



FULFILMENT by **amazon**[®]

How to select the most suitable items for FBA and maximise your sales

www.fba.amazon.co.uk

Agenda

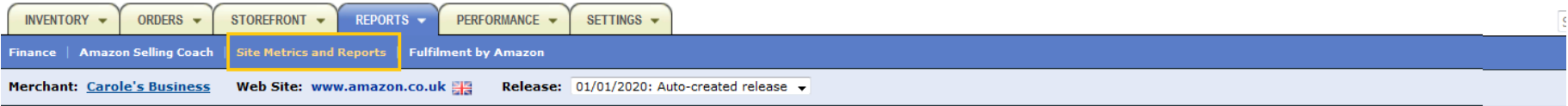
- ❑ Where to check your current sales data?
- ❑ How to use the data to select items for FBA?
- ❑ What other criteria should you consider?
- ❑ How to check your current FBA inventory health?
- ❑ References
- ❑ Q&A

Where to check your current sales data



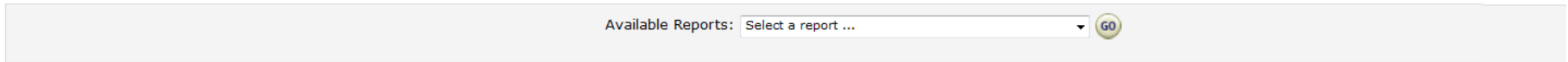
❑ Sales-related Reports

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



Site Metrics and Reports for Carole's Business

These reports provide strategic metrics to help you understand and improve your business. Please select a report using the menu below. [Learn more.](#)

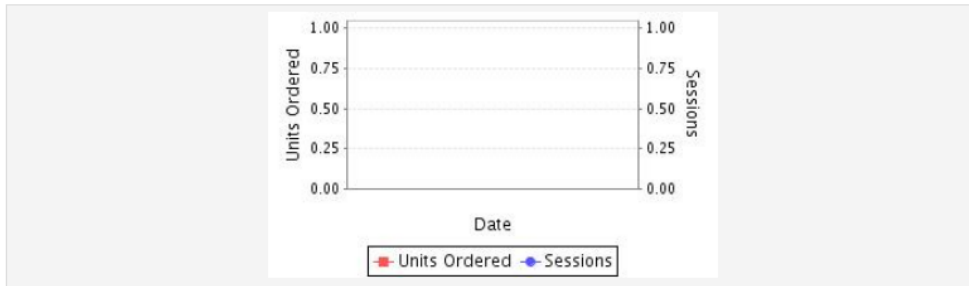


Reports and Metrics at a Glance

Below are some snapshots from our most popular reports. [Glossary.](#)

Sales and Traffic Snapshot

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



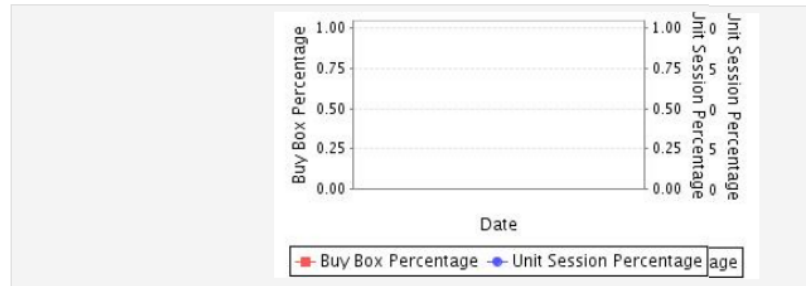
These are your top selling parent items for the past 30 days. [Bestselling Items](#)

View full report by (Parent) Item

(Parent) Item	Units
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Sales Conversion Snapshot

This is a snapshot of your unit conversion and buy box percentage for the past 30 days. [View full report.](#)



Items Missing Content

These are your most-visited SKUs missing content. [View full report.](#)

