with listing as (

select

country\_code,

case

when country\_code = 'TR' then 'EU'

when (country\_code = 'MX' or country\_code = 'BR') then 'US'

when (country\_code = 'AU' or country\_code = 'JP') then 'Other'

else sellerx\_region

end as region

from {{ ref('dim\_amazon\_all\_listings\_history') }}

)

-- inventory data

, inventory as (

select

LAST\_DAY(report\_date) as month\_end\_date,

extract(month from report\_date) as month,

extract(year from report\_date) as year,

asin,

case

when region = 'AU' or region = 'JP' then 'Other'

when region = 'MX' then 'US'

else region

end as region,

SUM(fba\_available\_stock\_qty) fba\_stock

from {{ ref('fba\_oos') }}

where report\_date = month\_end\_date

group by all

)

, doc as (

select

extract(month from report\_date) as month,

extract(year from report\_date) as year,

DATE\_TRUNC(month, report\_date) as month\_start\_date,

LAST\_DAY(report\_date) as month\_end\_date,

inv.asin,

case

when region = 'DE' then 'EU'

when region = 'MX' then 'US'

when region = 'JP' then 'Other'

else region

end as region,

case when BRAND\_NAME = 'KW-Commerce' then NEW\_BUSINESS\_UNIT else BRAND\_NAME end as reporting\_brand,

ROUND(AVG(h\_woc\_amz\_all\_stocks)\*DATEDIFF(day,month\_start\_date, case when month(current\_date)=month then current\_date else month\_end\_date end)+1,0) as HV\_DOC,

ROUND(AVG(dp\_woc\_amz\_all\_stocks)\*DATEDIFF(day,month\_start\_date, case when month(current\_date)=month then current\_date else month\_end\_date end)+1,0) as DP\_DOC,

ROUND(AVG(TARGET\_COVERAGE\_TOTAL)\*DATEDIFF(day,month\_start\_date, case when month(current\_date)=month then current\_date else month\_end\_date end)+1,0) as TARGET\_DOC,

ROUND(AVG(SALES\_VELOCITY),0) as HV\_SALES\_VELOCITY,

ROUND(AVG(NEXT\_8\_WEEK\_DAILY\_VELOCITY),0) as DP\_SALES\_VELOCITY

from {{ ref('inventory\_tracker\_open\_to\_buy') }} as inv

left join (select asin, NEW\_BUSINESS\_UNIT from {{ ref('kw\_business\_unit') }}) as kwc

on inv.asin = kwc.asin

WHERE report\_date = month\_end\_date

AND NEW\_BUSINESS\_UNIT != 'MA'

GROUP BY ALL

UNION

select

extract(month from ots\_date) as month,

extract(year from ots\_date) as year,

DATE\_TRUNC(month, ots\_date) as month\_start\_date,

LAST\_DAY(ots\_date) as month\_end\_date,

p.asin,

case

when g.region = 'MX' then 'US'

when g.region = 'JP' then 'Other'

else g.region

end as region,

'MA' as reporting\_brand,

ROUND(SUM(stock\_range\_in\_days)\*DATEDIFF(day,month\_start\_date, case when month(current\_date)=month then current\_date else month\_end\_date end)+1,0) as HV\_DOC,

null as DP\_DOC,

null as TARGET\_DOC,

ROUND(SUM(sales\_velocity),0) as HV\_SALES\_VELOCITY,

null as DP\_SALES\_VELOCITY

from {{ ref('fct\_kwc\_inv\_tr\_ots') }} g

left join

(select sku,region,sales\_velocity\_date,max(sales\_velocity) as sales\_velocity

from {{ ref('fct\_kwc\_inv\_tr\_sv') }}

where region <> 'WHEU'

group by all) s

on g.sku = s.sku

and g.ots\_date = s.sales\_velocity\_date

and g.region = s.region

left join (select distinct sku, asin from {{ ref('dim\_product') }} ) p

on g.sku = p.sku

where g.region <> 'WHEU'

AND ots\_date = month\_end\_date

group by all

)

-- pnl data

, pnl as (

select

extract(month from date) as month,

extract(year from date) as year,

DATE\_TRUNC(month, date) as month\_start\_date,

LAST\_DAY(date) as month\_end\_date,

pnl.asin as child\_asin,

parent\_asin,

IFNULL(reporting\_brand,'N/A') as reporting\_brand,

IFNULL(reporting\_brand\_new,'N/A') as reporting\_brand\_new,

IFNULL(business\_unit,'N/A') as business\_unit,

IFNULL(business\_vertical,'N/A') as business\_vertical,

IFNULL(division,'N/A') as division,

IFNULL(main\_category,'N/A') as main\_category,

IFNULL(sub\_category,'N/A') as sub\_category,

IFNULL(brand\_director,'N/A') as brand\_director,

IFNULL(

case

when reporting\_brand\_new = 'MA' then 'Ragnar Amsel'

when reporting\_brand\_new = 'SG' then 'Beatrice Ceresini'

when reporting\_brand\_new = 'HG' then 'Tina Gong'

