**Calculating Profit for Suppressed ASINs**

📌 **Lesson Focus:**  
When a listing has a **suppressed Buy Box**, Scan Unlimited can’t calculate profit — but we can.  
We’ll use Keepa data to reconstruct the profit manually using Amazon’s own formula.

**🧮 Amazon's Profit Formula**

To calculate profit correctly, we use:

**Profit = Sale Price – Cost – Referral Fee – Pick & Pack Fee**

Let’s break it down:

**🔢 1. Sale Price**

* If the **Buy Box is available** → use Buy Box Price
* If **Buy Box is missing** → use Keepa’s “3rd Party New” price instead

💡 **Insight:**  
This is how we’ll calculate profit for suppressed ASINs — Keepa still captures 3rd party seller data even if buy box is suppressed.

**💸 2. Cost**

* This is your sourcing cost after:
  + Sales
  + Gift card stacking
  + Promo codes
  + Discounts

**🧾 3. Referral Fee**

* This is Amazon’s cut — a **category-based % fee**
* The percentage changes based on the category (e.g. 15% for shoes, 8% for electronics)
* It **scales with the selling price**

📚 You can check the full fee list here:  
🔗 <https://sell.amazon.com/pricing#referral-fees>

**📦 4. FBA Pick & Pack Fee**

* This is a **fixed fee** based on the product’s size and weight
* Does **not scale** with price — stays the same whether the item sells for $1 or $1000
* Also known as the Fulfillment Fee

✅ Good news: **Keepa includes these fees** in its data export

**⚠️ Accuracy Note**

💡 **Insight:** Sometimes, Keepa does **not populate all fee fields**.  
If referral or FBA fees are missing, we won’t be able to calculate profit accurately.

✅ In that case, we’ll have our script **delete those rows** to avoid underestimating profit.

**♻️ Where We Use The Profit Formula**

We’ll apply this same calculation logic to:

* 📈 **30-day / 90 Day Buy Box Profit for price stability**
* 📊 **Competitive Price Threshold Profit**

**❓ What is the Competitive Price Threshold?**

Amazon uses this value to **decide when to show or suppress the Buy Box**.

* If the price is **below the threshold** → the buy box stays on
* If the price is **above the threshold** → the buy box turns off

💡 **Insight:**  
We’ll calculate profit at the **Competitive Price Threshold (CPT)** to understand:

**If we are UNDER the CPT:**

• **How much extra margin we can gain** by raising the price  
→ *Assuming we still rotate into the Buy Box*

**If we are OVER the CPT:**

• **How much margin we need to give up** to turn the Buy Box back on  
→ *Trading profit for increased sales velocity*

This gives us **strategic leverage** over suppressed listings — and an edge most sellers overlook.