

# Cartograph Dashboards



**For the first time, we're opening up some of our best Cartograph dashboards to non-clients.**

## We built these for two reasons

- They provide critical strategic Amazon intelligence
- They present data otherwise difficult to get on Amazon: requires downloads + excel or multiple data sources

## We have two major use cases in mind

### Amazon Operators

These dashboards are part of Cartograph's daily workflows. If you want to work like us, you can now. These dashboards can supplement existing tools.

#### Pricing:

**\$300/mo. Includes access to 24/7 Q&A with our team of Amazon experts.**

### Investors

We hear Amazon diligence is a big pain point. Inside a week, investors can get an accurate third-party view of profitability, repeat purchase/retention, and sales mix.

#### Pricing:

**\$2,000 per diligence, including in-depth analysis of results**

Dashboards live in Google Sheets, easily downloadable, and can be worked on in Excel.

## There are 3 dashboards included

# P&L Dashboard

Pulls all cost inputs from 5-10 different sources in Amazon to get full net profit/contribution margin for Amazon. Requires input of product costs, external agencies/vendors, 3PL/warehouse costs to be fully accurate.

Cambridge													
Profit & Loss Statement													
Q4 2023													
Q4 2022													
Q4 2021													
Q4 2020													
Q4 2019													
Q4 2018													
Q4 2017													
Q4 2016													
Q4 2015													
Q4 2014													
Q4 2013													
Q4 2012													
Q4 2011													
Q4 2010													
Q4 2009													
Q4 2008													
Q4 2007													
Q4 2006													
Q4 2005													
Q4 2004													
Q4 2003													
Q4 2002													
Q4 2001													
Q4 2000													
Q4 1999													
Q4 1998													
Q4 1997													
Q4 1996													
Q4 1995													
Q4 1994													
Q4 1993													
Q4 1992													
Q4 1991													
Q4 1990													
Q4 1989													
Q4 1988													
Q4 1987													
Q4 1986													
Q4 1985													
Q4 1984													
Q4 1983													
Q4 1982													
Q4 1981													
Q4 1980													
Q4 1979													
Q4 1978													
Q4 1977													
Q4 1976													
Q4 1975													
Q4 1974													
Q4 1973													
Q4 1972													
Q4 1971													
Q4 1970													
Q4 1969													
Q4 1968													
Q4 1967													
Q4 1966													
Q4 1965													
Q4 1964													
Q4 1963													
Q4 1962													
Q4 1961													
Q4 1960													
Q4 1959													
Q4 1958													
Q4 1957													
Q4 1956													
Q4 1955													
Q4 1954													
Q4 1953													
Q4 1952													
Q4 1951													
Q4 1950													
Q4 1949													
Q4 1948													
Q4 1947													
Q4 1946													
Q4 1945													
Q4 1944													
Q4 1943													
Q4 1942													
Q4 1941													
Q4 1940													
Q4 1939													
Q4 1938													
Q4 1937													
Q4 1936													
Q4 1935													
Q4 1934													
Q4 1933													
Q4 1932													
Q4 1931													
Q4 1930													
Q4 1929													
Q4 1928													
Q4 1927													
Q4 1926													
Q4 1925													
Q4 1924													
Q4 1923													
Q4 1922													
Q4 1921													
Q4 1920													
Q4 1919													
Q4 1918													
Q4 1917													
Q4 1916													
Q4 1915													
Q4 1914													
Q4 1913													
Q4 1912													
Q4 1911													
Q4 1910													
Q4 1909													
Q4 1908													
Q4 1907													
Q4 1906													
Q4 1905													
Q4 1904													
Q4 1903													
Q4 1902													
Q4 1901													
Q4 1900													
Q4 1899													
Q4 1898													
Q4 1897													
Q4 1896													
Q4 1895													
Q4 1894													
Q4 1893													
Q4 1892													
Q4 1891													
Q4 1890													
Q4 1889													
Q4 1888													
Q4 1887													
Q4 1886													
Q4 1885													
Q4 1884													
Q4 1883													
Q4 1882													
Q4 1881													
Q4 1880													
Q4 1879													
Q4 1878													
Q4 1877													
Q4 1876													
Q4 1875													
Q4 1874													
Q4 1873													
Q4 1872													
Q4 1871													
Q4 1870													
Q4 1869													
Q4 1868													
Q4 1867													
Q4 1866													
Q4 1865													
Q4 1864													
Q4 1863													
Q4 1862													
Q4 1861													
Q4 1860													
Q4 1859													
Q4 1858													
Q4 1857													
Q4 1856													
Q4 1													

## Live Demo

## Repeat Purchase Dashboard:

Tracks repeat purchase of customers by monthly cohorts. Useful for measuring repeat purchase %, LTV, and consumption curves for advertising.

Report: Dashboard		Report Date: 01/06/2023		Report Period: 1st May 2023 - 31st May 2023	
Report Title: Summary of Sales		Report Author: John Doe		Report Version: 1.0	
Report Description: This report provides a summary of sales data for the specified period.		Report Data: The data is sourced from the Sales Database.		Report Status: Draft	
Report Columns: The report includes columns for Date, Product, Quantity, Price, and Total.		Report Rows: The report displays 10 rows of data.		Report Filters: The report is filtered by Date and Product.	
Report Data: The data is as follows:		Report Summary: The total sales for the period are \$10,000.		Report Notes: This report is for internal use only.	
Report Footer: The report is generated by the Sales Department.		Report Page: 1 of 1		Report Date: 01/06/2023	

## Live Demo

# Sales Mix Dashboard

Shows monthly, weekly, and daily sales mix changes by product. Sounds simple, but Amazon provides no tools to accomplish this. Helpful to observe trend shifts, particularly over peak times like Holiday and New Year.

[illegible]

## Live Demo

## There are 3 dashboards included

### P&L Dashboard

Pulls all cost inputs from 5-10 different sources in Amazon to get full net profit/contribution margin for Amazon. Requires input of product costs, external agencies/vendors, 3PL/warehouse costs to be fully accurate.



### Repeat Purchase Dashboard:

Tracks repeat purchase of customers by monthly cohorts. Useful for measuring repeat purchase %, LTV, and consumption curves for advertising.



### Sales Mix Dashboard

Shows monthly, weekly, and daily sales mix changes by product. Sounds simple, but Amazon provides no tools to accomplish this. Helpful to observe trend shifts, particularly over peak times like Holiday and New Year