when reporting\_brand\_new = 'KWC' then null

else brand\_manager

end,'N/A') as brand\_manager,

marketplace as country,

IFNULL(l.region,'N/A') as region,

p.product\_description,

ROUND(SUM(UNITS\_SOLD\_TOTAL),0) as UNITS\_SOLD\_TOTAL,

ROUND(SUM(REFUNDED\_UNITS),0) as REFUNDED\_UNITS,

ROUND(SUM(GROSS\_SALES\_REFUNDS\_EUR),0)\*-1 as GROSS\_SALES\_REFUNDS,

ROUND((SUM(TOTAL\_SALES\_EUR) + SUM(GIFTWRAP\_EUR) + SUM(SHIPPING\_EUR)),2) as GROSS\_SALES,

ROUND(SUM(NET\_SALES\_EUR),0) as NET\_SALES,

ROUND(SUM(PROMOTION\_EUR),0)\*-1 as PROMOTION,

ROUND(SUM(VAT\_EUR),0)\*-1 as VAT,

ROUND(SUM(COGS\_EUR),0)\*-1 as COGS,

ROUND(SUM(FBA\_STORAGE\_EUR),0)\*-1 as FBA\_STORAGE\_FEES,

ROUND(SUM(STORAGE\_FEES\_3PL\_EUR) + SUM(WH\_RENT\_EUR),0)\*-1 as STORAGE\_3PL\_AND\_RENT,

ROUND(SUM(CM1\_EUR),0) as CM1,

ROUND(SUM(MARKETPLACE\_FEES\_EUR),0)\*-1 as MARKETPLACE\_FEES,

ROUND(SUM(FBA\_FEES\_EUR),0)\*-1 as FBA\_FEES,

ROUND(SUM(FBM\_SHIPPING\_COST\_EUR),0)\*-1 as FBM\_SHIPPING\_COST,

ROUND(SUM(CM2\_EUR),0) as CM2,

ROUND(SUM(CM3\_BEFORE\_MARKETING\_EUR),0) as CM3\_BEFORE\_MARKETING,

ROUND(SUM(CM3\_EUR),0) as CM3,

ROUND(SUM(CM3\_AFTER\_WH\_EUR),0) as CM3\_AFTER\_WH,

ROUND(SUM(PAID\_IMPRESSIONS),0) as PAID\_IMPRESSIONS,

ROUND(SUM(PAID\_CLICKS),0) as PAID\_CLICKS,

ROUND(SUM(MARKETING\_COST\_EUR),0)\*-1 as AD\_SPEND,

ROUND(SUM(ATTRIBUTED\_UNITS\_ORDERED),0) as PAID\_UNITS,

ROUND(SUM(ATTRIBUTED\_SALES\_EUR),0) as PAID\_GROSS\_SALES,

ROUND(SUM(TOTAL\_SESSIONS),0) as SESSIONS

from {{ ref('fct\_amazon\_kpi\_performance') }} pnl

left join (select distinct country\_code, region from listing) l

on pnl.marketplace = l.country\_code

left join (

select distinct asin, min(product\_description) as product\_description

from {{ ref('dim\_product') }}

where asin is not null and product\_description is not null and marketplace like 'Amazon%'

group by all) p

on pnl.asin = p.asin

where (marketplace is null or marketplace not in ('MCF','NON-AMAZON'))

group by all

)

