SOP: Reading Your Pricing Dashboard

1. Select "View Pricing Dashboard" from the Drop-Down Menu of the "Pricing" tab on the top menu of Seller Central.

2. On the Dashboard page, you will see a number of sections down the left side of the page with percentages for each.

‣ **The Buy Box Percentage** shows the Buy Box Percentage on an average at the account level.

‣ **The Price Competitiveness** shows the percentage of listings with customer views that are within 10% of the Buy Box price.

‣ **The Sales conversion** shows the percentage of listings which had at least one sale in the past two months, but no sales conversions in the past 7 days.

‣ **The Fee Discounts** show price-based referral fee discounts, which are limited-time offers designed to help you offer competitive prices on popular products.

See Also:

‣ **SOP**: Managing Your Pricing Health

‣ **SOP**: Managing Your Buy Box Percentage

‣ **SOP**: Managing Your Price Competitiveness

‣ **SOP**: Managing Your Sales Conversion

‣ **SOP**: Managing Your Fee Discounts

‣ **SOP**: Managing Product Pricing

‣ **SOP**: Fixing Price Alerts

‣ **SOP**: Creating a New Automated Pricing Rule

‣ **SOP**: Editing an Existing Automated Pricing Rule via Spreadsheet Template

‣ **SOP**: Editing an Existing Automated Pricing Rule Manually