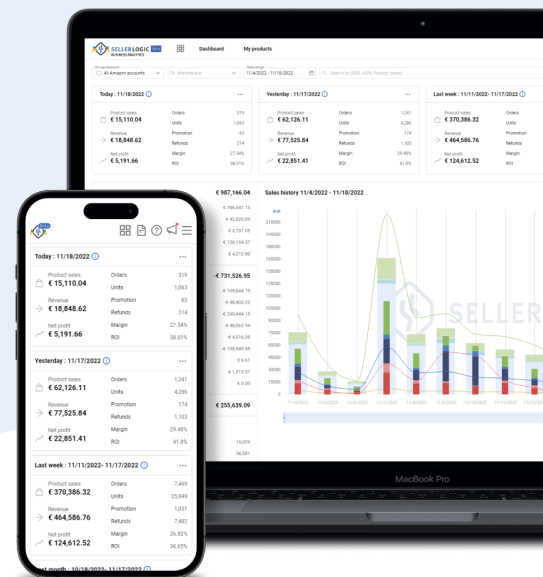


SellerLogic Business Analytics for Amazon: Get an overview of your profitability!

Your all-in-one profit dashboard: Awareness about your numbers enables you to make the right decisions



What's the problem?

Ensure and grow profitability: the competition on Amazon requires you to know every single cost to plan competitive pricing with sufficient margin.

Tracking of all data is overwhelming, while only specific data is crucial. Find out profitable products and improve or remove unprofitable ones.

Amazon's complexity in reports is excessive, often requiring sellers to turn to analysts for support.

Spending a lot of time gathering and combining data from various sources to increase profits.

Manually calculating the profit for each product in the inventory is error prone. An overview for evaluating trends and developments cannot be created.

Why is Business Analytics the solution?

Track your true profit in near real-time. Trace business numbers back to make your investments more efficient – for up to two years in the past.

Get all data about your Amazon business in one place. See your performance breakdown on overall, account, marketplace, and product levels in near real-time.

Decide yourself which KPIs are important for future investments and exclude those that are unfitting.

Receive a detailed cost overview, including Amazon fees and identify products that do not generate sufficient revenue.

Receive all information about your business on Amazon visualized in easy to understand charts.

Not only your product information but also your costs will be automatically connected to Business Analytics if you are already using the SellerLogic Repricer.



www.sellerlogic.com

Talk to us

✉ cs-en@sellerlogic.com

☎ 0049 211 900 64 120



One profit dashboard to grow your business

Profitability in deep dive mode

The Key Performance Indicator widget delivers an immediate sketch of your profit & loss at a single glance.

With just a few clicks, you can get an overview of which products you should use to achieve the desired margin and which ones you should get rid of as quickly as possible.

Import your costs, see changes fast, and use the product area as your own Test Lab by creating any cost type in any currency.

Complex data, easy to understand

Business Analytics displays all your data conveniently and in an intuitive way.

Access all Amazon analytics for the chosen period by hovering over the Sales History chart to see your data in more detail.

The chart provides you with an overview of all relevant data in seconds. Pre-define what you want displayed in the Sales History section of the dashboard – you are the one who chooses what data is relevant for you.

Data in no time

With all necessary information in one place, you will be able to see changes in near real-time and receive accurate profit calculations for every product you sell.

By displaying the data in different time blocks – divided into today, yesterday, last week, and last month – every column accommodates the data that you depend on each day.

As a SellerLogic Repricer user you are able to transfer your product costs to Business Analytics with just one click – for the best overall view.

Accurate performance tracking

Business Analytics provides accurate in-depth data on account, marketplace, and product level. Use the widgets to dive into the specifics of your performance on any Amazon Marketplace and for each product.

Create and edit groups to get quick access to the data according to your preferences, or monitor your revenue for multiple accounts at once.

Get an overview about your business at any specific time by picking any date or a whole date range within two years in the past – this is what real control looks like.