, all\_data as (

select

pnl.\*,

ROUND(GROSS\_SALES - PAID\_GROSS\_SALES,0) as ORGANIC\_GROSS\_SALES,

ROUND(DIV0(NET\_SALES, UNITS\_SOLD\_TOTAL),2) as ASP\_NET\_SALES,

ROUND(DIV0(GROSS\_SALES, UNITS\_SOLD\_TOTAL),2) as ASP\_GROSS\_SALES,

ROUND(DIV0(UNITS\_SOLD\_TOTAL, SESSIONS),0) as CONVERSION,

ROUND(DIV0(AD\_SPEND, PAID\_GROSS\_SALES),2) as GROSS\_ACOS,

ROUND(DIV0(AD\_SPEND, NET\_SALES),2) as NET\_TACOS,

ROUND(DIV0(PAID\_CLICKS, PAID\_IMPRESSIONS),0) as PAID\_CTR,

ROUND(DIV0(AD\_SPEND, PAID\_CLICKS),2) as CPC,

ROUND(DIV0(GROSS\_SALES\_REFUNDS, GROSS\_SALES),2) as RETURNS\_PCT,

ROUND(DIV0(PROMOTION, GROSS\_SALES),2) as PROMOTION\_PCT,

ROUND(DIV0(VAT, GROSS\_SALES),2) as VAT\_PCT,

ROUND(DIV0(COGS, NET\_SALES),2) as COGS\_PCT,

ROUND(DIV0(FBA\_STORAGE\_FEES, NET\_SALES),2) as FBA\_STORAGE\_FEES\_PCT,

ROUND(DIV0(STORAGE\_3PL\_AND\_RENT, NET\_SALES),2) as STORAGE\_3PL\_AND\_RENT\_PCT,

ROUND(DIV0(CM1, NET\_SALES),2) as CM1\_PCT,

ROUND(DIV0(MARKETPLACE\_FEES, NET\_SALES),2) as MARKETPLACE\_FEES\_PCT,

ROUND(DIV0(FBA\_FEES, NET\_SALES),2) as FBA\_FEES\_PCT,

ROUND(DIV0(FBM\_SHIPPING\_COST, NET\_SALES),2) as FBM\_SHIPPING\_PCT,

ROUND(DIV0(CM2, NET\_SALES),2) as CM2\_PCT,

ROUND(DIV0(CM3\_BEFORE\_MARKETING, NET\_SALES),2) as CM3\_BEFORE\_MKT\_PCT,

ROUND(DIV0(CM3, NET\_SALES),2) as CM3\_PCT,

ROUND(DIV0(CM3\_AFTER\_WH, NET\_SALES),2) as CM3\_AFTER\_WH\_PCT,

ROUND(DIV0(COGS, UNITS\_SOLD\_TOTAL - REFUNDED\_UNITS),1) as COGS\_NET\_UNIT,

ROUND(DIV0(FBA\_FEES, UNITS\_SOLD\_TOTAL - REFUNDED\_UNITS),1) as FBA\_FEES\_NET\_UNIT,

ROUND(DIV0(MARKETPLACE\_FEES, UNITS\_SOLD\_TOTAL - REFUNDED\_UNITS),1) as MARKETPLACE\_FEES\_NET\_UNIT,

ROUND(DIV0(CM3\_BEFORE\_MARKETING, UNITS\_SOLD\_TOTAL - REFUNDED\_UNITS),1) as CM3\_BEFORE\_MKT\_NET\_UNIT,

ROUND(DIV0(AD\_SPEND, UNITS\_SOLD\_TOTAL - REFUNDED\_UNITS),1) as AD\_SPEND\_NET\_UNIT,

ROUND(DIV0(CM3, UNITS\_SOLD\_TOTAL - REFUNDED\_UNITS),1) as CM3\_NET\_UNIT,

ROUND(DIV0(CM3\_AFTER\_WH, UNITS\_SOLD\_TOTAL - REFUNDED\_UNITS),1) as CM3\_AFTER\_WH\_NET\_UNIT,

ROUND(SUM(fba\_stock),0) as fba\_stock

from pnl

left join inventory inv

on pnl.month\_end\_date = inv.month\_end\_date

and pnl.region = inv.region

and pnl.child\_asin = inv.asin

group by all

)

select

a.\*,

CONCAT(a.reporting\_brand\_new,a.region,a.year,a.month) as key,

CONCAT(a.year,'-',a.month) as year\_month,

case when (COALESCE(a.fba\_stock,0) > 0 and HV\_SALES\_VELOCITY <= COALESCE(a.fba\_stock,0)) then 'In Stock'

else 'OOS'

