

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

10/11/2024 11:36 am CDT



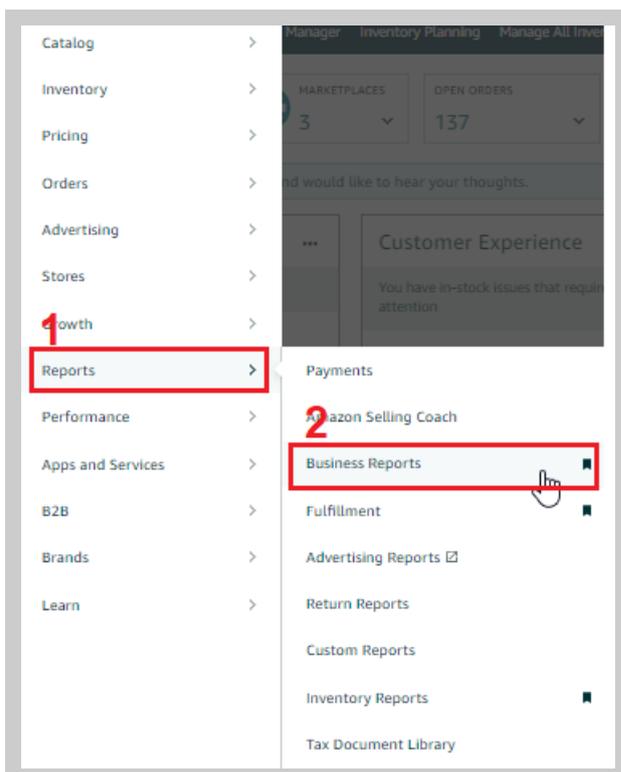
Who is this for? This is intended for individuals who have access to Seller Central and need to generate a Detail Page Sales and Traffic by Child ASIN Report. It is designed for users who are responsible for analyzing business data and require a step-by-step guide on how to download this specific report.



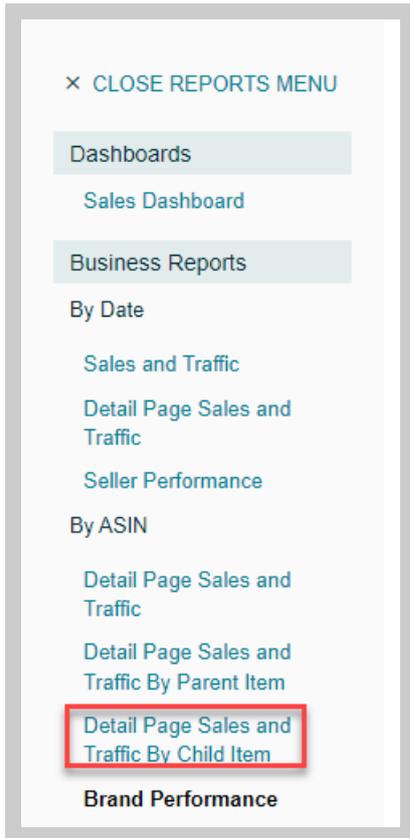
Objective: To provide clear instructions on how to generate a Detail Page Sales and Traffic by Child ASIN Report on Seller Central. By following these steps, users will be able to access the necessary menu options, customize the report's columns and date range, and successfully download the report in CSV format.

The Detail Page Sales and Traffic by Child ASIN Report is a valuable tool for businesses to analyze the performance of their products on Amazon's Seller Central platform. This report provides comprehensive data on sales and traffic generated by each individual ASIN (Amazon Standard Identification Number). By generating and downloading this report, users can gain insights into the performance of specific products, make data-driven decisions, and optimize their overall business strategy.

