

AMZ Agency Academy

DAY 6

Key Performance Indicators

Understanding how well an Amazon product is performing is crucial for making smart business decisions. Key Performance Indicators (KPIs) can help sellers determine how well their product lines and overall business is operating in comparison to set goals. Although every seller will be different, we've listed the most common KPIs you can start tracking for your clients today. Simply choose your reporting period and the metrics that are most relevant to your client.

Profit & Loss

KPI	Goal	Actual
Sales revenue	Will change per seller	
Net profit margin	> 25%	

Sales revenue = ZonGuru Business Dashboard → Profit & Loss → Sales revenue

Net profit margin = ZonGuru Business Dashboard → Profit & loss → Net Margin %

Advertising

KPI	Goal	Actual
Advertising cost of sales %	20-30%	
Advertising cost of total sales %	< 20%	

Advertising cost of sales % = ZonGuru Business Dashboard → Sales breakdown → ACOS %

Advertising cost of total sales % = ZonGuru Business Dashboard → Sales breakdown → ACOTS %

Inventory

KPI	Goal	Actual
Long-term storage fees	\$0	
COGS % of sales	< 35%	
Inventory performance index score	> 450	
In stock rate	> 85%	

Long-term storage fees = ZonGuru Business Dashboard → Profit & Loss → Fees → Service Fees → FBA

Long Term Storage Fee.

COGS % of sales = ZonGuru Business Dashboard → Profit & loss → COGS / Gross Revenue

[Inventory performance index score](#) = Amazon Seller Central → Manage Inventory → Manage Inventory

Health → Inventory Performance

[In stock rate](#) = Amazon Seller Central → Inventory Planning

Returns

KPI	Goal	Actual
Refunds as % of sales	< 5%	

Refunds as % of sales = ZonGuru Business Dashboard → Profit & loss → Refunds / Gross Revenue

Ratings & Reviews (per listing)

KPI	Goal	Actual
Number of ratings	Will change per seller	
Average star rating	> 4	
Average seller feedback rating	> 4	

Number of ratings = Available from Amazon listing page

Average star rating = Available from Amazon listing page

Average seller feedback rating = Available from Amazon seller page