end as fba\_stock\_status,

HV\_DOC,

DP\_DOC,

TARGET\_DOC,

HV\_SALES\_VELOCITY,

DP\_SALES\_VELOCITY,

-- M12

ROUND(yoy.UNITS\_SOLD\_TOTAL,0) as UNITS\_SOLD\_M12,

ROUND(yoy.REFUNDED\_UNITS,0) as REFUNDED\_UNITS\_M12,

ROUND(yoy.VAT,0) as VAT\_M12,

ROUND(yoy.PROMOTION,0) as PROMOTION\_M12,

ROUND(yoy.NET\_SALES,0) as NET\_SALES\_M12,

ROUND(yoy.COGS,0) as COGS\_M12,

ROUND(yoy.FBA\_FEES,0) as FBA\_FEES\_M12,

ROUND(yoy.MARKETPLACE\_FEES,0) as MARKETPLACE\_FEES\_M12,

ROUND(yoy.PAID\_GROSS\_SALES,0) as PAID\_GROSS\_SALES\_M12,

ROUND(yoy.ORGANIC\_GROSS\_SALES,0) as ORGANIC\_GROSS\_SALES\_M12,

ROUND(yoy.ASP\_NET\_SALES,2) as ASP\_NET\_SALES\_M12,

ROUND(yoy.ASP\_GROSS\_SALES,2) as ASP\_GROSS\_SALES\_M12,

ROUND(yoy.PAID\_IMPRESSIONS,0) as PAID\_IMPRESSIONS\_M12,

ROUND(yoy.SESSIONS,0) as SESSIONS\_M12,

ROUND(yoy.CONVERSION,2) as CONVERSION\_M12,

ROUND(yoy.NET\_TACOS,2) as NET\_TACOS\_M12,

ROUND(yoy.CM3\_BEFORE\_MARKETING,0) as CM3\_BEFORE\_MKT\_M12,

ROUND(yoy.AD\_SPEND,0) as AD\_SPEND\_M12,

ROUND(yoy.CM3,0) as CM3\_M12,

ROUND(yoy.CM3\_AFTER\_WH,0) as CM3\_AFTER\_WH\_M12,

ROUND(yoy.VAT\_PCT,2) as VAT\_PCT\_M12,

ROUND(yoy.PROMOTION\_PCT,2) as PROMOTION\_PCT\_M12,

ROUND(yoy.RETURNS\_PCT,2) as RETURNS\_PCT\_M12,

ROUND(yoy.CM3\_BEFORE\_MKT\_PCT,2) as CM3\_BEFORE\_MKT\_PCT\_M12,

ROUND(yoy.CM3\_PCT,2) as CM3\_PCT\_M12,

ROUND(yoy.COGS\_NET\_UNIT,1) as COGS\_NET\_UNIT\_M12,

ROUND(yoy.FBA\_FEES\_NET\_UNIT,1) as FBA\_FEES\_NET\_UNIT\_M12,

ROUND(yoy.MARKETPLACE\_FEES\_NET\_UNIT,1) as MPL\_FEES\_NET\_UNIT\_M12,

ROUND(yoy.CM3\_BEFORE\_MKT\_NET\_UNIT,1) as CM3\_BEFORE\_MKT\_NET\_UNIT\_M12,

ROUND(yoy.AD\_SPEND\_NET\_UNIT,1) as AD\_SPEND\_NET\_UNIT\_M12,

ROUND(yoy.CM3\_NET\_UNIT,1) as CM3\_NET\_UNIT\_M12,

ROUND(yoy.CM3\_AFTER\_WH\_NET\_UNIT,1) as CM3\_AFTER\_WH\_NET\_UNIT\_M12,

-- M-2

ROUND(m2.UNITS\_SOLD\_TOTAL,0) as UNITS\_SOLD\_M2,

ROUND(m2.NET\_SALES,0) as NET\_SALES\_M2,

ROUND(m2.PAID\_GROSS\_SALES,0) as PAID\_GROSS\_SALES\_M2,

ROUND(m2.ORGANIC\_GROSS\_SALES,0) as ORGANIC\_GROSS\_SALES\_M2,

ROUND(m2.ASP\_NET\_SALES,2) as ASP\_NET\_SALES\_M2,

ROUND(m2.ASP\_GROSS\_SALES,2) as ASP\_GROSS\_SALES\_M2,

ROUND(m2.PAID\_IMPRESSIONS,0) as PAID\_IMPRESSIONS\_M2,

ROUND(m2.SESSIONS,0) as SESSIONS\_M2,

ROUND(m2.CONVERSION,2) as CONVERSION\_M2,

ROUND(m2.NET\_TACOS,2) as NET\_TACOS\_M2,

ROUND(m2.CM3\_BEFORE\_MARKETING,0) as CM3\_BEFORE\_MKT\_M2,

ROUND(m2.AD\_SPEND,0) as AD\_SPEND\_M2,

ROUND(m2.CM3,0) as CM3\_M2,

ROUND(m2.VAT\_PCT,2) as VAT\_PCT\_M2,

ROUND(m2.PROMOTION\_PCT,2) as PROMOTION\_PCT\_M2,

ROUND(m2.RETURNS\_PCT,2) as RETURNS\_PCT\_M2,

ROUND(m2.CM3\_BEFORE\_MKT\_PCT,2) as CM3\_BEFORE\_MKT\_PCT\_M2,

ROUND(m2.CM3\_PCT,2) as CM3\_PCT\_M2,

ROUND(m2.COGS\_NET\_UNIT,1) as COGS\_NET\_UNIT\_M2,

ROUND(m2.FBA\_FEES\_NET\_UNIT,1) as FBA\_FEES\_NET\_UNIT\_M2,

ROUND(m2.MARKETPLACE\_FEES\_NET\_UNIT,1) as MPL\_FEES\_NET\_UNIT\_M2,

ROUND(m2.CM3\_BEFORE\_MKT\_NET\_UNIT,1) as CM3\_BEFORE\_MKT\_NET\_UNIT\_M2,

ROUND(m2.AD\_SPEND\_NET\_UNIT,1) as AD\_SPEND\_NET\_UNIT\_M2,

ROUND(m2.CM3\_NET\_UNIT,1) as CM3\_NET\_UNIT\_M2,

ROUND(m2.CM3\_AFTER\_WH\_NET\_UNIT,1) as CM3\_AFTER\_WH\_NET\_UNIT\_M2,

-- M-1

ROUND(mom.UNITS\_SOLD\_TOTAL,0) as UNITS\_SOLD\_M1,

