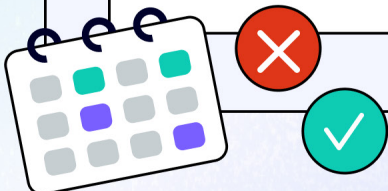
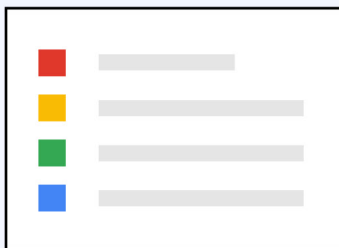
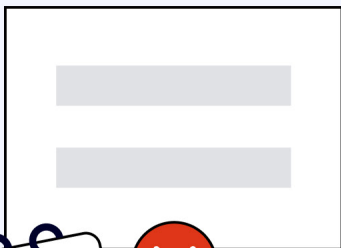


**ADVANCED AMAZON ANALYTICS**

# Year-End Reporting and Data-Driven Planning for Brands & Retailers



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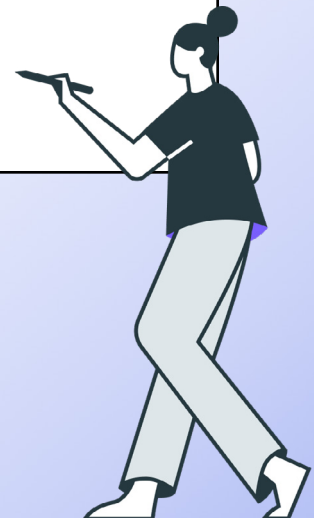
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## Chapter 1

# End-of-Year Reporting for Brands



### Reporting Pain Points

Reporting is a common challenge for brands and retailers with expansive catalogs. There are a number of obstacles when analyzing performance data and boiling it down to key takeaways:

- **Extremely time-consuming:** Some teams spend 50% or more of their time gathering, analyzing, and reporting on data.
- **Data from multiple sources:** Holistic analysis requires merging data from multiple sources (Seller Central, Vendor Central, Amazon Ad Console, etc.).
- **Susceptible to human error:** Building reports is manual, tedious, and repetitive – all factors that make it susceptible to errors.
- **Difficult to visualize:** Using tools like Excel, it's hard to quickly create visuals that clearly communicate trends.

In this guide, we'll share tips and resources to address these pain points and make your end-of-year (EOY) reporting faster, easier, and more valuable.

→ [See how Jungle Scout Cobalt helps brands and agencies save 500+ hours per year on research and reporting.](#)

### Strategic Questions for EOY Reporting

End-of-year reporting is a complex puzzle, with many interconnected pieces that demand careful analysis. Without all these pieces, you can miss critical insights, hindering your ability to plan effectively for the future. Use this **checklist** of 10 strategic questions to assemble a complete picture of your brand's market and position within it:

Were **sales** up or down because of our actions, competitor actions, or overall market conditions?

Does our market show **seasonal trends** in demand; if so, when do these peaks and dips occur?

What are the most **common search terms** that lead customers to our products, and how often are those search terms used?

What does our **paid visibility** look like in search results versus **organic placements**?

How do **click-through rates and conversions** compare between our organic placements and our paid advertising?

How do our **sales and market share** compare to our main competitors on Amazon?

Did **supply chain or inventory management** issues impact our performance this year?

Are there **emerging products or categories** on Amazon that align with our brand?

How much **growth** is possible in our current markets, and are there opportunities to expand?

Which **keyword targets** are delivering the highest (and lowest) ROI in our advertising campaigns?

