Financial Checklist
A growth-level tool to help you proactively manage your Amazon financials
Weekly Financial Checklist

This 12 step checklist will help you conduct a weekly financials review in order to fully utilize Fetcher and stay on top of your finances.

Head over here if you’d like to watch thevideo version of this e-book!

1. Always know your YTD Total Profit

2. Look for profit trends

3. Spot negative or $0 profit days

4. Review your daily units for each SKU

5. Spot your best and worst profit-performing SKU

6. Find New Fees charged

7. What is your average profit per unit?

8. Find out your estimated profit for the remaining inventory batch

9. Be mindful of promotions and/or PPC during launch

10. Check PPC & how it’s affecting your profits

11. Stay up to date with all expenses

💡 Pssst... You can print this out.
Let’s dive deeper...

Let’s take a look in depth at each step and break down the importance of reviewing your weekly financials.

1. **Always know your YTD Total Profit:** Review your profit $$ for YTD from the top dashboard banner.
   
   ![Dashboard Image](image1)

   ![Dashboard Image](image2)

2. **Look for profit trends:** Check your profit for the last 14 days on dashboard graph, is your daily $$ profit staying the same or going up/down?

   To analyze days:
   
   A. Find the dates with trends on the graph. (In the example above, July 13th has a negative profit of $492.81)
   B. Select the desired date from the calendar (ie. July 13th, 2018)
   C. Expand all sections and review your highest expenses
   D. Compare your expenses against your revenue on this timeframe

   ![Dashboard Image](image3)
3. **Spot Negative or $0 profit days**: Review dashboard graph with calendar set to year-to-date (YTD) and spot check days with negative or $0 profit days.

- A flat blue line on the $0 horizontal line means = $0 profit days or no sales on that day. Do you have any days with a flat blue line?
- Blue line below the $0 means = you lost money on that day. Do you have any days where the blue line is below the $0 line?

Make note of those dates & analyze them in detail to find out why those days had negative or $0 profit days.

To analyze day:

A. Find the dates with trends on the graph. (In the example above, January 30th has a negative profit of $3,453.74)

B. Select the desired date from the calendar (ie. January 30th, 2018)

C. Expand all sections and review your highest expenses

D. Compare your expenses against your revenue on this timeframe
4. **Review your daily units for each SKU:** From the product breakdown page
   a) Select the calendar for the last 60 days
   b) Review your average daily units sold count from the graph.
   Are your units sold going up or down on average? If so, why?

5. **Spot your best and worst profit-performing SKU:** From your Sales & Profit page
   a) Select calendar dates desired and you will see your profitability table on this page.
   b) Fetcher will display your best-performing SKU first and worst profit-performing SKU last on this table.
6. **Find New Fees charged**: Review your cost chart, located on the Dashboard’s bottom right-corner.
   
a) Find new or strange fees from Amazon under the “recurring fees” bucket
7. **What is your average profit per unit?** From your Sales & Profit page
   
a) Select the calendar dates desired (last 30 days is recommended)

b) Pull your profitability report from the top right-corner button “Export to CSV”

c) Here you will find your profit per unit number to help you make informed business decisions such as: Which item is worth re-stocking?
8. Find out your estimated profit for the remaining inventory batch: Take the average profit per unit noted above and multiply it by the current inventory level (units remaining). This calculation will give you an idea of the additional total profit you can expect for this particular item before reordering, if, the revenue and expenses ratio stays the same.

8.A Let's take SKU Jungle-Snuglier-White as an example. This SKU has a profit per unit of $7.76

<table>
<thead>
<tr>
<th>SKU</th>
<th>Profit Per Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>JNGLESTIX36</td>
<td>4.58</td>
</tr>
<tr>
<td>Jungle-Snugs-Pink</td>
<td>4.96</td>
</tr>
<tr>
<td>Jungle-Snugs-White</td>
<td>7.76</td>
</tr>
<tr>
<td>Jungle-Snuglier-Gray</td>
<td>-0.29</td>
</tr>
<tr>
<td>Jungle-Snugs-Blue</td>
<td>-1.34</td>
</tr>
</tbody>
</table>

8.B Find out the number of units remaining in inventory. This SKU has 1,307 units left in inventory as shown in Fetcher here:

UNITS X PROFIT PER UNIT = Total profit $\$$ that you will make on your remaining inventory (If profit per unit stays the same)

1,307 $\times$ 7.76 = $10,142.32 of profit for this SKU's remaining inventory

8.C Add this total to the profit you’ve made so far this year. This SKU has made $2,678.26 in profit YTD
9. Be mindful of promotions and/or PPC during launch: As you may know by now, part of the launch process is to run PPC and do product promotions (also known as giveaways). This will help boost your sales and thus affect your BSR ranking, which will help you move towards page 1 on Amazon.

However, it’s important to stay on top of these transactions types and decide at what point of your launch, you will start to focus on breaking even or generating profits. Review how effective those promotions were and if the success metrics were met.

Likewise, review the success metrics for your PPC campaigns (ie. ACoS) and review your numbers in detail. If you continue to have those two important transaction types at the same % of revenue, would you be able to meet your desired profit amount?

10. Check PPC & how it’s affecting your profits: From the dashboard, you can view PPC performance at an account level. And from your product breakdown page, you can view PPC performance at the SKU level. Feel free to download the report from the S&P page to view your profit with and without PPC.

*Please note that most recent PPC from Amazon can be delayed 48 hours*
11. Stay up to date with all expenses: Ensure that you enter all expenses into the “other expenses” tab for that week such as office expenses, salaries, contractor fees and others to ensure Fetcher provides you with the most accurate profit calculations.
Are there other weekly and monthly Fetcher tasks that you perform while managing your business?

Sharing is caring - let us know!

hello@fetcher.com

Cheers to Increasing Profits!