


## SOP: Creating a Brand Performance Report

1. In order to create a Brand Performance Report, select “Business Reports” from the Drop-Down Menu of the “Reports” Tab on the Top Menu of Seller Central.
2. On the next page, click on the “Brand Performance” link in the left side menu under the Sub-Heading “By ASIN”.
3. Click the small grey button alongside the left side of the page that says “Columns” in order to open up the Columns Fields available.
4. Here you can select or deselect which columns and information you would like included in your report.
5. You can customize the dates by clicking the calendar icons for the “From” date and “To” date respectively beneath the graph and above the table to the right side of the page and selecting your date range or period.
6. Once you are happy with the edits you have made to your report, click the “CSV” option from the Drop-Down Menu of the “Download” button to the right of the page above the table to download your report.

### See Also:

- ▶ [SOP: Creating a Sales Dashboard Report](#) 
- ▶ [SOP: Creating a Sales and Traffic Report by Date](#)
- ▶ [SOP: Creating a Detail Page Sales and Traffic Report by Date](#)
- ▶ [SOP: Creating a Seller Performance Report by Date](#)
- ▶ [SOP: Creating a Detail Page Sales and Traffic Report by ASIN](#)
- ▶ [SOP: Creating a Detail Page Sales and Traffic by Parent ASIN Report](#)
- ▶ [SOP: Creating a Detail Page Sales and Traffic by Child ASIN Report](#)
- ▶ [SOP: Creating a Sales and Orders by Month Report](#)