

PROJECT PORTFOLIO

Screenshots of some dashboards and visualizations

Created and developed by

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EXAMPLE OF A SUMMARY

EXECUTIVE SCORECARD

Gauges All Year

Bars Year To Date

Year To Date

Company Sales

Actual	\$18,778K
Past Year	\$15,943K
Commitment	\$13,761K
New Budget	\$17,012K

Name Brands

Actual	\$11,093K
Past Year	\$10,032K
Commitment	\$7,367K
New Budget	\$5,783K

Own Brands

Actual	\$7,667K
Past Year	\$5,431K
Commitment	\$6,394K
New Budget	\$7,683K

Merchandising	Delta	%Delta	Actual
Actual Sales vs Past Year	\$2,834,361	18%	\$18,777,754
Actual Sales vs Commit.	\$5,016,602	36%	\$18,777,754
Actual Sales vs New Budget	\$1,765,424	10%	\$18,777,754
Actual Sales YTG			25.13%
AOV			\$44.1

Marketing	Delta	%Delta	Actual
% PPC Ad. Sales vs Past Y.	1%		70%
PPC Spend vs Past Year	\$329,356	95%	\$677,697
Blended ACOS vs Past Year	1%	65%	4%
Direct ACOS vs Past Year	7%	68%	18%
Total ACOS vs Past Year	5%	170%	13%
TACOP vs Past Year	4%	27%	16%
Direct ACOP vs Past Year	5%	6%	79%

Finance	Delta	%Delta	Actual
AGP vs Past Year	\$1,433,214	53%	\$4,158,478
CM vs Commitment	\$807,589	24%	\$4,158,478
AGP vs New Budget	(\$817,252)	-13%	\$4,158,478
CM vs Past Year	\$1,103,857	46%	\$3,480,780
CM vs Commitment	\$718,548	26%	\$3,480,780
CM vs New Budget	(\$540,042)	-13%	\$3,480,780
AGM			22%
CMR			19%

Supply Chain

	Actual
Total Inventory Value FBA	\$8,951,274
Total Inventory Qty FBA	841,439



Total Sales Overview

Comprehensive view of sales performance. Explore trends over time, view cumulative sales, analyze geographic purchasing patterns, and examine sales distribution. This page provides a clear, data-driven picture to help track and understand total sales impact. Hover over each chart for detailed insights.

Date

01/01/2020 - 11/30/2020

country_description

(All)

Enter search text

(All)

Belgium

France

Germany

Italy

Spain

United States

SALES

YTD: \$14,616,287 | None vs. Prior
QTD: \$3,822,507 | ▲8.11% vs. Prior
MTD: \$1,846,475 | ▼3.67% vs. Prior
WTD: \$469,454 | ▲4.34% vs. Prior
DTD: \$68,330 | ▼8.83% vs. Prior



Daily AVG Sales
Current Date Range

\$43,631

QUANTITY

YTD: 452,520 | None vs. Prior
QTD: 119,001 | ▲10.57% vs. Prior
MTD: 59,087 | ▲1.62% vs. Prior
WTD: 16,193 | ▲9.24% vs. Prior
DTD: 2,448 | ▼6.21% vs. Prior



Daily AVG Quantity
Current Date Range

1,351

ORDERS

YTD: 466,070 | None vs. Prior
QTD: 123,617 | ▲9.95% vs. Prior
MTD: 60,990 | ▲0.46% vs. Prior
WTD: 16,038 | ▲5.42% vs. Prior
DTD: 2,375 | ▼5.83% vs. Prior

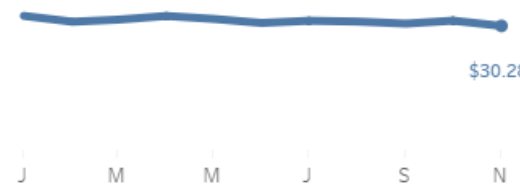


Daily AVG Orders
Current Date Range

1,391

AVERAGE ORDER VALUE

YTD: \$31.36 | None vs. Prior
QTD: \$30.92 | ▼1.68% vs. Prior
MTD: \$30.28 | ▼4.11% vs. Prior
WTD: \$29.27 | ▼1.02% vs. Prior
DTD: \$28.77 | ▼3.19% vs. Prior



Daily AVG AOV
Current Date Range

\$31.36

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Grand Total
Jan	\$55K	\$68K	\$74K	\$78K	\$55K	\$52K	\$48K	\$430K
Feb	\$70K	\$70K	\$68K	\$70K	\$85K	\$59K	\$60K	\$483K
Mar	\$111K	\$95K	\$94K	\$94K	\$95K	\$111K	\$105K	\$705K
Apr	\$130K	\$221K	\$182K	\$136K	\$141K	\$132K	\$115K	\$1,067K
May	\$178K	\$189K	\$190K	\$246K	\$185K	\$167K	\$153K	\$1,307K
Jun	\$256K	\$202K	\$191K	\$185K	\$205K	\$182K	\$223K	\$1,444K
Jul	\$214K	\$286K	\$318K	\$328K	\$230K	\$201K	\$191K	\$1,767K
Aug	\$240K	\$248K	\$249K	\$242K	\$307K	\$273K	\$263K	\$1,822K
Sep	\$321K	\$320K	\$248K	\$235K	\$235K	\$220K	\$200K	\$1,778K
Oct	\$242K	\$260K	\$362K	\$360K	\$333K	\$210K	\$210K	\$1,976K
Nov	\$262K	\$256K	\$241K	\$229K	\$247K	\$316K	\$295K	\$1,846K
Grand Total	\$2,078K	\$2,214K	\$2,217K	\$2,202K	\$2,117K	\$1,923K	\$1,865K	#####

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Grand Total
Jan	1.7K	2.1K	2.5K	2.5K	1.7K	1.6K	1.5K	13.6K
Feb	2.3K	2.1K	2.3K	2.3K	2.8K	2.0K	2.0K	15.9K
Mar	3.1K	3.1K	3.1K	3.0K	3.1K	3.6K	3.4K	22.9K
Apr	4.1K	6.6K	5.6K	4.2K	4.3K	4.1K	3.7K	32.6K
May	5.4K	5.8K	5.8K	7.4K	5.6K	5.1K	4.7K	39.8K
Jun	7.8K	6.3K	6.0K	5.9K	6.3K	5.7K	6.9K	45.0K
Jul	6.6K	8.6K	9.6K	10.0K	6.9K	6.1K	5.9K	53.6K
Aug	7.4K	7.6K	7.6K	7.3K	9.2K	8.5K	8.1K	55.7K
Sep	9.7K	9.8K	7.6K	7.1K	7.1K	6.8K	6.3K	54.4K
Oct	7.4K	7.8K	11.0K	11.0K	9.9K	6.5K	6.5K	59.9K
Nov	8.2K	8.1K	7.6K	7.2K	8.0K	10.3K	9.6K	59.1K
Grand Total	64.2K	68.1K	68.4K	67.8K	65.0K	60.3K	58.7K	452.5K

