AMVisor

Checklist: Amazon Retail Analytics for 1P Seller

1 Sales & Performance

☐ Open finance tables, compare COGS vs sales, and note margin shifts

☐ Check sales vs targets and adjusted bids, budgets, or prices (daily)

☐ Pull return reports and flag ASINs with high return percentages

2 Inventory & Forecasting

☐ Review WOC by SKU and flag those <4 weeks or >12 weeks

☐ Match demand plans with actual POs and log gaps

☐ Flag SKUs trending toward depletion and alert operations

3 Traffic & Catalogue

☐ Check weekly traffic & CVR, highlight drops, and creat fix tasks

☐ List ASINs <95% Buy Box, analyze suppression or pricing, and correct

☐ Review titles, images, and bullet points for top SKUs

4 Operations & Profitability

☐ Review PO compliance reports and flag non-compliant shipments

☐ Check profitability reports and investigat deductions

☐ Prioritize and revie opened cases for incorrect invoices or chargebacks

Pro Tip: Establish fixed routines, e.g. check Traffic Reports on Mondays, Inventory & Forecasting on Wednesdays, and Profitability & Operations on Fridays. This way you stay structured and never miss any pitfalls.