**Special Notes: Critical Rules Before You Process Data**

📌 **Lesson Focus:**  
These are essential reminders, limits, and naming conventions that will help you avoid wasted time, blown quotas, or bad data in your Scan Unlimited → Keepa workflow.

**We need to design with these limitations in mind.**

**❌ Scan Unlimited & Suppressed Buy Boxes**

**🧩 The Problem:**

Scan Unlimited calculates profit based on the Buy Box.  
If the Buy Box is **suppressed or missing**, SU can’t compute an accurate ROI.  
These listings show up as:

* ROI = -100%
* ROI = 0
* Or completely **blank**

**🧠 Why This Matters:**

* We are missing a portion of our dataset
* Suppressed ASINs can still have velocity and be profitable and we don’t want to miss them

**🔍 What We Do Instead:**

* We need to include them in our export and figure it out after we get Keepa data
* **No ROI filters inside Scan Unlimited**
* After profit is calculated we can delete unprofitable items

💡 **Side Tip:** Other Scan Unlimited users aren’t aware they are missing suppressed data.

**✅ Live Demo Reminder:**

Show proof using exported SU file:

* Highlight listings with 0 ROI or empty ROI that are still viable
* Load suppressed ASINs into Keepa to show they are active

**📉 Keepa KPF Limits & Workarounds**

**🔒 The Limits:**

* 🔢 **10,000 ASINs per upload**
* 🔄 **24,000 ASINs per 100% quota**
* 🔁 **Refresh Rate:** ~5% of quota refilled per hour

**🧠 What This Means:**

* We want to limit the amount of ASINs uploaded to Keepa
  + Only known profitable ASINs and Suppressed ASINs will be used
* Otherwise, we will go through our quota and must wait
  + Or we can upgrade our plan for more money

**🧹 Trimming Scan Unlimited with ROI Logic (Before Keepa Upload)**

**🧠 The Insight:**

If Scan Unlimited **was able to calculate ROI**, it means:

* ✅ A Buy Box was found
* ✅ The data is already valid
* ✅ We **don’t need Keepa** to fill in the blanks for these ASINs

We’ll filter out these ASINs with our script, so they don’t get uploaded to Keepa.

**🔧 What the Script Will Do:**

✅ Delete rows with confirmed ROI, specifically:

* ROI = -99% to -1% (junk/unprofitable)
* *(Optional)* ROI = 1–20% if you're not sourcing low-margin leads
* We won’t buy unprofitable items so we’ll delete them here.

This helps keep your Keepa file size lean and quota-efficient.

**🎯 Goal:**

**Reduce your file size before uploading to Keepa.**  
We want to save our limited quota for listings that:

* Are suppressed
* Are actually profitable

**❓Why Not Delete 0% or Blank ROI Rows?**

Because those are your **suppressed buy box listings** —  
They didn’t calculate profit, but they might still be great leads.

👉 **We want to keep them for now** and let Keepa give us the missing data.

**❌ Why Not Filter in Scan Unlimited?**

Because SU only allows **one ROI filter at a time**.

Ideally, we’d say:

* “Give me ROI above 20%” (This won’t output any suppressed ASINs)
* AND “Also give me suppressed listings (0% or blank)”

But that’s not possible inside SU.

**✅ The Real Solution:**

* Export *everything* ***without a profit or ROI filter***
* Let your script do the filtering
* That way, you keep **valid high-ROI leads** and **suppressed ASINs**

**🧾 Raw File Naming Conventions**

Your filenames should act like a **self-documenting system**.

**🔤 Format:**

Phase # + Site + Custom Columns + Date + Context

**✅ Examples:**

* P7 Kohls Qty Source - 2.5.25 Clearance 13% GC
* P5 Nike Inventory Model Source - 2.6.25 25% Add to Cart 13.5% GC
* P3 ShopWSS Link Tags - 2.3.25

**🧠 Why It Matters:**

* Tells you which columns to **enable in Scan Unlimited**
* Shows **what site** you pulled from
* Communicates **any discounts, promos, or rates** embedded in the logic

💡 Side Tip: Match column names (Cost/Source) *exactly* across files to prevent script errors downstream (e.g. always use UPC, not GTIN or Barcode).