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Grand Total
Jan	1.6K	2.0K	2.4K	2.4K	1.7K	1.6K	1.5K	13.2K
Feb	2.2K	2.3K	2.1K	2.2K	2.8K	1.9K	1.9K	15.4K
Mar	3.6K	3.0K	3.0K	2.9K	3.0K	3.5K	3.3K	22.2K
Apr	4.0K	6.9K	5.6K	4.1K	4.2K	3.9K	3.6K	32.4K
May	5.7K	5.9K	5.8K	7.7K	5.8K	5.2K	4.8K	40.9K
Jun	8.3K	6.5K	6.1K	6.2K	6.6K	5.9K	7.0K	46.6K
Jul	7.2K	9.2K	9.8K	10.3K	7.3K	6.2K	6.0K	56.0K
Aug	8.0K	8.0K	7.8K	7.7K	9.8K	8.6K	8.4K	58.2K
Sep	10.7K	10.3K	7.9K	7.5K	7.6K	7.0K	6.6K	57.7K
Oct	8.0K	8.1K	11.3K	11.3K	10.6K	6.8K	6.6K	62.6K
Nov	8.8K	8.4K	8.0K	7.5K	8.2K	10.3K	9.7K	61.0K
Grand Total	68.2K	70.5K	69.8K	69.7K	67.5K	61.0K	59.4K	466.1K

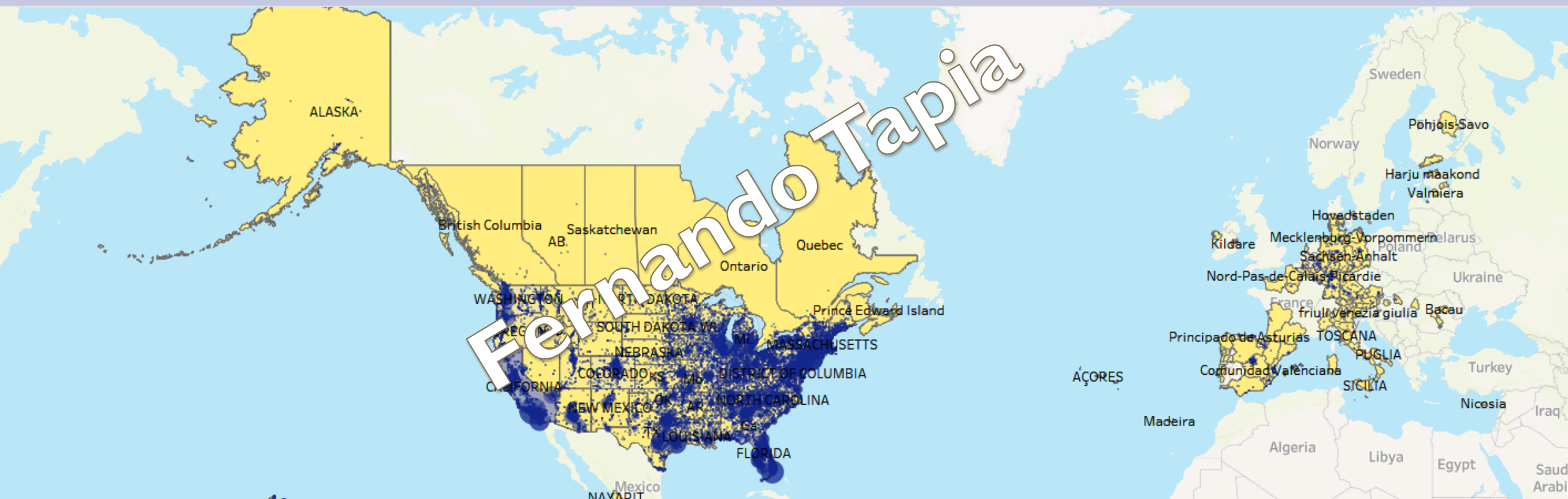
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Grand Total
Jan	\$33.79	\$33.48	\$31.12	\$32.51	\$33.40	\$32.71	\$32.58	\$32.71
Feb	\$31.75	\$31.26	\$31.83	\$31.55	\$30.81	\$30.18	\$31.72	\$31.29
Mar	\$31.04	\$31.95	\$31.89	\$32.09	\$31.88	\$31.88	\$31.90	\$31.79
Apr	\$32.17	\$32.29	\$32.23	\$33.20	\$33.27	\$34.15	\$31.87	\$32.68
May	\$31.41	\$32.14	\$32.59	\$31.94	\$32.01	\$32.01	\$31.69	\$31.98
Jun	\$30.78	\$31.04	\$31.10	\$30.09	\$31.03	\$30.84	\$31.98	\$30.99
Jul	\$29.49	\$31.13	\$32.40	\$31.89	\$31.45	\$32.23	\$31.91	\$31.53
Aug	\$30.08	\$31.06	\$31.92	\$31.60	\$31.42	\$31.88	\$31.37	\$31.34
Sep	\$29.97	\$30.92	\$31.34	\$31.39	\$30.83	\$31.17	\$30.48	\$30.83
Oct	\$30.23	\$31.91	\$32.12	\$31.94	\$31.51	\$31.06	\$31.64	\$31.55
Nov	\$29.68	\$30.53	\$30.30	\$30.39	\$29.99	\$30.59	\$30.39	\$30.28
Grand Total	\$30.48	\$31.40	\$31.75	\$31.59	\$31.37	\$31.55	\$31.39	\$31.36

YTD \$14,616,287 | None vs. Prior
QTD \$3,822,507 | ▲8.11% vs. Prior
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YTD: 452,520 | None vs. Prior
QTD: 119,001 | ▲10.57% vs. Prior
MTD: 59,087 | ▲1.62% vs. Prior
WTD: 16,193 | ▲9.24% vs. Prior
DTD: 2,448 | ▼6.21% vs. Prior

YTD: 466,070 | None vs. Prior
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EXAMPLE OF TREND IN SALES ANALYSIS

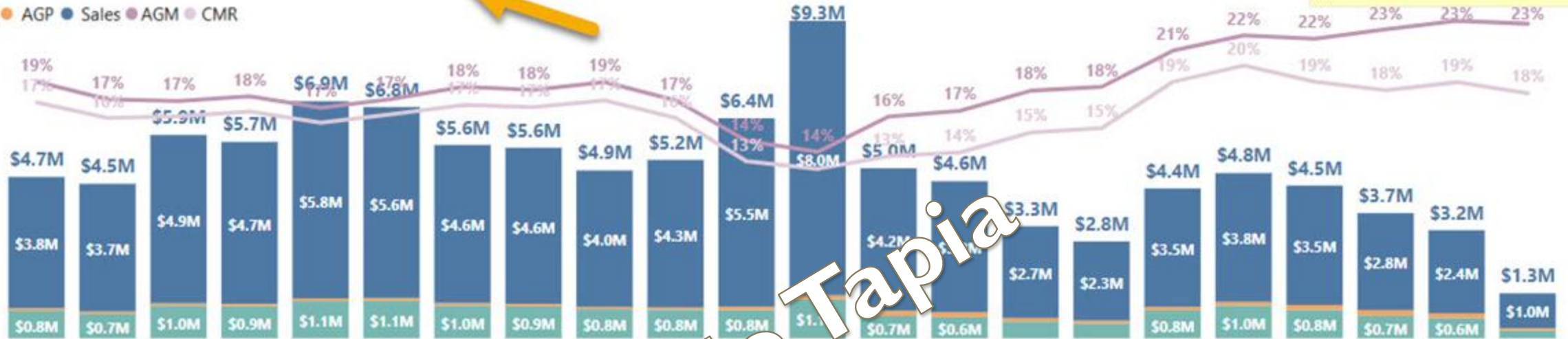
OVER TIME GENERAL OVERVIEW

Sub Company Acquisition Marketplace Account Main Cat Brand Merch. Label Asin Date

