FBA Opportunities Report

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Overview

In this article, you will learn about Sellercloud's **FBA Opportunities Report**. This report gathers your **FBM (Fulfilled by Merchant)** sales data and identifies SKUs you may want to consider selling via **FBA (Fulfilled by Amazon)**.

The report suggests items that fit the following criteria:

- FBM items that do not currently have a shadow configured as FBA.
- Items that are in stock.
- Items that have sales in the selected time period (configured via a **Client Setting**).

The FBA Opportunities Report is available only in our Delta Interface.

Prerequisites

OpportunityServices must be enabled for this workflow! Open a ticket with Sellercloud Support to ensure that this service is running on your server. This service generates the report data once overnight.

Before you use the report, you need to configure two Client Settings:

1. Go to **Settings** > **Client Settings** > **General Client Settings**.

2. Search for **Opportunities Report.**

3. Check **Enable Opportunities Report**.

4. Select a value for **FBA Opportunities Report days to go back.** Note that when you change this setting's value, you will not see the report data updated accordingly until it is recalculated. The recalculation happens overnight.

5. Click **Save.**
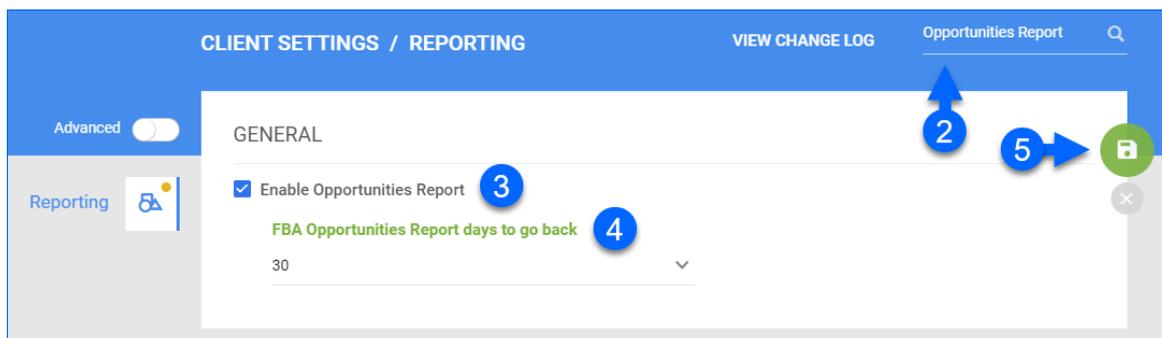
Identify FBA Opportunities

To access and use the report:

1. Go to **Settings > Marketplaces.**

2. Select **Amazon > FBA Opportunities**.

The sections below provide insights into the different available filters that will help you focus your search and how to read the report data.
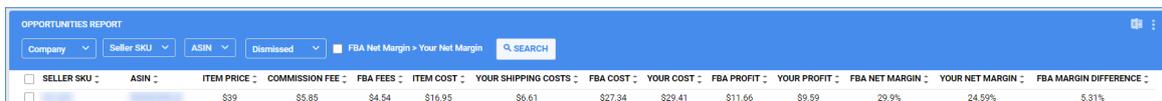
Filters

Use the following filters to narrow down your search:

- **Company** – you can filter the report's results by Company. The filter allows selecting just one or multiple companies. If none are selected, the results will include products from all of your companies.
- **Seller SKU** – this filter looks for your Amazon Merchant SKU as received from the Amazon Active Listings Report.
- **ASIN** – filter for specific products based on their ASIN.
- **Dismissed** – allows you to filter out products you have marked as Dismissed via the grid action.
- **Purchaser** – filter by the Purchaser assigned to your products.
- **FBA Net Margin > Your Net Margin** – check this box to filter for the products that, based on the report's calculation, offer higher profit margins as FBA than they currently do as FBM.

Report Data

The report grid includes several columns which let you compare FBM and FBA data. You can also click on headers to sort the grid results by that value. The columns are:

- **Seller SKU** – The FBM SKU that should be considered to create an FBA shadow.
- **ASIN** – The FBM item's ASIN on Amazon.
- **Item Price** – Current sales price of the FBM listing, as received from the Amazon Active Listings report.
- **Commission fee** – The dollar amount Amazon charges each time the item is sold.
- **FBA Fees** – Estimated FBA fees for the SKU as received from Amazon, including commissions and fulfillment fees. When 0, that means Amazon was not able to provide them, and the FBM listing may need revising.
- **Item Cost** – Corresponds to the Average Cost from the Product Details page in Sellercloud.
- **Your Shipping Costs** – Displays the average shipping cost for the product based on previous orders. The calculation occurs overnight.
- **FBA Cost** – The sum of the Estimated FBA Fees and the Amazon Commission, as seen in the previous column.
- **Your Cost** – The sum of Your Shipping Costs and the Amazon Commission.
- **FBA Profit** – Based on the report's calculation, this would be the Profit from selling a single unit of this SKU via FBA.
- **Your Profit** – This is the current profit for a single unit sold of this SKU for your FBM listing.
- **FBA NET Margin** – The estimated profit margin of this listing if sold via FBA. Calculated based on the Estimated FBA Profit and the Item Price in this report.
- **Your NET Margin** – Your current profit margin for the associated FBM listing. Based on the values from Your Profit and the Item Price.
- **FBA Margin Difference** – Calculated based on the Estimated FBA NET Margin minus Your NET Margin. If the **FBA Net Margin > Your Net Margin** checkbox is enabled in the filters, you will only see products with a positive value in this column.

Actions

Once you have sorted and seen the **FBA Opportunites** report data, you can select your SKUs and perform one of the available grid actions.
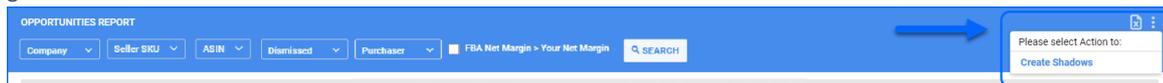
- **Export to Excel** – Select items in the report and click this icon to download the report to an Excel spreadsheet.
- **Create Shadow Product(s):**

  1. Select items from the grid.

  2. Click the three dots and select **Create Shadows.**

  3. In the pop-up, set the **FBA Shadow SKU** and **FBA Item Price** and click **Create Shadow**.

  4. The new **Shadow SKU** will automatically be set to **Fulfilled by Amazon.**

- **Dismiss Products** – If there are products in your catalog that you do not wish to sell as FBA, for example, if they are Hazardous, you can use this action to mark them as**Dismissed**. This status does not affect any other aspects of your SKU, but it will allow you to exclude it from the FBA Opportunities report.

The report action **Create Shadow Product(s)** aims to streamline the process of identifying which products perform well as FBM and being ready to list them as FBA as well. Since Amazon does not allow a SKU to be listed as both, Sellercloud uses Shadow Products to allow you to keep track of such listings. Once your Shadows are created, you canPost them on Amazon and add them to FBA Inbound Shipments.