ROUND(mom.REFUNDED\_UNITS,0) as REFUNDED\_UNITS\_M1,

ROUND(mom.NET\_SALES,0) as NET\_SALES\_M1,

ROUND(mom.COGS,0) as COGS\_M1,

ROUND(mom.FBA\_FEES,0) as FBA\_FEES\_M1,

ROUND(mom.PAID\_GROSS\_SALES,0) as PAID\_GROSS\_SALES\_M1,

ROUND(mom.ORGANIC\_GROSS\_SALES,0) as ORGANIC\_GROSS\_SALES\_M1,

ROUND(mom.ASP\_NET\_SALES,2) as ASP\_NET\_SALES\_M1,

ROUND(mom.ASP\_GROSS\_SALES,2) as ASP\_GROSS\_SALES\_M1,

ROUND(mom.PAID\_IMPRESSIONS,0) as PAID\_IMPRESSIONS\_M1,

ROUND(mom.SESSIONS,0) as SESSIONS\_M1,

ROUND(mom.CONVERSION,2) as CONVERSION\_M1,

ROUND(mom.NET\_TACOS,2) as NET\_TACOS\_M1,

ROUND(mom.CM3\_BEFORE\_MARKETING,0) as CM3\_BEFORE\_MKT\_M1,

ROUND(mom.AD\_SPEND,0) as AD\_SPEND\_M1,

ROUND(mom.CM3,0) as CM3\_M1,

ROUND(mom.VAT\_PCT,2) as VAT\_PCT\_M1,

ROUND(mom.PROMOTION\_PCT,2) as PROMOTION\_PCT\_M1,

ROUND(mom.RETURNS\_PCT,2) as RETURNS\_PCT\_M1,

ROUND(mom.CM3\_BEFORE\_MKT\_PCT,2) as CM3\_BEFORE\_MKT\_PCT\_M1,

ROUND(mom.CM3\_PCT,2) as CM3\_PCT\_M1,

ROUND(mom.COGS\_NET\_UNIT,1) as COGS\_NET\_UNIT\_M1,

ROUND(mom.FBA\_FEES\_NET\_UNIT,1) as FBA\_FEES\_NET\_UNIT\_M1,

ROUND(mom.MARKETPLACE\_FEES\_NET\_UNIT,1) as MPL\_FEES\_NET\_UNIT\_M1,

ROUND(mom.CM3\_BEFORE\_MKT\_NET\_UNIT,1) as CM3\_BEFORE\_MKT\_NET\_UNIT\_M1,

ROUND(mom.AD\_SPEND\_NET\_UNIT,1) as AD\_SPEND\_NET\_UNIT\_M1,

ROUND(mom.CM3\_NET\_UNIT,1) as CM3\_NET\_UNIT\_M1,

ROUND(mom.CM3\_AFTER\_WH\_NET\_UNIT,1) as CM3\_AFTER\_WH\_NET\_UNIT\_M1,

-- MOM

ROUND(a.UNITS\_SOLD\_TOTAL - mom.UNITS\_SOLD\_TOTAL,0) as UNITS\_SOLD\_MOM,

ROUND(a.NET\_SALES - mom.NET\_SALES,0) as NET\_SALES\_MOM,

ROUND(a.PAID\_GROSS\_SALES - mom.PAID\_GROSS\_SALES,0) as PAID\_GROSS\_SALES\_MOM,

ROUND(a.ORGANIC\_GROSS\_SALES - mom.ORGANIC\_GROSS\_SALES,0) as ORGANIC\_GROSS\_SALES\_MOM,

ROUND(a.ASP\_NET\_SALES - mom.ASP\_NET\_SALES,2) as ASP\_NET\_SALES\_MOM,

ROUND(a.ASP\_GROSS\_SALES - mom.ASP\_GROSS\_SALES,2) as ASP\_GROSS\_SALES\_MOM,

ROUND(a.PAID\_IMPRESSIONS - mom.PAID\_IMPRESSIONS,0) as PAID\_IMPRESSIONS\_MOM,

ROUND(a.CM3\_BEFORE\_MARKETING - mom.CM3\_BEFORE\_MARKETING,0) as CM3\_BEFORE\_MKT\_MOM,

ROUND(a.AD\_SPEND - mom.AD\_SPEND,0) as AD\_SPEND\_MOM,

ROUND(a.CM3 - mom.CM3,0) as CM3\_MOM,

-- MOM%

ROUND(DIV0(a.UNITS\_SOLD\_TOTAL, mom.UNITS\_SOLD\_TOTAL)-1,2) as UNITS\_SOLD\_MOM\_PCT,

ROUND(DIV0(a.NET\_SALES, mom.NET\_SALES)-1,2) as NET\_SALES\_MOM\_PCT,

ROUND(DIV0(a.PAID\_GROSS\_SALES, mom.PAID\_GROSS\_SALES)-1,2) as PAID\_GROSS\_SALES\_MOM\_PCT,

ROUND(DIV0(a.ORGANIC\_GROSS\_SALES, mom.ORGANIC\_GROSS\_SALES)-1,2) as ORGANIC\_GROSS\_SALES\_MOM\_PCT,

ROUND(DIV0(a.ASP\_NET\_SALES, mom.ASP\_NET\_SALES)-1,0) as ASP\_NET\_SALES\_MOM\_PCT,

ROUND(DIV0(a.ASP\_GROSS\_SALES, mom.ASP\_GROSS\_SALES)-1,0) as ASP\_GROSS\_SALES\_MOM\_PCT,

ROUND(DIV0(a.PAID\_IMPRESSIONS, mom.PAID\_IMPRESSIONS)-1,2) as PAID\_IMPRESSIONS\_MOM\_PCT,

ROUND(DIV0(a.SESSIONS, mom.SESSIONS)-1,2) as SESSIONS\_MOM\_PCT,

ROUND((a.CONVERSION - mom.CONVERSION)\*100,0) as CONVERSION\_MOM\_PCT,

ROUND((a.NET\_TACOS - mom.NET\_TACOS)\*100,0) as NET\_TACOS\_MOM\_PCT,

ROUND(DIV0(a.CM3\_BEFORE\_MARKETING, mom.CM3\_BEFORE\_MARKETING)-1,2)\*SIGN(mom.CM3\_BEFORE\_MARKETING) as CM3\_BEFORE\_MKT\_MOM\_PCT,

