

Catalog SOP: Creating a Detail Page Sales and Traffic Report by ASIN

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Who is this for? This is intended for individuals or teams who are registered sellers on Seller Central, the e-commerce platform provided by Amazon. It is designed for those who need to access and download business reports specifically related to Detail Page sales and traffic.

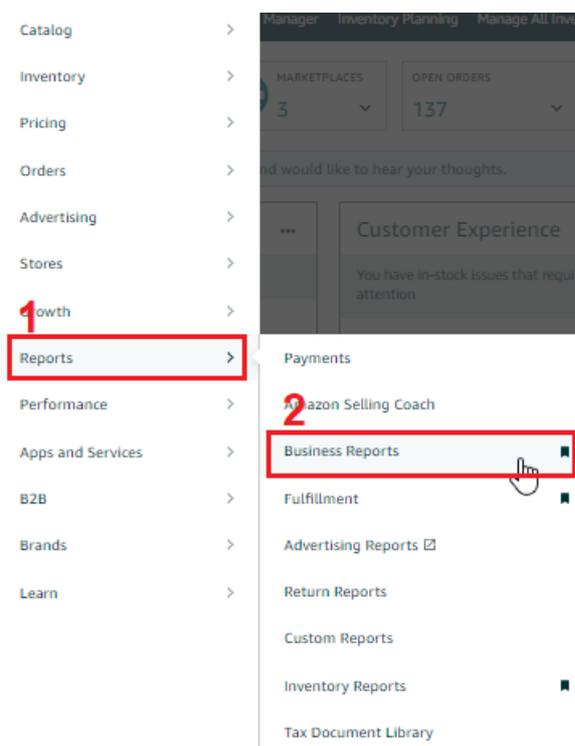


Objective: To guide users through the process of generating a detailed business report on Seller Central. By following the provided instructions, users will be able to select the desired columns and information to include in their report, set a specific date range, and successfully download the report in CSV format.

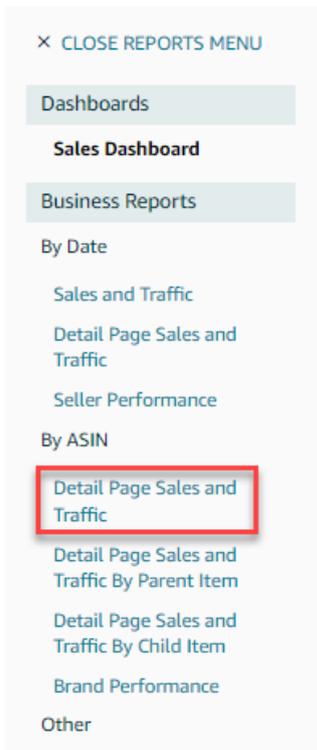
Generating comprehensive business reports is essential for sellers on Amazon as it enables them to gain valuable insights into their Detail Page sales and traffic. These reports can help sellers understand the performance of their products, identify trends, and make informed decisions to improve their business strategies.

By following the instructions below, you will be able to customize your report by selecting specific columns and information, as well as setting a date range according to your requirements. The report will be downloaded in CSV format, which can be easily opened and analyzed using spreadsheet software.

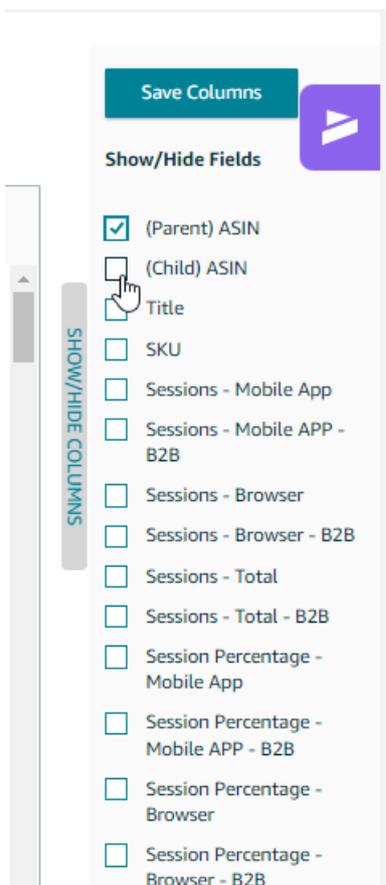
1. To generate a report on your Detail Page sales and traffic, go to the "Reports" tab on Seller Central's top menu and select "Business Reports" from the drop-down menu.



2. Next, select "Detail Page Sales and Traffic" under the "By ASIN" sub-heading in the left side menu.



3. Click the "Columns" button on the left side of the page to access the available columns and fields. Choose the columns and information you want to include in your report by selecting or deselecting them.



4. To set the date range or period, use the calendar icons for the "From" and "To" dates located below the graph and above the table on the right side of the page.

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From Date To Date

5. Once you have made all the desired edits to your report, download it by clicking the "Download" button on the right side of the page and selecting the "CSV" option from the drop-down menu.

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From Date To Date