Asking strategic questions gives your team a granular understanding of your markets, competitors, and performance. **This is necessary to answer the question at the top of every brand's list: How do we do better?**

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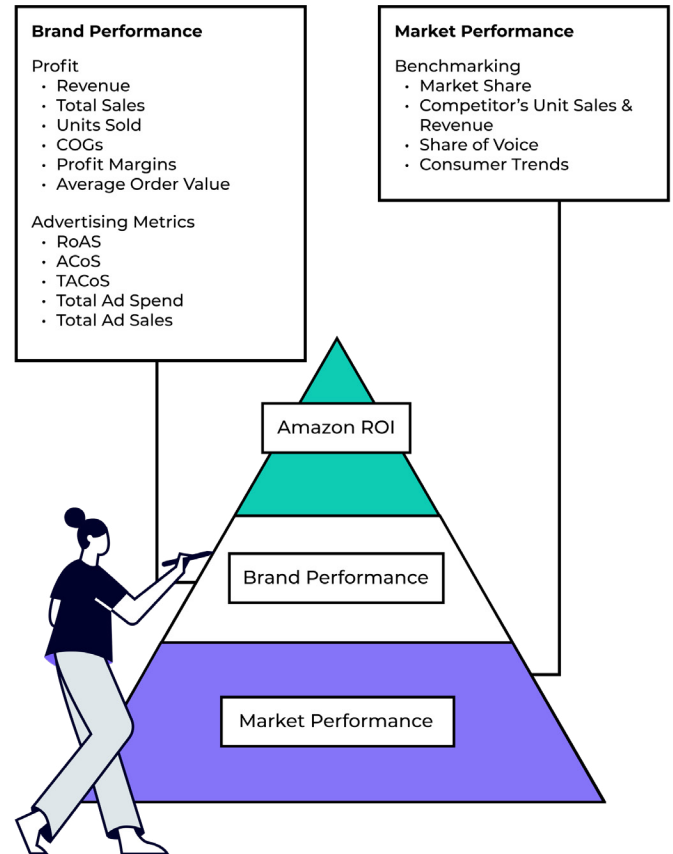
**“It’s really difficult to create a larger addressable market on Amazon. For 99% of companies, there is an existing amount of people that come to Amazon, search for your type of product, and purchase it there. That’s why it’s important for you to deeply understand what that demand is, how much of the market you’re capturing, and how much more of it you can realistically capture. That’s how you confidently set goals and seize new opportunities.”**



**Greg Mercer**  
Jungle Scout Founder & CEO

## Key Metrics for EOY Reporting

When it comes down to it, stakeholders and clients want to know one thing about their investment in the Amazon channel: is it worth it? To provide an accurate picture of Amazon ROI, EOY reporting must encompass market- and brand-level data.



**Market Performance:** Use this data to benchmark performance and get a full picture of what’s going on in your category. It includes things like market share, competitors, unit sales and revenue, share of voice, and consumer trends.

**Brand Performance:** These metrics directly feed into profit – like revenue, total sales, profit margins, and average order value. For most brands, advertising is the biggest investment on Amazon, so you also need to include key advertising metrics.

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## Chapter 2

# From the Experts: Reporting Tips



### Post-Holiday Reporting Tips

As consumers shop for holiday gifts, they deliver a valuable gift to your team: a wealth of advertising data. From product sales to search placements, Q4 lookback data is filled with insights to fuel strategies for the year ahead. Here are four ways to analyze your holiday performance on Amazon:

#### 1. Measure Share of Voice (SOV)

Search rank and share of voice (SOV) are the keys to unlocking new ownership of keywords. SOV data shows you how your products and ads are positioned relative to competitors, evaluate the effectiveness of chosen keywords during **holiday campaigns**, and assess the impact of your holiday marketing efforts on profitability. Follow this checklist for key questions to ask about your SOV data:

Which were the **top brands on the digital shelf** for my holiday keywords?

What was my **market share vs. the competition**?

Did my **SOV increase or decrease** week-to-week?

Did any **new competitors** take away market share?

How did **weighted and non-weighted SOV** differ for my top keywords?

How was my **SOV for organic keywords** different from Sponsored Brands and Products?

How did my **SOV fluctuate during sales events** like Black Friday and Cyber Monday?