ROUND(DIV0(a.AD\_SPEND, mom.AD\_SPEND)-1,2) as AD\_SPEND\_MOM\_PCT,

ROUND(DIV0(a.CM3, mom.CM3)-1,2)\*SIGN(mom.CM3) as CM3\_MOM\_PCT,

ROUND((a.VAT\_PCT - mom.VAT\_PCT)\*100,0) as VAT\_PCT\_MOM\_PCT,

ROUND((a.PROMOTION\_PCT - mom.PROMOTION\_PCT)\*100,0) as PROMOTION\_PCT\_MOM\_PCT,

ROUND((a.RETURNS\_PCT - mom.RETURNS\_PCT)\*100,0) as RETURNS\_PCT\_MOM\_PCT,

ROUND((a.CM3\_BEFORE\_MKT\_PCT - mom.CM3\_BEFORE\_MKT\_PCT)\*100,0) as CM3\_BEFORE\_MKT\_PCT\_MOM\_PCT,

ROUND((a.CM3\_PCT - mom.CM3\_PCT)\*100,0) as CM3\_PCT\_MOM\_PCT,

ROUND(DIV0(a.COGS\_NET\_UNIT, mom.COGS\_NET\_UNIT)-1,2) as COGS\_NET\_UNIT\_MOM\_PCT,

ROUND(DIV0(a.FBA\_FEES\_NET\_UNIT, mom.FBA\_FEES\_NET\_UNIT)-1,2) as FBA\_FEES\_NET\_UNIT\_MOM\_PCT,

ROUND(DIV0(a.MARKETPLACE\_FEES\_NET\_UNIT, mom.MARKETPLACE\_FEES\_NET\_UNIT)-1,2) as MPL\_FEES\_NET\_UNIT\_MOM\_PCT,

ROUND(DIV0(a.CM3\_BEFORE\_MKT\_NET\_UNIT, mom.CM3\_BEFORE\_MKT\_NET\_UNIT)-1,2)\*SIGN(mom.CM3\_BEFORE\_MKT\_NET\_UNIT) as CM3\_BEFORE\_MKT\_NET\_UNIT\_MOM\_PCT,

ROUND(DIV0(a.AD\_SPEND\_NET\_UNIT, mom.AD\_SPEND\_NET\_UNIT)-1,2) as AD\_SPEND\_NET\_UNIT\_MOM\_PCT,

ROUND(DIV0(a.CM3\_NET\_UNIT, mom.CM3\_NET\_UNIT)-1,2)\*SIGN(mom.CM3\_NET\_UNIT) as CM3\_NET\_UNIT\_MOM\_PCT,

ROUND(DIV0(a.CM3\_AFTER\_WH\_NET\_UNIT, mom.CM3\_AFTER\_WH\_NET\_UNIT)-1,2)\*SIGN(mom.CM3\_AFTER\_WH\_NET\_UNIT) as CM3\_AFTER\_WH\_NET\_UNIT\_MOM\_PCT,

