**Keepa Setup – Part 2: Calculating Custom Profit Fields**

We can now use our Keepa file to calculate custom columns.

**🛠️ Custom Fields to Calculate**

**🔄 1. Buy Box Status**

🧠 *Are we dealing with a suppressed listing or not?*

**Logic:**

* If Buy Box: Current is populated → Output = BB
* If blank → Output = SUP (Suppressed)

This gives us an instant filter to separate high-potential suppressed listings from standard Buy Box ASINs.

**💰 2. Profit Based on Buy Box or List Price**

**Logic:**

* If Buy Box: Current is populated → use it to calculate profit
* If it’s blank → use New: Current (3rd party list price) to calculate profit

🧮 Profit = Price – Cost – Referral Fee – FBA Fee

💡 **Side Tip:**  
This dual logic ensures we always have a fallback value — even for suppressed ASINs.

**📉 3. Profit Based on Competitive Price Threshold (CPT)**

The CPT tells us the **threshold where Amazon turns the Buy Box off or on.**

**Logic:**  
If CPT is populated →  
🧮 CPT Profit = CPT – Cost – Referral Fee – FBA Fee

**📆 4. Profit Based on 30 vs 90 Day Buy Box**

**Logic:**

1. Compare 30-day vs 90-day Buy Box average
2. Use the **lower** of the two
3. Calculate profit off that price point

🧠 This acts as our historical price stability metric. We can infer where the profit is relative to its historical price.

⚠️ **Limitations:**  
If a listing has been suppressed for 90+ days, both fields may be blank.

**🧹 Housekeeping Tips: Optional Formatting Rules**

Make your output easier to scan by applying basic conditional formatting.

✅ Suggestions:

* **Highlight ROI in green** if ROI ≥ 30%
* **Highlight Profit in green** if Profit ≥ $10
* **Highlight # Bought in green** if ≥ 50 units sold