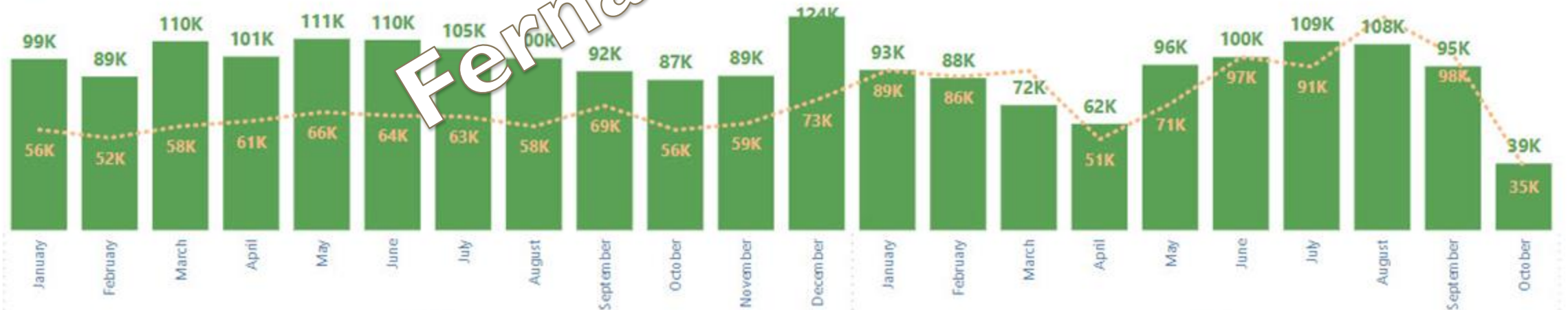
All All All All All All All All 10/12

Months Days of the current month Title

CM AGP Sales AGM CMR



Qty Sold Qty Committed



OVER TIME GENERAL OVERVIEW

Sub Company

All

Acquisition

All

Marketplace

All

Account

All

Main Cat

All

Brand

All

Merch. Label

All

Asin

All

Date

10/12

Title

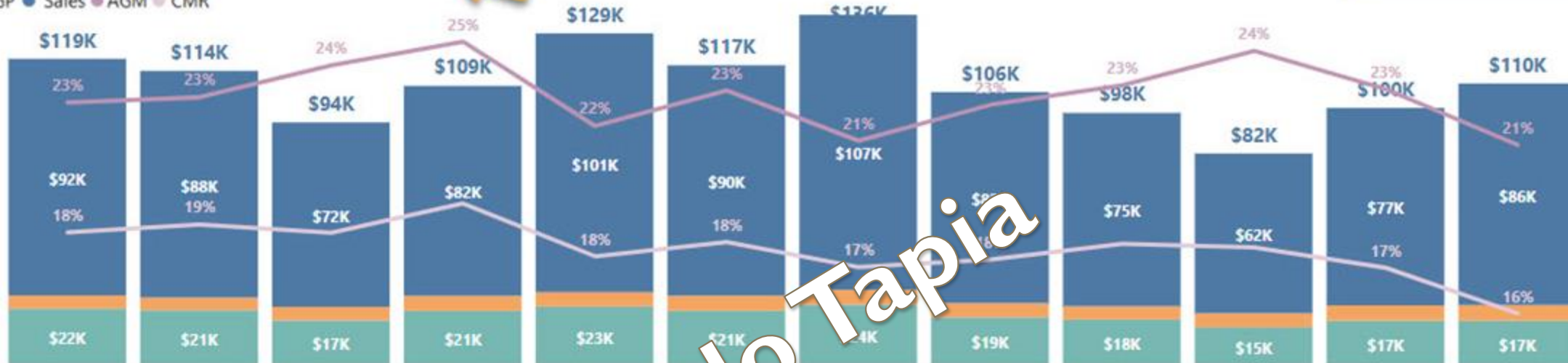
All

Months



Days of the current month

CM AGP Sales AGM CMR



Qty sold Qty Committed



October
202



Total Sales Overview

Comprehensive view of sales performance. Explore trends over time, view cumulative sales, analyze geographic purchasing patterns, and examine sales distribution. This page provides a clear, data-driven picture to help track and understand total sales impact. Hover over each chart for detailed insights.

Date

01/01/20: 11/30/20

SALES

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ORDERS

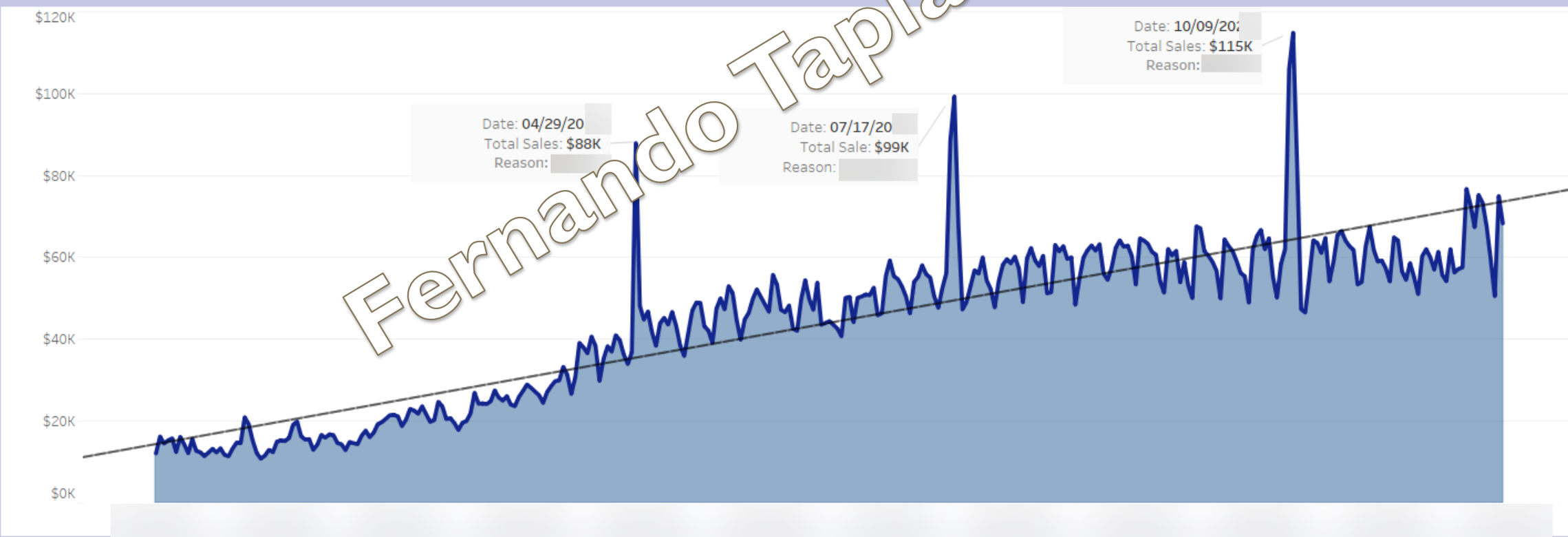
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Type of Chart