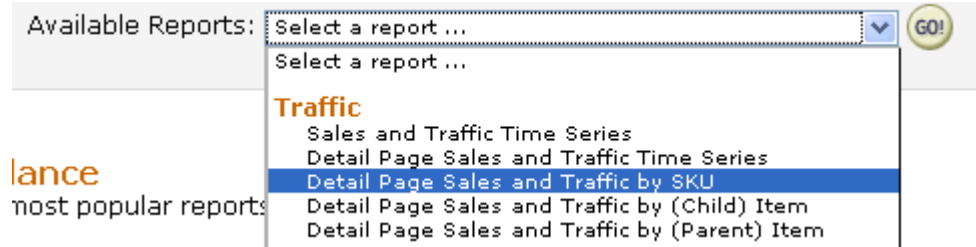
SKU

Including your **Top 10 Best Sellers** over the last 30 days at the bottom right of this page

Where to check your current sales data

Look at the 'Sales and Traffic by SKU' report

Located in the drop down menu:



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](#)

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(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%	105	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

How to use the sales data to select FBA items



(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	0.74%	486	0.73%	99%	64	17.11%	£425.44	62
B0001241	B0001241	test8	323	0.64%	417	0.63%	99%	117	36.22%	£412.26	58
B0001242	B0001242	test9	168	0.33%	218	0.32%	99%	59	35.12%	£325.99	56
B0001243	B0001243	test10	86	0.17%	111	0.16%	99%	55	63.95%	£710.32	48
B0001244	B0001244	test11	142	0.28%	183	0.27%	99%	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
B0001258	B0001258	test25	122	0.24%	152	0.23%	94%	37	30.33%	£239.21	32

Putting an item in FBA might increase your chance of winning the Buy Box

People tend to prefer FBA items over merchant fulfilled items, Converting this item to FBA might improve its sales conversion

Choose items which already have decent sales volumes but which could benefit from FBA to improve their competitiveness against other offers, and attract even more buyers

Other selection criteria



Think about your item price:

- What will your margin be after [FBA fees](#) compared with your current fulfilment costs?
- Don't forget FBA offers assume free shipping to customers

£0.94
+ £0.00 delivery

Is it a good idea to convert this to FBA?

£19.80 & this item
Delivered FREE in the UK with Super Saver Delivery. [See details and conditions](#)

Eligible for [Learn more](#)

Think about your item specifications:

- Is it very large or heavy?
- Does it belong to a restricted category?
- Will it require preparation work before sending it to us (ex: packaging, labeling..)



Other selection criteria



□ Think about the competition

- Could FBA give me the extra edge on popular ASINs?

32 new from £7.76 1 used from £14.85

□ Think about future buyers' demand

- Think about seasonal factors which will affect demand on certain items



- 'Nobody has bought this item in the last 6 months, will FBA really fix this?'

Amazon.co.uk Sales Rank: 996,405 in DVD



Amazon Bestsellers Rank: 1 in Kitchen & Home



Now that you have made a selection...



- ❑ You have gone through the process of checking that:
 - there is a sales increase potential
 - you can adapt your prices and margins
 - there will be sufficient demand
 - your items meet the practical requirements of FBA

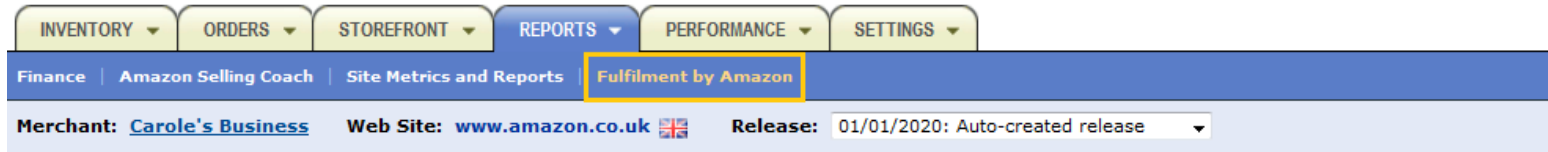
- ❑ But do you monitor your FBA inventory to check that you made the right decision once the stock has been sent to us?
 - No, I don't really know how
 - I try to, but it's not easy
 - Yes, no problem!

Where to check your current FBA inventory Health?



❑ Check FBA-related reports for useful information

All **FBA-related reports** in Seller Central are located in the 'Reports' -> 'Fulfilment by Amazon' section:



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

[All Orders](#)

Download all FBAs and self-fulfilled orders including recent updates

[All Orders \(XML\)](#)

Download all FBAs and self-fulfilled orders including recent updates

[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

Analyse your FBA and Merchant fulfilled orders

Look how much time your items have been with us

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

Customer Concessions

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

Payments

See [Payments](#) for Transactions and Settlements
Payments and fees for all merchant and Amazon fulfilled inventory

How to check your current FBA inventory Health?