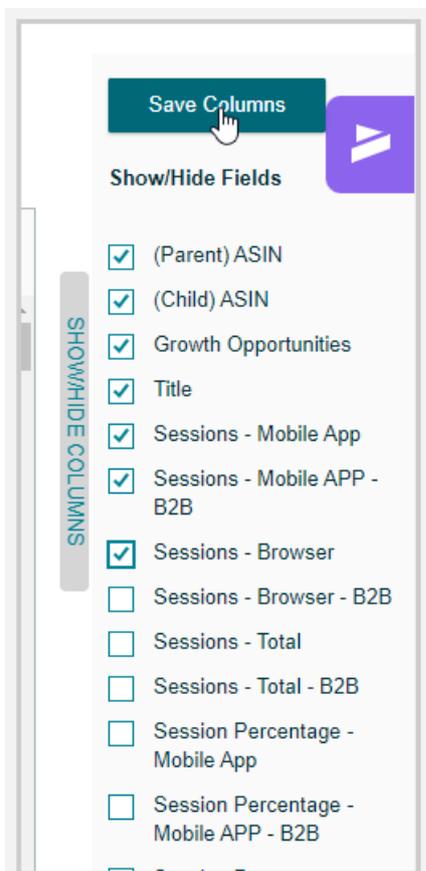
1. Access the "Reports" Tab on the Top Menu of Seller Central and select "Business Reports" from the Drop-Down Menu.



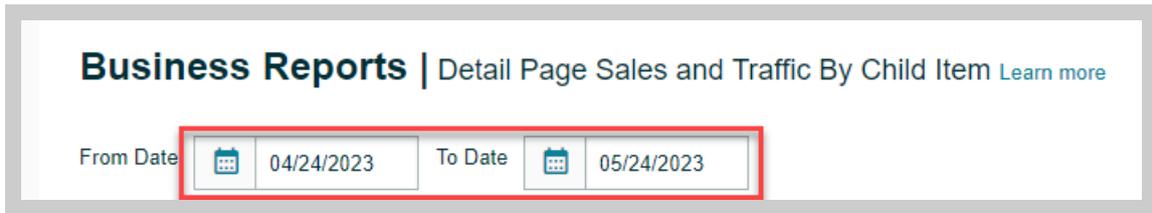
2. In the left side menu under the Sub-Heading "By ASIN," click on "Detail Page Sales and Traffic by Child ASIN."



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



4. Customize the date range by clicking the calendar icons for the "From" date and "To" date below the graph and above the table on the right side of the page.

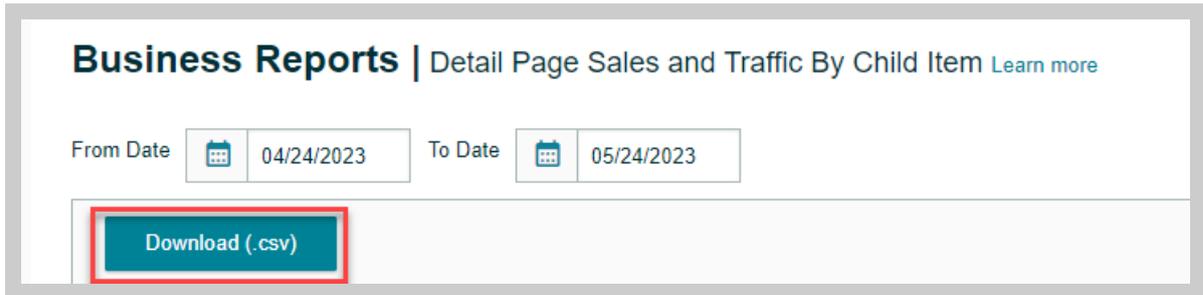


Business Reports | Detail Page Sales and Traffic By Child Item [Learn more](#)

From Date To Date

The screenshot shows a header with the text "Business Reports | Detail Page Sales and Traffic By Child Item" and a link "Learn more". Below the header are two date selection fields. The "From Date" field contains "04/24/2023" and the "To Date" field contains "05/24/2023". Both fields have a calendar icon to their left. A red rectangular box highlights the entire date selection area.

5. Once you're satisfied with your report, click the "Download" button and select "CSV" from the Drop-Down Menu to download it.



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From Date To Date

[Download \(.csv\)](#)

The screenshot shows the same header as the previous image. Below the date selection fields, there is a button labeled "Download (.csv)". A red rectangular box highlights this button.