Total Sales Trend ▼



EXAMPLE OF INVENTORY AND SALES ANALYSIS

Sales KPI - Aggregated Metrics

BRAND
TYPE

Detail	Sales Act	Contribution Act	Sales MTD Act
BRANDS	\$2,893,242.50	\$333,113.67	\$2,893,242
BRANDS	\$0,127,714.26	\$0,000,559.00	\$0,127,714
Total	\$3,735,956.86	\$593,671.67	\$3,735,957

BRAND

Brand	Sales Act	Contribution Act	Sales MTD Act
	\$1,550,096.47	\$208,672.36	\$1,550,096
	\$828,903.77	\$70,987.21	\$828,904
	\$582,351.39	\$155,689.91	\$582,351
	\$286,300.91	\$44,304.34	\$286,301
	\$254,210.34	\$104,362.33	\$254,210
	\$214,712.35	\$7,399.64	\$214,712
	\$13,229.00	\$1,750.12	\$13,229
	\$3,268.91	\$832.55	\$3,269
	\$2,523.99	\$379.42	\$2,524
Total	\$3,735,956.86	\$593,671.67	\$3,735,957

CAT

Category	Sales Act	Contribution Act	Sales MTD Act
Lenses	\$2,132,914.22	\$293,324.76	\$2,132,914
Cameras	\$825,547.72	\$64,198.76	\$825,548
Cleaning Supplies	\$358,937.65	\$138,334.30	\$358,938
Accessories	\$120,193.08	\$35,293.25	\$120,193
Flash & Lighting	\$106,812.30	\$17,017.33	\$106,812
Filters	\$99,920.52	\$32,466.11	\$99,921
Tripods and Support	\$50,126.70	\$2,711.16	\$50,127
Bags and Cases	\$35,030.56	\$7,111.16	\$35,031
Total	\$3,735,956.86	\$593,671.67	\$3,735,957

SUBCAT

dpt_subcategory	Sales Act	Contribution Act	Sales MTD Act
DSLR Lenses	\$1,057,585.18	\$125,993.14	\$1,057,585
Mirrorless Lenses	\$988,994.02	\$142,945.23	\$988,994
Mirrorless Cameras	\$441,168.15	\$38,872.20	\$441,168
DSLR Cameras	\$381,434.57	\$25,102.61	\$381,435
Cleaning Cloths	\$249,420.01	\$102,829.28	\$249,420
Filter Kits	\$99,039.65	\$32,151.40	\$99,040
Cleaning Kits	\$91,714.34	\$29,164.85	\$91,714
Auxiliary Lenses	\$86,335.02	\$24,386.35	\$86,335
Total	\$3,735,956.86	\$593,671.67	\$3,735,957

Sales vs AGP by CT

Brand Type BRANDS BRANDS



INVENTORY HEALTH

Sub Company

Acquisition

Marketplace

Account

Main Cat

Brand

Brand Type

Merch. Label

Ad Code

Date

All

All

All

All

All

All

All

Multiple s...

All

10/1/20

10/29/20

Asin and Merch. Label	AVG Rotation L7D	AVG Rotation L30D	CM L30D Actual	Units ordered vs committed	WH [Qty]	In Transit FBA [Qty]	FBA Available [Qty]	Total Inventory [Qty]	DOI L7D [day]	DOI L30D [day]	Total Inventory [USD]	Inv. Type
Total	3,151.29	3324.87	\$591,580	79%	16,837	63,719	154,795	235,351	75	71	\$4,526,417	Over Stock
	0.29	0.20	(\$7)	0%	462		219	681	2,384	3,405	\$3,891	Over Stock
	0.57	1.13	\$53	-61%	577	341	166	1,084	1,897	956	\$2,155	Over Stock
	0.29	0.17	(\$53)	0%	296		220	516	1,806	3,096	\$2,552	Over Stock
	0.14	0.10	\$16	0%	32	64	127	223	1,561	2,230	\$4,056	Over Stock
	0.14	0.40	\$88	-31%		50	138	188	1,316	470	\$157	Over Stock
	0.86	0.70	(\$248)	-50%	840		170	1,010	1,178	1,443	\$90,937	Over Stock
	0.29	0.37	(\$226)	0%	160		173	333	1,166	908	\$2,815	Over Stock
	0.43	0.20	\$60	0%		6	488	494	1,153	2,470	\$9,617	Over Stock
	0.29	0.60	(\$210)	0%		14	281	295	1,033	492	\$1,317	Over Stock
	0.14	0.37	\$98	157%	100		29	129	903	352	\$1,144	Over Stock
	2.14	1.73	\$225	-9%	1,700		111	1,811	845	1,115	\$2,349	Over Stock
	0.14	0.03	(\$45)	0%	12	9	99	120	99	99	\$1,841	Over Stock
	0.43	0.13	\$41	0%		286	55	341	798	1,298	\$2,425	Over Stock
	0.14	0.43	\$94	-81%		26	86	112	784	258	\$113	Over Stock
	1.57	0.57	(\$51)	0%	1,018		186	2,004	766	2,125	\$5,994	Over Stock
	1.29	1.17	(\$131)	0%	608		295	903	702	774	\$7,676	Over Stock

Select one product

Select one product

Master Id

Select one product

Ad Code

Select one product

Brand Type

Select one product

Brand

Select one product

Category

Select one product

Sub Category

Select one product

URL Country



UK



UK



UK



UK



UK

Quantity Sold

Actual 96,586

Commited 54,090

Budgeted 82,639

Sales

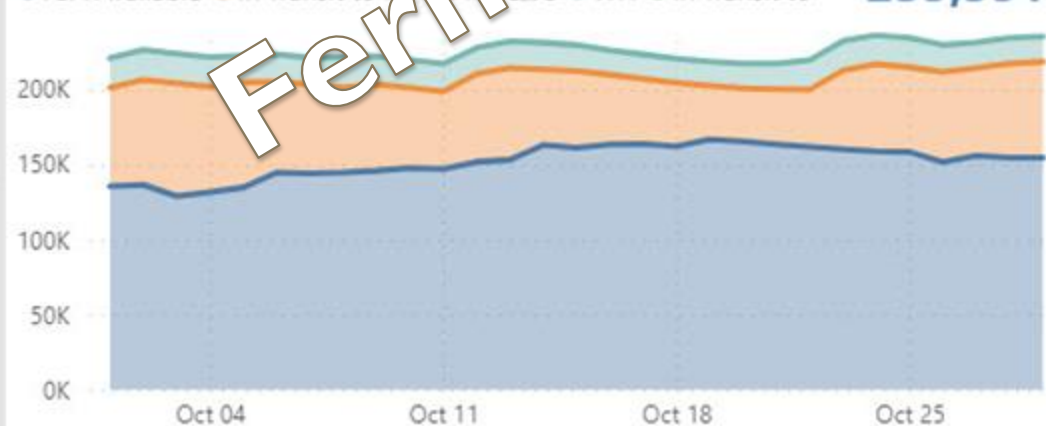
Actual \$3,331,727

Commited \$1,733,358

Budget \$2,818,801

Stock Level in Quantity

● FBA Available ● In Transit to FBA ● In Transit to Merch ● WH ● In Transit to 1



FBA Overstock (High DOI)