❑ The Inventory Age report identifies slow and fast movers:

You can see for each SKU how many days they have been stored in the fulfilment centres, from 0 to 181+ days. This can indicate how fast they sell, and so how 'healthy' they are.

	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 within 30 days
Or was just sent to us,
so just monitor its performance

This item has been stored for more than
6 months, it is not selling,
so is probably not suitable for FBA
in its current offer

Choose fast selling items for FBA, so you minimise storage cost, and maximise FBA benefits (ex: time saved, better feedback...).
Take actions to get the oldest stock moving.

How to check your current FBA inventory Health?

❑ The All Orders report can be used to analyse sales trends:

You can see ALL orders (not just FBA) on all sales channels, including pending/cancelled orders, in real time. You can then filter the data to compare sales across channels, time, countries...:

order-status	Shipped			
Sum of quantity	Column Labels			
Row Labels	Amazon Fulfilled	Merchant Fulfilled	Grand Total	
The Lord of the Rings: The Two Towers (DVD)	182		182	
The Lord of the Rings: The Two Towers (DVD)	136	9	145	
The Lord of the Rings: The Two Towers (DVD)	72	12	84	
The Lord of the Rings: The Two Towers (DVD)	51		51	
The Lord of the Rings: The Two Towers (DVD)	48		48	
The Lord of the Rings: The Two Towers (DVD)		45	45	
The Lord of the Rings: The Two Towers (DVD)	27	9	36	
The Lord of the Rings: The Two Towers (DVD)	29		29	
The Lord of the Rings: The Two Towers (DVD)	27	1	28	
The Lord of the Rings: The Two Towers (DVD)		27	27	
The Lord of the Rings: The Two Towers (DVD)	21	2	23	
The Lord of the Rings: The Two Towers (DVD)	19	4	23	
The Lord of the Rings: The Two Towers (DVD)	20		20	
The Lord of the Rings: The Two Towers (DVD)	18		18	
The Lord of the Rings: The Two Towers (DVD)		16	16	
The Lord of the Rings: The Two Towers (DVD)	15	1	16	
The Lord of the Rings: The Two Towers (DVD)	14	2	16	
The Lord of the Rings: The Two Towers (DVD)	15		15	
The Lord of the Rings: The Two Towers (DVD)		15	15	
The Lord of the Rings: The Two Towers (DVD)	13	2	15	
The Lord of the Rings: The Two Towers (DVD)		14	14	
The Lord of the Rings: The Two Towers (DVD)		14	14	
The Lord of the Rings: The Two Towers (DVD)	14		14	
The Lord of the Rings: The Two Towers (DVD)	13		13	
The Lord of the Rings: The Two Towers (DVD)		13	13	
The Lord of the Rings: The Two Towers (DVD)		13	13	
The Lord of the Rings: The Two Towers (DVD)	6		6	
The Lord of the Rings: The Two Towers (DVD)		6	6	
The Lord of the Rings: The Two Towers (DVD)		12	12	
The Lord of the Rings: The Two Towers (DVD)		12	12	

For example, you can see if an item sells more in FBA compared to its Merchant-fulfilled offer

This gives you another tool to identify slow and fast movers, and see if FBA did provide a sales uplift. Check out last month's [webinar](#) on the All Orders report for other usage examples.

Useful References



- ❑ [Site Metrics and Reports](#): Help section on the sales reports
- ❑ [FBA Pricing](#): fees according to category and dimensions
- ❑ [Product Restrictions](#): information from FBA Help pages
- ❑ [Webinars Recordings](#): view some of our previous webinars

Coming Soon...:

We will soon introduce a new version of the 'Site Metrics and Reports' section of Seller Central.

A new FBA Inventory Health Report will also soon facilitate the analysis of your FBA stock (sales volume, weeks of cover, sales rank, pricing...).

[http://services.amazon.co.uk/
Fba-advisor@amazon.co.uk](http://services.amazon.co.uk/Fba-advisor@amazon.co.uk)