Once you've answered these questions, you can plan for the next holiday season and other events throughout the year with tactics like:

- **Running PPC campaigns** on competitor keywords
- **Finding low-cost keywords** with rank potential and running campaigns
- **Decreasing product prices** to win more market share
- **Running promotions and discounts** to counter threats from competitors
- **Inserting popular keywords** into product titles and descriptions

→ [Cobalt's Digital Shelf Analytics](#) gathers SOV data hourly, provides insights on keyword search volume, and tracks your ads' search rank throughout the day, allowing you to easily integrate multiple data points into post-holiday reports.

## 2. Compare Year-over-Year Performance

Comparing year-over-year (YoY) holiday performance provides benchmark and reveals trends and strategic insights. This analysis uncovers data that will help your team optimize inventory, allocate budgets effectively, improve ROI, adapt to changing market dynamics, and enhance competitive positioning. Here is a **checklist** of questions to ask:

What were the YoY **revenue, unit sales, and average sale price (ASP)** changes for our competitors' products?

How did my **promotions drive sales** during and after sales events, compared to sales prior to those events?

How did our **inventory turnover rate** compare to the previous year?

What were the biggest **shifts in consumer demand** compared to last year?

Did our advertising effectively **drive sales**, and were our campaigns more successful than last year's?

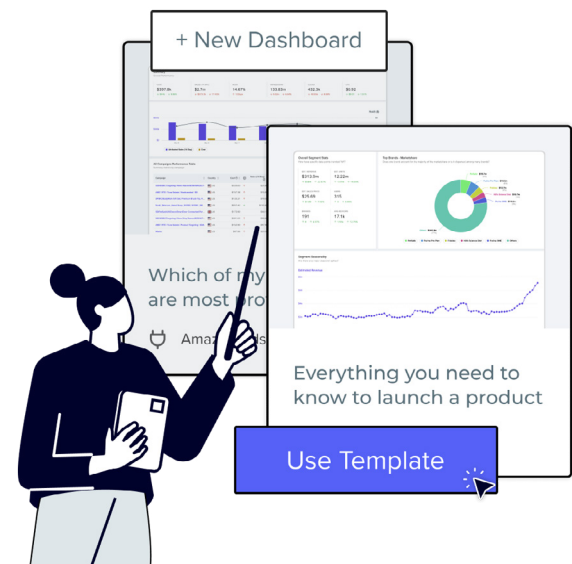
Were there changes in **search volume or keyword trends** compared to last year?

How did the **ROI** of our holiday season promotional spend compare to last year?

Answering these questions ensures that your team can capitalize on past successes, address previous shortcomings, and boost performance by taking actions like:

- **Investing** more in products that are profitable and gaining market share
- **Reducing** inventory of products with low sales velocity and high competition
- **Launching** new variants to counter competition
- **Forecasting** sales and updating inventory based on the year's trends
- **Adjusting** pricing strategies based on the ASP of competing products

→ Cobalt archives data indefinitely, making year-over-year analysis a breeze. By assembling **custom dashboards**, you can easily compare YoY performance, shining a spotlight on successes that you can build on season after season.



### 3. Segment Data for Pointed Analysis

By categorizing data, your team can gain granular insights into performance to identify strengths, weaknesses, and opportunities for future holidays and overall business strategy. Here are a few ways to segment data for deeper analysis:

1. Compare the performance of products that were part of holiday promotions vs. those that weren't to gauge the impact of promotions on **sales and ROI**.
2. Segment products into top sellers and low performers to identify which products contributed the most to **holiday sales**.
3. Analyze products with high demand compared to those with low demand to determine how well **seasonal inventory** was managed.
4. Categorize products based on the keywords they are optimized for to see which **keywords** were most effective in driving traffic and conversions.
5. Segment performance data based on different **ad campaign types** (e.g., Sponsored Products, Sponsored Brands) to determine the effectiveness of each ad type.
6. Analyze data based on customer demographics, behaviors, or purchase history to understand which **customer segments** responded best to holiday marketing.
7. Segment products based on their review ratings to evaluate the impact of **customer feedback** on holiday sales.
8. Compare performance data between different time periods within the holiday season (Black Friday, Cyber Monday, Post-Holiday, etc.) to pinpoint **peak sales periods**.
9. Evaluate products based on their ROI, categorizing them as high, medium, or low ROI to **optimize advertising and promotional spend**.
10. Break down performance data by product category or Amazon marketplace to **track performance** within specific segments of your business.

