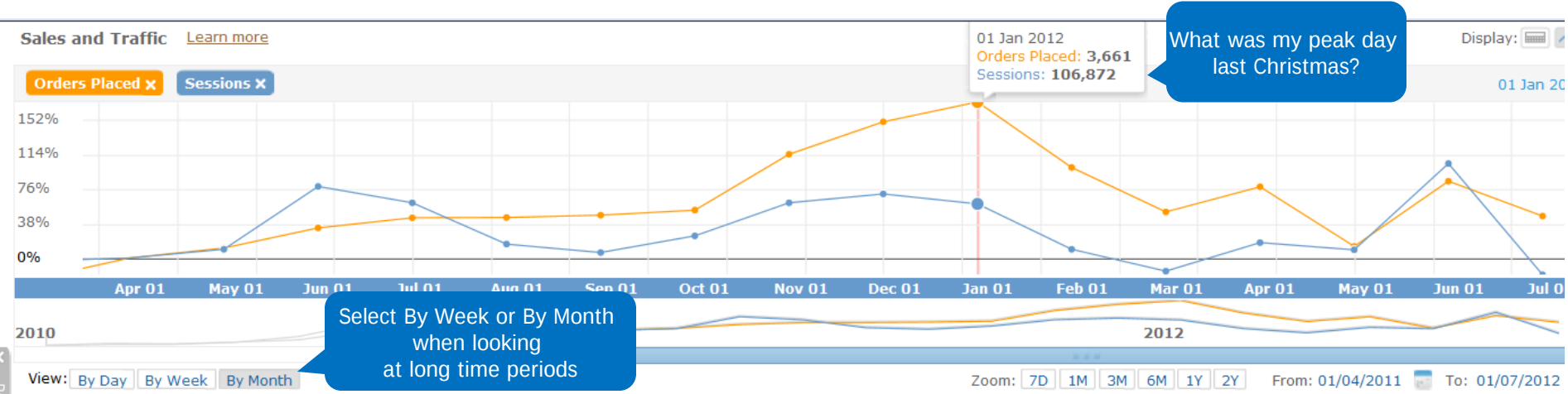
3. Right navigation bar
4. Column Headers

Agenda

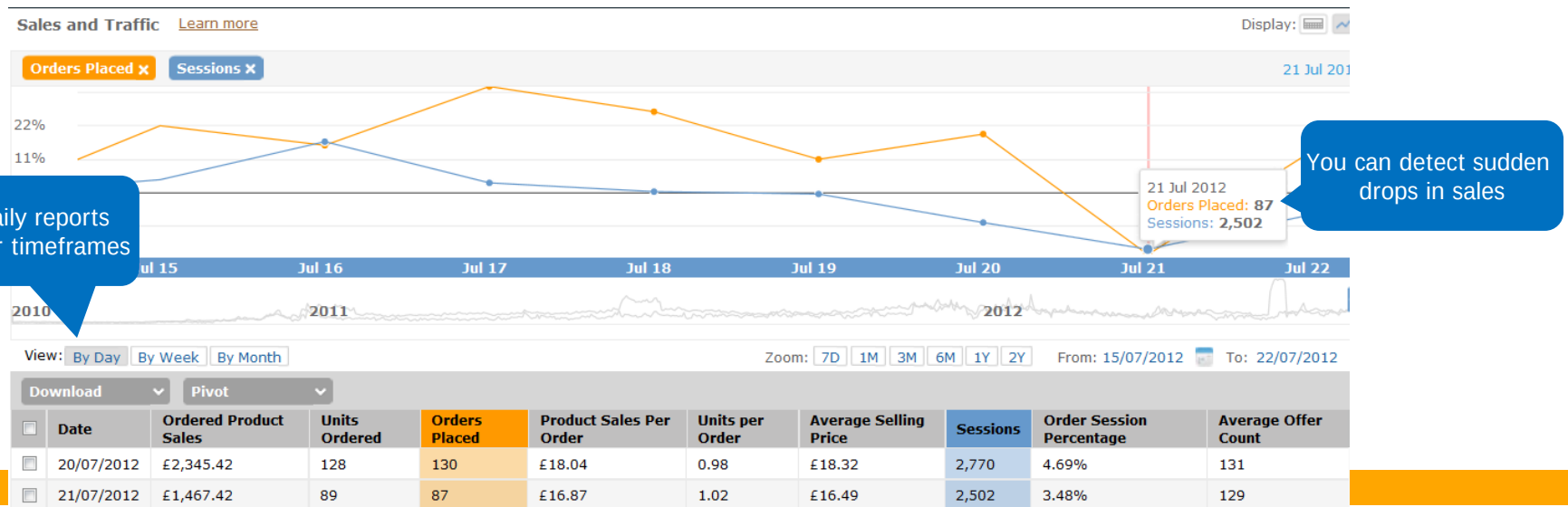
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'By Date' reports examples

You can look at long term trends, such as Year-over-Year performance:



You can also look at recent history, to detect sudden changes in your performance:



'By ASIN' reports examples

Product is looked at by buyers, but your offer is not attractive enough to convert into sales:

Detail Page Sales and Traffic 

From: 28/03/2011 To: 28/04/2011

Export

Total Records: 2735

(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
B00474HK	B00474HK	118-028-03	11,670	3.79%	15,303	3.83%	100%	1,637	14.03%	£7,646.50	1,598
B003U4Z	B003U4Z	117-076-001	8,229	2.67%	11,065	2.77%	100%	1,311	15.93%	£8,830.56	1,246
B003QIG	B003QIG	006-076-00	7,476	2.43%	9,482	2.37%	88%	2,092	27.98%	£7,066.19	2,019
B0040J8	B0040J8	117-028-012	7,371	2.39%	10,031	2.51%	100%	1,658	22.49%	£12,722.13	1,597
B00474H	B00474H	118-028	4,950	1.61%	6,507	1.63%	100%	33	0.67%	£134.35	33
B003U11	B003U11	006-002-056	4,825	1.57%	6,100	1.53%	100%	1,151	23.85%	£5,016.65	1,130
B003QIK	B003QIK	004-076-00	4,730	1.54%	5,744	1.44%	99%	500	10.57%	£1,867.83	453
B003D6	B003D6	009-075-002	4,264	1.38%	5,179	1.30%	100%	241	5.65%	£2,131.68	204
B003QIM	B003QIM	118-076-001	4,098	1.33%	4,952	1.24%	100%	371	9.05%	£1,668.64	364

Sales Traffic

Show/Hide Fields:

- ☒ (Parent) ASIN
- ☒ (Child) ASIN
- ☐ Title
- ☒ SKU
- ☒ Sessions
- ☒ Session Percentage
- ☒ Page Views
- ☒ Page Views Percentage
- ☒ Buy Box Percentage
- ☒ Units Ordered
- ☒ Unit Session Percentage
- ☒ Ordered Product Sales
- ☒ Orders Placed
- ☐ Listing Defects

Nobody is looking at your products, try to increase their visibility:

Detail Page Sales and Traffic by Parent Item 

From: 28/03/2011 To: 28/04/2011

Export

Total Records: 2735

(Parent) ASIN	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Ordered Product Sales	Orders Placed
B000C9V	1	0.00%	100%	2	£13.98	1
B000J20	101	0.03%	59%	21	£103.96	19
B000LXE	949	0.24%	19%	40	£283.60	39
B000N	29	0.01%	24%	3	£18.30	3
B000N6	36	0.01%	42%	6	£41.94	6
B000N6S	1	0.00%	100%	4	£23.96	3
B000PU	1	0.00%	100%	0	£0.00	0
B000VCV	4	0.00%	25%	2	£4.80	1
B000W	0	0.00%	0%	2	£7.98	1

Sales Traffic

Show/Hide Fields:

- ☒ (Parent) ASIN
- ☐ (Child) ASIN
- ☐ Title
- ☐ SKU
- ☐ Sessions
- ☐ Session Percentage
- ☒ Page Views
- ☒ Page Views Percentage
- ☒ Buy Box Percentage
- ☒ Units Ordered
- ☐ Unit Session Percentage
- ☒ Ordered Product Sales
- ☒ Orders Placed
- ☐ Listing Defects

'By SKU' reports examples

Try to win the [Buybox](#) as much as possible to increase your sales conversion:

Detail Page Sales and Traffic by Child Item 

From: 28/03/2011 To: 28/04/2011

Export

Total Records: 2735

	(Parent) ASIN	(Child) ASIN	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
☐	B000C2	B000C2	1	0.00%	1	0.00%	100%	2	200.00%	£13.98	1
☐	B000J2	B000J2	81	0.03%	101	0.03%	59%	21	25.93%	£103.96	19
☐	B000LX	B000LX	774	0.25%	949	0.24%	19%	40	5.17%	£283.60	39
☐	B000N	B000N	21	0.01%	29	0.01%	24%	3	14.29%	£18.30	3
☐	B000N6	B000N6	28	0.01%	36	0.01%	42%	6	21.43%	£41.94	6
☐	B000	B000	1	0.00%	1	0.00%	100%	4	400.00%	£23.96	3
☐	B000PU	B000PU	1	0.00%	1	0.00%	100%	0	0.00%	£0.00	0
☐	B000V	B000V	2	0.00%	4	0.00%	25%	2	100.00%	£4.80	1
☐	B000W	B000W	0	0.00%	0	0.00%	0%	2	0.00%	£7.98	1

Sales Traffic

Show/Hide Fields:

- ☒ (Parent) ASIN
- ☒ (Child) ASIN
- ☐ Title
- ☐ SKU
- ☒ Sessions
- ☒ Session Percentage
- ☒ Page Views
- ☒ Page Views Percentage
- ☒ Buy Box Percentage
- ☒ Units Ordered
- ☒ Unit Session Percentage
- ☒ Ordered Product Sales
- ☒ Orders Placed
- ☐ Listing Defects

Think about:

- Your pricing (ex: you can check the Buy Box winning price in your [Inventory](#) page)
- The availability of your products (ex: keep popular products in stock, offer fast shipping)
- The quality of your customer service (ex: feedback rating)
- The quality of the product details (ex: images, descriptions, keywords)

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Useful References

- ❑ [Getting Started with the Business Reports](#)
- ❑ [Business Reports Glossary](#)
- ❑ [Sales Success using Business Reports](#)
- ❑ [How the Buy Box works](#)
- ❑ [FBA Reports](#)
- ❑ [Listing Quality Alerts](#)
- ❑ [Amazon Selling Coach](#)
- ❑ [Browse Tree Guides](#)
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This presentation is an overview, as of July 2012. Please contact [Seller Support](#) if you have more questions or to check the most up to date information.

Thank you!

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