

Seller Central Data Cheatsheet

Over the past few years, Amazon has been quietly releasing tools and reports to help brands expand and grow sales. To make things easier, we've compiled a cheatsheet with some of the most impactful data points available within Seller Central.

Use this to quickly track down the metrics that matter most to your business, so you can monitor performance and grow sales. Enjoy!

Assess Your Business Performance

Metric	Location	Notes
Sales	Reports → Business Reports → Sales Dashboard	View units ordered, total sales, average units per order, and average sales price.
Unit Session Percentage (Conversion Rate)	Reports → Business Reports → By ASIN: Detail Page Sales and Traffic → View SKU Performance	Percentage conversion metric indicating how many units were purchased relative to the number of people who viewed the products.
Featured Offer (Buy Box) Percentage	Reports → Business Reports → By ASIN: Detail Page Sales and Traffic	The percentage of page views where the Featured Offer (buy box) appeared on the listing.
Brand Share of Impressions, Clicks, Cart Adds, and Purchases.	Brands → Brand Analytics → View Search Analytics → Search Query Performance	Click the 'customize columns' button to view all available metrics for your brand.
ASIN Share of Impressions, Clicks, Cart Adds, and Purchases.	Brands → Brand Analytics → View Search Analytics → Search Catalog Performance	Click the 'customize columns' button to view all available metrics for your ASINs.
View Mobile vs. Desktop Sessions and Page Views.	Reports → Business Reports → Detail Page Sales and Traffic by Child Item	Identify mobile heavy SKUs from your catalog.

Average Return Ratio for Niche	Growth → Marketplace Product Guidance → Category Insights	Number of units of products returned vs. total unit purchases in the selected browse node for the time period selected. Compare this KPI to your actuals.
Search to Purchase Ratio for Niche	Growth → Marketplace Product Guidance → Category Insights	Number of ASINs purchased vs. number of ASINs that appeared in search in the selected browse node for the time period selected. Compare this KPI to your actuals.
CX Health	Performance → Voice of the Customer	View the health of your offers, read customer comments and identify product and listing issues.
Inventory Performance Index (IPI score)	Inventory → Inventory Planning → Performance	IPI measures how efficiently and productively you manage your FBA inventory. The higher the score the better.
View PPC Campaign Performance	Advertising → Campaign Manager	View click-through rate, ACoS, ROAS, impressions, and PPC sales.
Repeat Customers - % of Sales	Brands → Brand Analytics → Repeat Purchase Behavior	View the percentage of repeat customers per ASIN and dollar value of repeat sales.

Validate Potential Niche Opportunities

Metric	Location	Notes
Search Volume	Growth → Product Opportunity Explorer	Search volume for the keyword for the past 360 and 90-day time periods.
Search Volume Growth	Growth → Product Opportunity Explorer → Niche Details → Search Terms	The percentage change in search volume across the past 360 and 90-day time periods.
Sales Potential Score	Growth → Product Opportunity Explorer → Niche Details	Number between 1 and 10 indicating potential sales of a new product in the niche compared to other niches in the same product category.
Average Price	Growth → Product Opportunity Explorer → Niche Details	The average selling price in the past 90 days for products included in the niche.
Average Units Sold	Growth → Product Opportunity Explorer → Niche Details	The average number of units sold in the past 360 days.
# of Top Clicked Products	Growth → Product Opportunity Explorer → Niche Details	Shows the number of products that cumulatively receive 80% of clicks within a niche.
# of New Products Launched (past 180 days)	Growth → Product Opportunity Explorer → Niche Details → Insights	Number of new products launched within the niche.
# of Successful Launches (past 180 days)	Growth → Product Opportunity Explorer → Niche Details → Insights	A successful launch is annualized sales of \$50K or more based on 30-day sales trends.
Average Product Listing Quality	Growth → Product Opportunity Explorer → Niche Details → Insights	Score out of 100 indicating how strong listings are for competitors taking the top 80% of clicks.
Average Out of Stock Rate (past 360 days)	Growth → Product Opportunity Explorer → Niche Details → Insights	The average out-of-stock rate for competitors taking top 80% of clicks.