FBA Low Stock (5 <= DOI < 25)



FBA Out of Stock (0 <= DOI < 5)





Inventory Overview

Inventory insights at a glance: Analyze inventory metrics

Date

11/20/20: 11/30/20

category

(All)

Enter search text

(All)

Null

Can

Car

Circ

Clea

Cog

Dai

Det

Digi

Digi

Digi

Enz

Glut

Hea

Hea

Imn

Kids

Lyp

Mac

Met

Mul

Mus

Omi

Pap

Pro

Reg

Sun



	SubCat	Sh. Desc.	ASIN	Total Sales	% Total Sale	PPC Spend	Last 7D Sales	Advertised Sales	Organic Sales	TACoS	ACoS
	Enter filter	Enter filter \	Enter fil								
				\$82	0.11%	\$1	\$463	\$0	\$780	0.07%	Null
				\$2,522	0.34%	\$378	\$1,261	\$1,613	\$2,261	14.97%	23.41%
				\$2,653	0.36%	\$298	\$1,522	\$681	\$2,435	11.25%	43.82%
				\$1,884	0.25%	\$60	\$1,060	\$70	\$1,766	3.18%	85.00%
				\$6,300	0.85%	\$328	\$4,651	\$1,597	\$5,996	5.20%	20.53%
				\$7,760	1.04%	\$1,005	\$5,317	\$3,225	\$7,463	12.95%	31.15%
				\$407	0.05%	\$1	\$216	\$0	\$407	0.27%	Null
	ular			\$173	0.02%	\$0	\$124	\$0	\$148	0.00%	Null
	ular			\$1,081	0.15%	\$0	\$494	\$47	\$1,058	0.04%	0.85%
	ular			\$3,751	0.50%	\$134	\$2,415	\$893	\$3,363	3.56%	14.97%
	ular			\$1,897	0.26%	\$1	\$949	\$0	\$1,639	0.05%	Null

EXAMPLE OF DIGITAL MARKETING TREND ANALYSIS

PPC - ADVERTISED & ATTRIBUTED

Data Until 3/4/20

● CPC ● Conversion Attributed (adv+oth)

\$1.0

CTR

0.5%

0.4%

● ACoS Attributed (adv+oth) ● ACoS Advertised ASIN

8%

6%

4%

● ACoS Attributed (adv+oth) ● ACoS Advertised ASIN

8%

6%

4%

2%

0%

● ACoS Attributed (adv+oth) ● ROAS Advertised ASIN

25

20

15

10

Select a range of dates:

5/1/20

3/4/20

Group By:

1D

7D

14D

30D

Day Name

All

Category

All

SubCategory

All

Brand

All

Brand Classificati...

All

ASIN

All

Search CT

Search

Search ASIN

Search

Fernando Tapia

ADVERTISING ANALYSIS

Sub Company Acquisition Marketplace Account Main Cat Brand Merch. Label Asin Date

All All All All All All All All 9/1/20 9/16/20

● Total Sales ● Attributed Sales ● Direct Sales



● PPC Spend ● Total Acos ● Total Acop



Select one product

Select one product

Master Id

Select one product

Ad Code

Select one product

Brand Type

Select one product

Brand

86,760

Clicks

24,444,829

Impressions

0.35%

CTR

15.10%

Conversion %

13,100

Orders

\$70,679

Spend

\$0.81

CPC

21.85%

Direct ACOS

\$1,614,476

Total Sales

\$323,527

Direct Sales

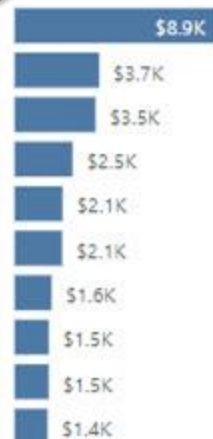
\$5.40

CPA

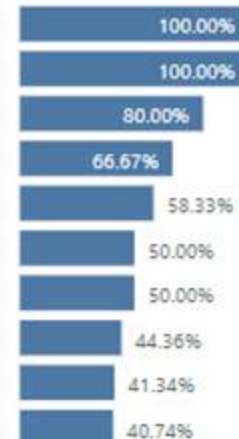
4.38%

Total ACOS

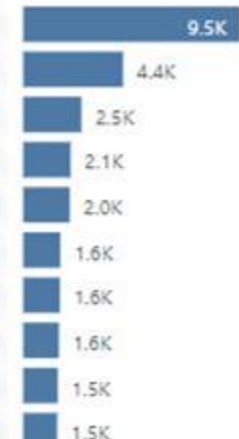
Top Ad



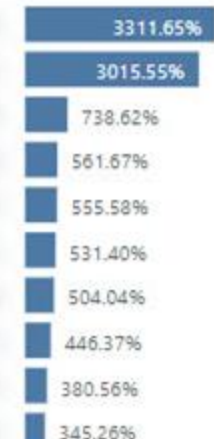
Top Conversion Rate



Top Clicks



Top Acop





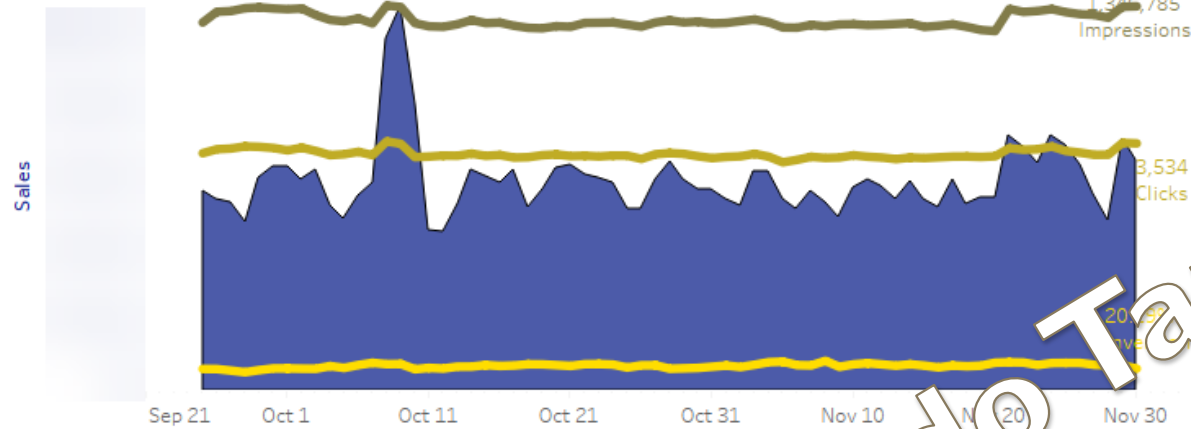
Traffic Overview

Sales insights at a glance: Analyze total sales, the breakdown of organic vs. advertised performance, traffic conversion, clicks and impressions, and top/bottom performers across categories, subcategories, and item IDs

