

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

10/11/2024 11:35 am CDT



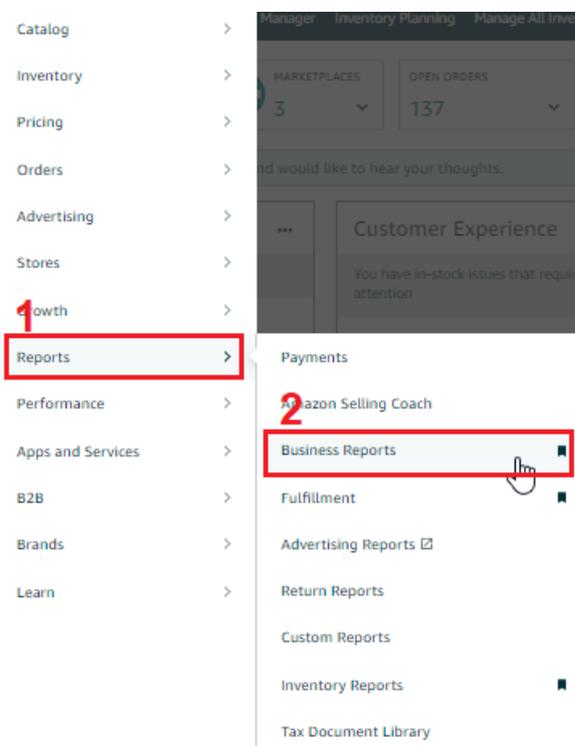
**Who is this for?** This Standard Operating Procedure (SOP) is for sellers on Amazon's Seller Central platform who want to download a business report specifically for Detail Page Sales and Traffic by Parent ASIN.



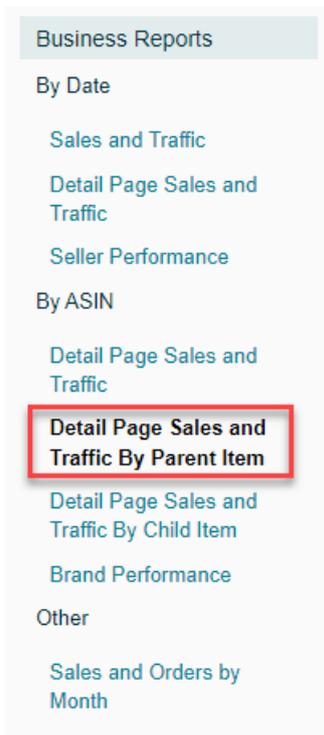
**Objective:** The objective of this SOP is to provide sellers with a step-by-step guide on how to generate and download a Detail Page Sales and Traffic by Parent ASIN Report from Seller Central. This report allows sellers to gain insights into the performance and traffic of their product detail pages, helping them make informed business decisions.

The Detail Page Sales and Traffic by Parent ASIN Report is a valuable tool for sellers on Amazon's Seller Central platform. By following the steps outlined in this SOP, you will be able to access and download this report, which provides comprehensive information about the sales and traffic metrics of your products.

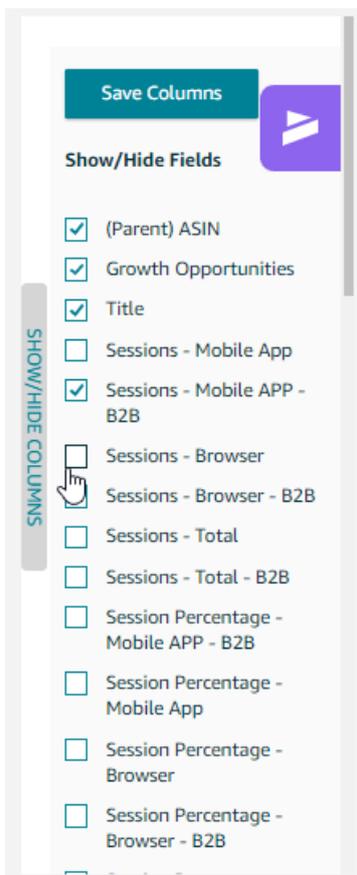
1. To generate a Detail Page Sales and Traffic by Parent ASIN Report, navigate to the “Reports” tab on the Top Menu of Seller Central and select “Business Reports” from the Drop-Down Menu.



2. On the next page, find and click the “Detail Page Sales and Traffic by Parent ASIN” link in the left side menu under the Sub-Heading “By ASIN”.



3. To customize your report, click the “Columns” button on the left side of the page to open up the Columns Fields available. Select or deselect the columns and information you want to include in your report.



4. Customize the dates of your report by clicking the calendar icons for the “From” and “To” dates respectively beneath the graph and above the table on the right side of the page and select your desired date range or period.

## Business Reports | Detail Page Sales and Traffic By Parent Item [Learn more](#)

From Date  04/24/2023 To Date  05/24/2023

5. Once you have made all the necessary edits to your report, click the “Download” button on the right side of the page above the table and select “CSV” from the Drop-Down Menu to download your report.

## Business Reports | Detail Page Sales and Traffic By Parent Item [Learn more](#)

From Date  04/24/2023 To Date  05/24/2023

Download (.csv)

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