**Lead List Set Up & Script System Overview**

**📌 What Are We Building Today?**

We’re turning raw, messy data into a fully processed, **standardized leads list** — formatted, filtered, and sourced with profit logic built in.

This system heavily automates the entire pipeline from Scan Unlimited to final Excel output.

**🔍 Step 1: Understanding the Workflow**

Show final output File 📂 z 06.26.25 ShopWSS

**End-to-end flow:**

1. **Raw Data** -> Scan Unlimited
2. **Scan Unlimited** – Matches UPCs to ASINs
3. **Keepa** – Pulls advanced sales + suppression data  
   • 30/90-day Buy Box history  
   • Suppressed listings  
   • Competitive Price Threshold  
   • # Bought → real velocity
4. **Merge datasets** (Scan Unlimited + Keepa)
5. **Auto-format everything** using script automation

Live Demo combination

**🚧 Real Problems We’re Solving**

**❌ Scan Unlimited ROI Issues**

* Scan Unlimited doesn’t calculate profit on suppressed buy box ASINs
* Results in missing dataset otherwise
* ❌ We can’t filter by ROI without losing valid ASINs
* ✅ Our script preserves suppressed listings and deletes junk like -99% or <15% ROI

**⚠️ Keepa Quotas & Limitations**

* 24,000 ASINs upload per 100% quota
* 10,000 ASINs per export (5,000 per page)
* ✅ We reduce input size **before uploading to Keepa** using ROI filters

**🔄 Column Chaos**

* Keepa adds/removes columns with no warning
* ✅ Solution:
  + Create custom presets
  + Script logic deletes known “trash” columns
  + Output remains predictable

**🧼 Dirty Output = Dirty Decisions**

* Inconsistent column order
* Unreadable formatting
* Manual cleanup = wasted time
* ✅ System outputs a **clean, repeatable Excel file** every time

**🗺️ Script Roadmap: The Full Pipeline**

Here’s how each script fits into your automation stack:

**🔧 Phase 1 – SU Clean Up**

🧹 Cleans up your Scan Unlimited file

* Deletes unnecessary columns
* Filters out low-ROI rows
* Copies ASINs to clipboard for Keepa
* 📄 Output: SU Cleaned.csv

**⏸️ Phase 2 – Wait**

⏳ Pause for human step

* Upload ASINs to Keepa
* Download the Keepa export
* Script waits until you confirm it's ready

**🧼 Phase 3 – Keepa Clean Up**

🔬 Merges data + calculates custom logic

* Buy Box profit, suppressed profit, CPT, 30/90-day logic
* Amazon links, velocity, ROI
* Final filters & sorting
* 📄 Output: Keepa Cleaned.csv

**📊 Phase 4 – Finalize**

💾 Converts CSV into formatted Excel sourcing list

* Currency, %, conditional formatting
* Column width, header styling
* 📄 Output: MM.DD.YY SiteName.xlsx

**🧹 Phase 5 – Clean Up**

🗑️ Deletes all working files

* Clears out clutter
* Leaves folder ready for next run

**🎯 Why This Matters**

✅ You don’t need to remember 50 steps  
✅ You don’t need to do this manually  
✅ You don’t need to worry about inconsistent outputs  
✅ You **can hand this off to a VA confidently**

📦 By the end of this lesson, you’ll have:

* Go from raw data to processed data
* Dynamic scripts to handle all future sites