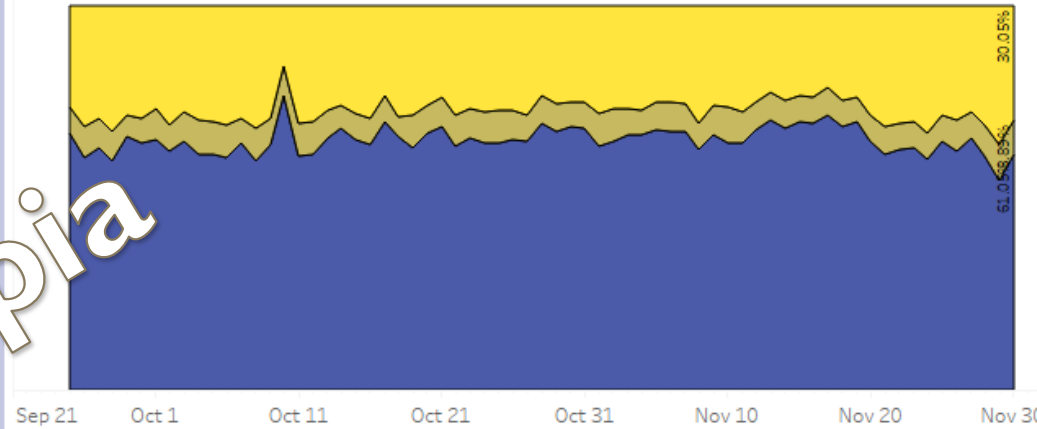
Date

01/01/20 11/30/20

Sales Traffic Conversion



Market Sales Composition



Measure

Total Sales

Dimension

Category

Top or Bottom

Top

Items to display

10

Top 10 of Category by Total Sales

Digestive Enzymes
Gluten
Lypo
Dairy
Heartburn/Indigestion
Digestive Enzymes With P..
Candidase
Metabolism
Cleansing & Detox
Regularity



Arial 9 B I U | | | | | Search table

Advertised Sales	Organic Sales	TACoS	ACoS	Clicks
\$146	\$28,854	0.02%	4.16%	22
\$10,838	\$29,965	4.67%	14.17%	1,034
\$4,661	\$47,848	3.14%	35.64%	680
\$2,756	\$95,193	0.47%	17.38%	270
\$4,786	\$49,221	4.55%	49.94%	953
\$20,871	\$145,371	4.33%	32.03%	4,105
\$200	\$9,216	0.09%	4.29%	29
\$946	\$17,887	0.23%	4.67%	163

EXAMPLE OF COST ANALYSIS

Range of Dates

5/1/20

7/28/20

CT

ASIN

Title

COST STRUCTURE ANALYSIS

Data until 7/28/20

PRICE AND UNIT COSTS [\$/u]

	FIRST COST STRUCTURE AS OF	LAST COST STRUCTURE AS OF	INCREASE OR DECREASE	NEW ESTIMATED COST STRUCTURE
	05/01/	07/28/		
RETAIL PRICE	\$8.99	\$8.99	\$0.0	\$8.99
COST OF GOODS SOLD	\$0.83	\$0.82		\$1.82
PRODUCT COST (AFTER DISCOUNTS)	\$0.68	\$0.68	\$1.00	\$1.68
INBOUND COST	\$0.09	\$0.09	\$0.00	\$0.09
OPERATION COST	\$0.03	\$0.02	\$0.00	\$0.03
OUTBOUND COST	\$0.03	\$0.03	\$0.00	\$0.03
GROSS PROFIT	\$8.16	\$8.17		\$7.17
GROSS MARGIN	90.7%	90.9%		79.7%
FBA FEE	\$2.41	\$2.41	\$0.00	\$2.41
REFERRAL FEE	\$1.35	\$1.35		\$1.35
OTHERS FBA (RETURNS+ UNFULFILLABLE)	\$0.04	\$0.04	\$0.00	\$0.04
VARIABLE COST	\$4.63	\$4.62		\$5.62
ADJUSTED GROSS PROFIT	\$4.36	\$4.37		\$3.37
ADJUSTED GROSS MARGIN	48.5%	48.6%		37.5%

DAILY SALES [\$] (Q x Unit Cost & Price)

FIRST	LAST	ESTIMAT.
Target Quantity 4	AVG Daily Sale... 504	Target Quantity 5
7	4	5
\$63	\$36	\$45
\$6	\$3	\$9
\$5	\$3	\$8
1	\$0	\$0
\$0	\$0	\$0
\$0	\$0	\$0
\$57	\$33	\$36
90.7%	90.9%	79.7%
\$17	\$10	\$12
\$9	\$5	\$7
\$0	\$0	\$0
\$32	\$18	\$28
\$30	\$17	\$17
48.5%	48.6%	37.5%

QUANTITIES



PRICE



UNIT COSTS



UNIT AGP



EXAMPLE OF A/B TEST ANALYSIS

TIME COMPARISON TOOL

Brand Type

Brand

Category

Sub Category

Sub Company

Marketplace

Main Cat

Account

Brand Type

SKU

All

All

All

All

All

All

Acquisition

Region

Brand

Merch. Label

Master Id

Asin

All

All

All

All

All

All

Before 7 Days

After 7 Days

Metrics

10/15/20

10/21/20

10/22/20

10/28/20

KPI

Delta

% Delta

Sales [USD]

\$5,968

\$6,088

▲

\$120

2%

Orders [u]

198

199

▲

1

1%

Quantity [u]

199

203

▲

4

2%

AGP [USD]

\$206

\$107

▼

(\$99)

-48%

AGM [%]

3%

2%

▼

-2%

-49%

CM [USD]

(\$2,119)

(\$2,457)

▼

(\$58)

2%

CMR [%]

40%

40%

▲

-0%

0%

Sales Achiev [%]

139%

141%

▲

2%

2%

PPC Spend [USD]

\$2,606

\$2,564

▼

(\$41)

-2%

Click Through Rate [%]

0.17%

0.16%

▼

-0.01%

-3%

Blended ACOS [%]

44%

42%

▼

-2%

-4%

PERIOD OVER PERIOD BRAND ANALYSIS

Sub Company	Marketplace	Main Cat	Account	Category	Brand Type	Sku
All	All	All	All	All	All	All
Acquisition	Region	Brand	Merch. Label	Subcategory	Master Id	Asin
All	All	All	All	All	All	All