-- YOY

ROUND(a.UNITS\_SOLD\_TOTAL - yoy.UNITS\_SOLD\_TOTAL,0) as UNITS\_SOLD\_YOY,

ROUND(a.NET\_SALES - yoy.NET\_SALES,0) as NET\_SALES\_YOY,

ROUND(a.PAID\_GROSS\_SALES - yoy.PAID\_GROSS\_SALES,0) as PAID\_GROSS\_SALES\_YOY,

ROUND(a.ORGANIC\_GROSS\_SALES - yoy.ORGANIC\_GROSS\_SALES,0) as ORGANIC\_GROSS\_SALES\_YOY,

ROUND(a.ASP\_NET\_SALES - yoy.ASP\_NET\_SALES,2) as ASP\_NET\_SALES\_YOY,

ROUND(a.ASP\_GROSS\_SALES - yoy.ASP\_GROSS\_SALES,2) as ASP\_GROSS\_SALES\_YOY,

ROUND(a.PAID\_IMPRESSIONS - yoy.PAID\_IMPRESSIONS,0) as PAID\_IMPRESSIONS\_YOY,

ROUND(a.SESSIONS - yoy.SESSIONS,0) as SESSIONS\_YOY,

ROUND(a.CM3\_BEFORE\_MARKETING - yoy.CM3\_BEFORE\_MARKETING,0) as CM3\_BEFORE\_MKT\_YOY,

ROUND(a.AD\_SPEND - yoy.AD\_SPEND,0) as AD\_SPEND\_YOY,

ROUND(a.CM3 - yoy.CM3,0) as CM3\_YOY,

ROUND(a.COGS\_NET\_UNIT - yoy.COGS\_NET\_UNIT,0) as COGS\_NET\_UNIT\_YOY,

ROUND(a.FBA\_FEES\_NET\_UNIT - yoy.FBA\_FEES\_NET\_UNIT,0) as FBA\_FEES\_NET\_UNIT\_YOY,

ROUND(a.MARKETPLACE\_FEES\_NET\_UNIT - yoy.MARKETPLACE\_FEES\_NET\_UNIT,0) as MPL\_FEES\_NET\_UNIT\_YOY,

ROUND(a.CM3\_BEFORE\_MKT\_NET\_UNIT - yoy.CM3\_BEFORE\_MKT\_NET\_UNIT,0) as CM3\_BEFORE\_MKT\_NET\_UNIT\_YOY,

ROUND(a.AD\_SPEND\_NET\_UNIT - yoy.AD\_SPEND\_NET\_UNIT,0) as AD\_SPEND\_NET\_UNIT\_YOY,

ROUND(a.CM3\_NET\_UNIT - yoy.CM3\_NET\_UNIT,0) as CM3\_NET\_UNIT\_YOY,

ROUND(a.CM3\_AFTER\_WH\_NET\_UNIT - yoy.CM3\_AFTER\_WH\_NET\_UNIT,0) as CM3\_AFTER\_WH\_NET\_UNIT\_YOY,

-- YOY%

ROUND(DIV0(a.UNITS\_SOLD\_TOTAL, yoy.UNITS\_SOLD\_TOTAL)-1,2) as UNITS\_SOLD\_YOY\_PCT,

ROUND(DIV0(a.NET\_SALES, yoy.NET\_SALES)-1,2) as NET\_SALES\_YOY\_PCT,

ROUND(DIV0(a.PAID\_GROSS\_SALES, yoy.PAID\_GROSS\_SALES)-1,2) as PAID\_GROSS\_SALES\_YOY\_PCT,

ROUND(DIV0(a.ORGANIC\_GROSS\_SALES, yoy.ORGANIC\_GROSS\_SALES)-1,2) as ORGANIC\_GROSS\_SALES\_YOY\_PCT,

ROUND(DIV0(a.ASP\_NET\_SALES, yoy.ASP\_NET\_SALES)-1,0) as ASP\_NET\_SALES\_YOY\_PCT,

ROUND(DIV0(a.ASP\_GROSS\_SALES, yoy.ASP\_GROSS\_SALES)-1,0) as ASP\_GROSS\_SALES\_YOY\_PCT,

ROUND(DIV0(a.PAID\_IMPRESSIONS, yoy.PAID\_IMPRESSIONS)-1,2) as PAID\_IMPRESSIONS\_YOY\_PCT,

ROUND(DIV0(a.SESSIONS, yoy.SESSIONS)-1,2) as SESSIONS\_YOY\_PCT,

ROUND((a.CONVERSION - yoy.CONVERSION)\*100,0) as CONVERSION\_YOY\_PCT,

ROUND((a.NET\_TACOS - yoy.NET\_TACOS)\*100,0) as NET\_TACOS\_YOY\_PCT,

ROUND(DIV0(a.CM3\_BEFORE\_MARKETING, yoy.CM3\_BEFORE\_MARKETING)-1,2)\*SIGN(yoy.CM3\_BEFORE\_MARKETING) as CM3\_BEFORE\_MKT\_YOY\_PCT,

ROUND(DIV0(a.AD\_SPEND, yoy.AD\_SPEND)-1,2) as AD\_SPEND\_YOY\_PCT,

ROUND(DIV0(a.CM3, yoy.CM3)-1,2)\*SIGN(yoy.CM3) as CM3\_YOY\_PCT,

ROUND((a.VAT\_PCT - yoy.VAT\_PCT)\*100,0) as VAT\_PCT\_YOY\_PCT,

ROUND((a.PROMOTION\_PCT - yoy.PROMOTION\_PCT)\*100,0) as PROMOTION\_PCT\_YOY\_PCT,

ROUND((a.RETURNS\_PCT - yoy.RETURNS\_PCT)\*100,0) as RETURNS\_PCT\_YOY\_PCT,

ROUND((a.CM3\_BEFORE\_MKT\_PCT - yoy.CM3\_BEFORE\_MKT\_PCT)\*100,0) as CM3\_BEFORE\_MKT\_PCT\_YOY\_PCT,

ROUND((a.CM3\_PCT - yoy.CM3\_PCT)\*100,0) as CM3\_PCT\_YOY\_PCT,

ROUND(DIV0(a.COGS\_NET\_UNIT, yoy.COGS\_NET\_UNIT)-1,2) as COGS\_NET\_UNIT\_YOY\_PCT,

ROUND(DIV0(a.FBA\_FEES\_NET\_UNIT, yoy.FBA\_FEES\_NET\_UNIT)-1,2) as FBA\_FEES\_NET\_UNIT\_YOY\_PCT,

ROUND(DIV0(a.MARKETPLACE\_FEES\_NET\_UNIT, yoy.MARKETPLACE\_FEES\_NET\_UNIT)-1,2) as MPL\_FEES\_NET\_UNIT\_YOY\_PCT,

ROUND(DIV0(a.CM3\_BEFORE\_MKT\_NET\_UNIT, yoy.CM3\_BEFORE\_MKT\_NET\_UNIT)-1,2)\*SIGN(yoy.CM3\_BEFORE\_MKT\_NET\_UNIT) as CM3\_BEFORE\_MKT\_NET\_UNIT\_YOY\_PCT,

ROUND(DIV0(a.AD\_SPEND\_NET\_UNIT, yoy.AD\_SPEND\_NET\_UNIT)-1,2) as AD\_SPEND\_NET\_UNIT\_YOY\_PCT,

ROUND(DIV0(a.CM3\_NET\_UNIT, yoy.CM3\_NET\_UNIT)-1,2)\*SIGN(yoy.CM3\_NET\_UNIT) as CM3\_NET\_UNIT\_YOY\_PCT,

ROUND(DIV0(a.CM3\_AFTER\_WH\_NET\_UNIT, yoy.CM3\_AFTER\_WH\_NET\_UNIT)-1,2)\*SIGN(yoy.CM3\_AFTER\_WH\_NET\_UNIT) as CM3\_AFTER\_WH\_NET\_UNIT\_YOY\_PCT,