Period	7 Days
1/6/2021	1/12/2021
Prior Period	7 Days
12/30/2020	1/5/2021

Brand	Qty Period	Qty Prior Period	Qty Difference	Qty %Difference	Sales Period	Sales Prior Period	Sales Difference	Sales %Difference	AGP Period	AGP Prior Period	AGP Difference	AGP %Difference	CM Period	CM Prior Period	CM Difference	CM %Difference
	7,898.00	8,309.00	-411.00	-4.95%	\$79,886	\$81,671	(\$1,785)	-2.19%	\$37,885	\$38,424	(\$539)	-1.40%	\$32,855	\$32,878	(\$23)	-0.07%
	5,178.00	5,835.00	-657.00	-11.26%	\$119,350	\$132,171	(\$12,821)	-9.70%	\$38,066	\$40,640	(\$1,753)	-4.31%	\$30,275	\$31,549	(\$1,274)	-4.04%
	3,856.00	3,324.00	532.00	16.00%	\$59,787	\$54,687	\$5,100	9.33%	\$21,906	\$20,493	\$1,453	7.09%	\$16,333	\$15,456	\$877	5.67%
	1,869.00	2,099.00	-230.00	-10.96%	\$27,456	\$29,808	(\$2,352)	-7.89%	\$13,551	\$13,551	\$348	2.57%	\$10,711	\$10,104	\$607	6.01%
	1,654.00	1,874.00	-220.00	-11.74%	\$29,541	\$33,943	(\$4,402)	-13.00%	\$12,741	\$12,741	(\$1,895)	-14.87%	\$7,886	\$9,455	(\$1,569)	-16.60%
	909.00	1,013.00	-104.00	-10.27%	\$33,367	\$36,286	(\$2,919)	-8.05%	\$12,094	\$12,094	(\$882)	-7.29%	\$8,499	\$9,081	(\$583)	-6.42%
	819.00	809.00	10.00	1.24%	\$434,622	\$420,219	\$14,403	3.43%	\$49,467	\$47,622	\$1,845	3.87%	\$46,846	\$44,460	\$2,387	5.37%
	756.00	584.00	172.00	29.45%	\$18,718	\$13,137	\$5,581	42.48%	\$5,423	\$3,690	\$1,734	46.99%	\$5,423	\$3,690	\$1,734	46.99%
	593.00	569.00	24.00	4.22%	\$10,830	\$9,715	\$1,114	11.47%	\$2,830	\$2,382	\$448	18.79%	\$1,637	\$1,090	\$547	50.20%
	414.00	483.00	-69.00	-14.29%	\$14,361	\$17,800	(\$3,439)	-19.32%	\$6,530	\$8,043	(\$1,513)	-18.81%	\$5,879	\$7,462	(\$1,583)	-21.21%
	252.00	281.00	-29.00	-10.32%	\$8,294	\$8,083	\$211	2.61%	\$2,862	\$2,987	(\$125)	-4.18%	\$1,914	\$1,723	\$190	11.03%
	314.00	251.00	63.00	25.10%	\$7,492	\$1,566	\$5,926	27.92%	\$3,358	\$2,576	\$782	30.34%	\$1,983	\$1,381	\$602	43.59%
	118.00	134.00	-16.00	-11.94%	\$87,355	\$9,000	(\$78,355)	-89.51%	\$9,764	\$13,280	(\$3,516)	-26.48%	\$9,325	\$12,770	(\$3,445)	-26.98%
	10.00	118.00	-108.00	-91.53%	\$2,906	\$862	\$2,045	237.28%	\$2,906	\$862	\$2,045	237.28%	\$2,906	\$862	\$2,045	237.28%
	93.00	86.00	7.00	8.14%	\$8,739	\$8,739	\$785	8.98%	\$2,901	\$2,397	\$505	21.07%	\$1,973	\$1,572	\$401	25.50%
	61.00	76.00	-15.00	-19.74%	\$1,038	\$1,279	(\$240)	-18.79%	\$236	\$284	(\$48)	-16.78%	\$59	\$32	\$27	83.87%
	56.00	72.00	-16.00	-22.22%	\$2,350	\$2,605	(\$255)	-9.80%	\$345	\$292	\$53	18.22%	\$194	\$69	\$126	183.64%
	68.00	64.00	4.00	6.25%	\$3,896	\$3,771	\$125	3.31%	\$277	\$288	(\$11)	-3.78%	(\$142)	(\$167)	\$24	-14.60%
	66.00	60.00	6.00	10.00%	\$1,624	\$1,483	\$141	9.50%	\$333	\$282	\$52	18.36%	\$118	\$130	(\$12)	-9.50%
	16.00	22.00	-6.00	-27.27%	\$480	\$660	(\$180)	-27.27%	\$124	\$149	(\$25)	-16.90%	\$107	\$130	(\$23)	-17.85%
	14.00	10.00	4.00	40.00%	\$392	\$280	\$112	40.00%	\$86	\$33	\$53	159.16%	\$86	\$33	\$53	159.16%
	5.00	7.00	-2.00	-28.57%	\$250	\$350	(\$100)	-28.57%	\$53	\$61	(\$9)	-13.97%	\$26	\$44	(\$18)	-41.19%
	1.00	5.00	-4.00	-80.00%	\$247	\$6,685	(\$6,438)	-96.31%	(\$4)	\$302	(\$306)	-101.19%	(\$40)	\$259	(\$299)	-115.30%
	2.00	3.00	-1.00	-33.33%	\$16	\$23	(\$7)	-30.43%	(\$1)	(\$0)	(\$1)	451.68%	(\$11)	(\$5)	(\$5)	94.10%
	4.00	2.00	2.00	100.00%	\$4,572	\$2,208	\$2,364	107.07%	\$906	\$192	\$714	372.17%	\$903	\$188	\$715	380.02%
	5.00	1.00	4.00	400.00%	\$90	\$18	\$72	400.00%	\$20	\$4	\$16	446.64%	\$11	(\$4)	\$15	-347.13%
		1.00	-1.00	-100.00%		\$1,299	(\$1,299)	-100.00%		\$131	(\$131)	-100.00%		\$131	(\$131)	-100.00%
Total	25,031.00	26,092.00	-1,061.00	-4.07%	\$958,443	\$993,928	(\$35,485)	-3.57%	\$223,090	\$223,797	(\$707)	-0.32%	\$185,757	\$184,374	\$1,384	0.75%

EXAMPLE OF SALES ACCELERATION ANALYSIS



Sales Acceleration Overview

Explore Top ASINs with the highest increases and decreases in sales over 1-Day, 7-Day, and 14-Days periods according to the selected date.
Hover over each row for detailed insights.

Date

01/01/2024 11/30/2024



	Ranking Rise in Sales	\$ Difference 1-Day Sales	\$ Difference 7-Day Sales	\$ Difference 14-Day Sales	% Difference 1-Day Sales	% Difference 7-Day Sales	% Difference 14-Day Sales
1		\$2,598	\$13,139	\$41,466	46.20%	40.47%	113.28%
2		\$903	\$8,996	\$9,242	49.04%	132.73%	69.44%
3		\$120	\$3,966	\$7,248	2.88%	15.49%	15.12%
4		\$535	\$5,527	\$5,120	47.69%	74.41%	33.55%
5		\$1,225	\$3,214	\$5,532	115.63%	40.82%	41.20%
6		\$1,478	\$2,944	\$3,136	196.45%	24.18%	12.98%
7		\$357	\$2,433	\$1,918	50.99%	63.59%	23.17%
8		\$271	\$1,129	\$2,838	45.95%	27.12%	42.93%
9		\$22	\$2,210	\$1,639	2.33%	40.10%	4.14%
10		\$0	\$1,417	\$2,079	0.00%	15.39%	183.33%
11		\$236	\$661	\$1,473	38.82%	5.83%	19.52%
12		\$521	\$1,565	\$94	111.66%	76.88%	1.69%
13		\$638	\$1,101	\$1,101	100.00%	271.43%	26.92%
14		\$184	\$2,000	\$2,000	300.00%	260.00%	21.05%
15		\$71	\$509	\$509	57.14%	47.07%	28.29%
16		\$33	\$561	\$396	100.00%	212.50%	57.14%
17		\$24	\$466	\$367	5.74%	20.17%	7.79%
18		\$0	\$562	\$281	0.00%	23.26%	5.49%
19		\$52	\$131	\$446	100.00%	22.73%	53.13%
20		\$84	\$126	\$345	100.00%	66.67%	220.00%
Grand Total	1	\$9,567	\$51,981	\$85,412	49.92%	42.67%	40.63%

	Ranking Drop in Sales	\$ Difference 1-Day Sales	\$ Difference 7-Day Sales	\$ Difference 14-Day Sales	% Difference 1-Day Sales	% Difference 7-Day Sales	% Difference 14-Day Sales
1		(\$575)	(\$19,777)	(\$56,004)	-25.39%	-60.90%	-55.36%
2		(\$67)	(\$4,696)	(\$5,444)	-25.76%	-67.97%	-37.38%
3		(\$1,100)	(\$6,467)	(\$1,228)	-77.74%	-56.99%	-7.03%
4		(\$210)	(\$630)	(\$5,123)	-55.56%	-38.46%	-65.95%
5		(\$118)	(\$1,177)	(\$3,473)	-66.67%	-52.63%	-51.30%
6		(\$169)	(\$1,417)	(\$2,463)	-71.43%	-47.73%	-35.27%
7		(\$78)	(\$313)	(\$2,896)	-33.33%	-15.38%	-43.53%
8		(\$13)	(\$600)	(\$2,197)	-100.00%	-95.70%	-77.07%
9		(\$172)	(\$569)	(\$1,931)	-83.33%	-41.77%	-47.26%
10		(\$148)	(\$681)	(\$1,840)	-26.32%	-21.70%	-24.76%
11		(\$19)	(\$784)	(\$134)	-25.00%	-71.93%	-8.75%
12		(\$31)	(\$599)	(\$215)	-100.00%	-95.12%	-24.56%
13		(\$109)	(\$167)	(\$423)	-21.96%	-3.57%	-4.39%
14		(\$54)	(\$189)	(\$81)	-100.00%	-38.89%	-9.38%
15		(\$82)	(\$173)	(\$41)	-100.00%	-27.63%	-3.68%
16		(\$32)	(\$145)	(\$16)	-66.67%	-50.00%	-3.57%
17		(\$72)	(\$36)	(\$36)	-100.00%	-7.14%	-3.57%
Grand Total	1	(\$3,050)	(\$38,421)	(\$83,545)	-46.14%	-52.60%	-43.69%

EXAMPLE OF PARETO ANALYSIS

TOP 80% BY CM

Revenue Type

Marketplace

Main Cat

Account

Category

Brand Type

SKU

Year + Month

Acquisition

Region

Brand

Merch. Label

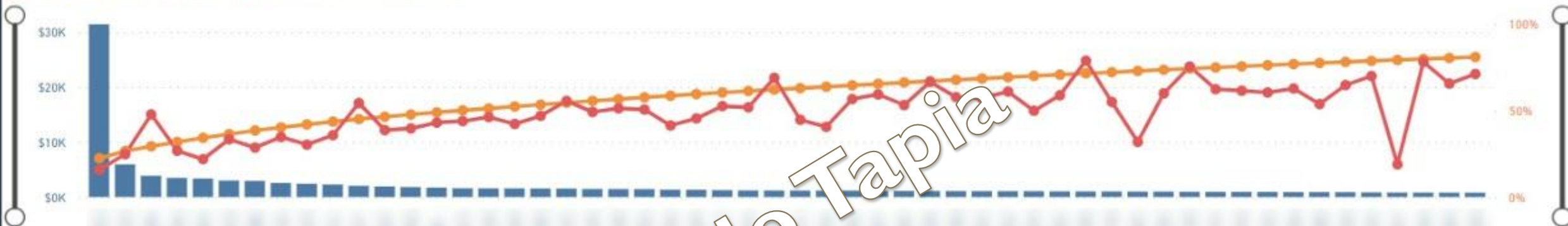
Subcategory

Master Id

ASIN

Contribution Margin vs Pareto (as filtered and Monthly) by ASIN

● CM ● %Pareto Current Filter ● Monthly %Pareto Position



Contribution Margin by Month



ASIN	Brand	Short Title	Qty	Sales	AGP	PPC Spend	CM	CMR	%Pareto Current Filter	Monthly %Pareto Position
2,031			2,031	\$81,040	\$35,162	\$3,725	\$31,437	38.8%	22.4%	15.8%
2,610			2,610	\$23,295	\$10,422	\$4,490	\$5,932	25.5%	26.6%	24.8%
21			21	\$22,435	\$3,867		\$3,867	17.2%	29.4%	47.8%
18			18	\$16,418	\$3,488		\$3,488	21.2%	31.9%	26.8%
419			419	\$8,378	\$4,214	\$837	\$3,377	40.3%	34.3%	21.9%
29			29	\$20,850	\$3,003		\$3,003	14.4%	36.4%	33.4%
62			62	\$23,216	\$2,936		\$2,936	12.6%	38.5%	28.6%
29			29	\$26,581	\$2,855	\$308	\$2,547	9.6%	40.3%	34.7%
108			108	\$3,210	\$2,792	\$391	\$2,401	74.8%	42.0%	30.3%
12			12	\$2,280	\$2,280	\$16	\$2,264	99.3%	43.6%	35.8%
191			191	\$4,577	\$2,460	\$420	\$2,040	44.6%	45.1%	54.4%
267			267	\$9,333	\$3,152	\$1,213	\$1,939	20.8%	46.5%	38.7%
138			138	\$4,804	\$1,918	\$96	\$1,821	37.9%	47.8%	39.7%
Total			16,975	\$632,796	\$172,550	\$32,140	\$140,410	22.2%		75.5%

THANK YOU!!

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