-- YTD

ROUND(SUM(ytd.UNITS\_SOLD\_TOTAL),0) as UNITS\_SOLD\_YTD,

ROUND(SUM(ytd.NET\_SALES),0) as NET\_SALES\_YTD,

ROUND(SUM(ytd.PAID\_GROSS\_SALES),0) as PAID\_GROSS\_SALES\_YTD,

ROUND(SUM(ytd.GROSS\_SALES) - PAID\_GROSS\_SALES\_YTD,0) as ORGANIC\_GROSS\_SALES\_YTD,

ROUND(DIV0(NET\_SALES\_YTD,UNITS\_SOLD\_YTD),2) as ASP\_NET\_SALES\_YTD,

ROUND(DIV0(SUM(ytd.GROSS\_SALES),UNITS\_SOLD\_YTD),2) as ASP\_GROSS\_SALES\_YTD,

ROUND(SUM(ytd.PAID\_IMPRESSIONS),0) as PAID\_IMPRESSIONS\_YTD,

ROUND(SUM(ytd.SESSIONS),0) as SESSIONS\_YTD,

ROUND(DIV0(UNITS\_SOLD\_YTD,SESSIONS\_YTD),2) as CONVERSION\_YTD,

ROUND(DIV0(SUM(ytd.AD\_SPEND),NET\_SALES\_YTD),2) as NET\_TACOS\_YTD,

ROUND(SUM(ytd.CM3\_BEFORE\_MARKETING),0) as CM3\_BEFORE\_MKT\_YTD,

ROUND(SUM(ytd.AD\_SPEND),0) as AD\_SPEND\_YTD,

ROUND(SUM(ytd.CM3),0) as CM3\_YTD,

ROUND(DIV0(SUM(ytd.VAT),NET\_SALES\_YTD),2) as VAT\_PCT\_YTD,

ROUND(DIV0(SUM(ytd.PROMOTION),SUM(ytd.GROSS\_SALES)),2) as PROMOTION\_PCT\_YTD,

ROUND(DIV0(SUM(ytd.GROSS\_SALES\_REFUNDS),SUM(ytd.GROSS\_SALES)),2) as RETURNS\_PCT\_YTD,

ROUND(DIV0(CM3\_BEFORE\_MKT\_YTD, NET\_SALES\_YTD),2) as CM3\_BEFORE\_MKT\_PCT\_YTD,

ROUND(DIV0(CM3\_YTD, NET\_SALES\_YTD),2) as CM3\_PCT\_YTD,

ROUND(DIV0(SUM(ytd.COGS), UNITS\_SOLD\_YTD-SUM(ytd.REFUNDED\_UNITS)),1) as COGS\_NET\_UNIT\_YTD,

ROUND(DIV0(SUM(ytd.FBA\_FEES), UNITS\_SOLD\_YTD-SUM(ytd.REFUNDED\_UNITS)),1) as FBA\_FEES\_NET\_UNIT\_YTD,

ROUND(DIV0(SUM(ytd.MARKETPLACE\_FEES), UNITS\_SOLD\_YTD-SUM(ytd.REFUNDED\_UNITS)),1) as MPL\_FEES\_NET\_UNIT\_YTD,

ROUND(DIV0(CM3\_BEFORE\_MKT\_YTD, UNITS\_SOLD\_YTD-SUM(ytd.REFUNDED\_UNITS)),1) as CM3\_BEFORE\_MKT\_NET\_UNIT\_YTD,

ROUND(DIV0(AD\_SPEND\_YTD, UNITS\_SOLD\_YTD-SUM(ytd.REFUNDED\_UNITS)),1) as AD\_SPEND\_NET\_UNIT\_YTD,

ROUND(DIV0(CM3\_YTD, UNITS\_SOLD\_YTD-SUM(ytd.REFUNDED\_UNITS)),1) as CM3\_NET\_UNIT\_YTD,

ROUND(DIV0(SUM(ytd.CM3\_AFTER\_WH), UNITS\_SOLD\_YTD-SUM(ytd.REFUNDED\_UNITS)),1) as CM3\_AFTER\_WH\_NET\_UNIT\_YTD,

-- Run Rate

ROUND(DIV0(a.UNITS\_SOLD\_TOTAL,day(current\_date) \* DATEDIFF(day,a.month\_start\_date,a.month\_end\_date)),0) as UNITS\_SOLD\_RR,

ROUND(DIV0(a.NET\_SALES,day(current\_date) \* DATEDIFF(day,a.month\_start\_date,a.month\_end\_date)),0) as NET\_SALES\_RR,

ROUND(DIV0(a.CM3,day(current\_date) \* DATEDIFF(day,a.month\_start\_date,a.month\_end\_date)),0) as CM3\_RR,

from all\_data a

left join doc d

on a.child\_asin = d.asin

and a.reporting\_brand = d.reporting\_brand

and a.region = d.region

and a.year = d.year

and a.month = d.month

left outer join all\_data m2

on a.child\_asin = m2.child\_asin

and a.reporting\_brand\_new = m2.reporting\_brand\_new

and a.country = m2.country

and DATEADD(month, -2, a.month\_start\_date) = m2.month\_start\_date

left outer join all\_data mom

on a.child\_asin = mom.child\_asin

and a.reporting\_brand\_new = mom.reporting\_brand\_new

and a.country = mom.country

and DATEADD(month, -1, a.month\_start\_date) = mom.month\_start\_date

left outer join all\_data yoy

on a.child\_asin = yoy.child\_asin

and a.reporting\_brand\_new = yoy.reporting\_brand\_new

and a.country = yoy.country

and DATEADD(year, -1, a.month\_start\_date) = yoy.month\_start\_date

and a.month = yoy.month

left outer join all\_data ytd

on a.child\_asin = ytd.child\_asin

and a.reporting\_brand\_new = ytd.reporting\_brand\_new

and a.country = ytd.country

and a.year = ytd.year

and a.month >= ytd.month

where a.month\_start\_date between DATEADD(YEAR, -2, current\_date) and current\_date

group by all