→ **Cobalt** allows you to create custom labels to organize your data. This enables ultra-fast dashboard assembly and more actionable data analysis.



#### 4. Analyze Global Performance

Analyzing performance across all of your marketplaces during and after the holidays is crucial for expanding your brand's international presence, diversifying revenue streams, adapting to market-specific trends, and making informed decisions that enhance profitability on a global scale. Use this **checklist** of questions to guide your analysis:

Which **marketplaces** saw the highest year-over-year sales growth during the holiday season, and what were the top-performing **products** in each region?

Which **advertising** and **promotional strategies** were most effective in driving sales in specific global marketplaces?

Were there differences in **customer demographics** and behavior between marketplaces that could be leveraged for **targeting** and **personalization**?

What were the **competitive dynamics** in each global marketplace, and how did they affect our market positioning?

What were the key challenges and opportunities in terms of **supply chain, logistics, and inventory management** in various marketplaces?

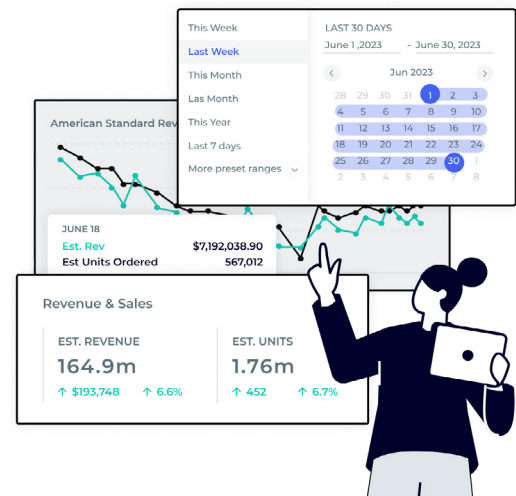
How did **price elasticity** vary across marketplaces, and how did **currency exchange rates** impact revenue and profitability?

Which global marketplaces showed the most promise for future expansion or investment based on their **holiday performance data**?

Based on the answers to these questions, your team can take a number of actions to improve performance and drive brand growth:

- **Tailor** product listings and descriptions to meet the unique demands of different markets.
- **Adjust** inventory management strategies based on regional seasonality and trends to prevent stockouts, overstocking, and supply challenges.
- **Implement** marketplace-specific advertising campaigns based on what worked in each region during the holidays.
- **Find** expansion opportunities and develop effective strategies for entry into new markets. Adjust pricing to align with local market dynamics and maximize profitability across international marketplaces.

→ **Cobalt** automatically converts data to uniform currencies to enable cross-marketplace analysis and allows you to customize the currency shown on shared dashboards for each stakeholder.





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## End-of-Year Reporting Tips

### 1. Tailor reports to specific stakeholders.

Not every stakeholder will be interested in the same metrics. For year-end reporting, tailor reports to stakeholders based on their biggest priorities.



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**“Tailor your reports and the metrics you’re measuring to match your precise goals. Don’t overwhelm yourself, stakeholders, or business partners with a long list of metrics. Keep it high level. Beyond the data, share stories about key achievements, customer testimonials, and challenges or setbacks. This helps build a narrative around your performance data.”**



**Eva Hart**

Brand Owner, Couple’s Coffee and Fantaswick

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### 2. Focus on root metrics

By examining the foundational metrics that underlie overall performance, you can pinpoint precise areas for improvement and optimization. This ensures that your efforts align with the fundamental drivers of success.



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**“See everything, but spend your energy analyzing the root metrics that influence everything else. For example, while it’s important to dive into Advertising Cost of Sales (ACoS), there are other preliminary factors that affect it, like Click-Through Rate (CTR) and Conversion Rate (CVR). Start from the root and work your way up.”**



**Jake Zaratsian**

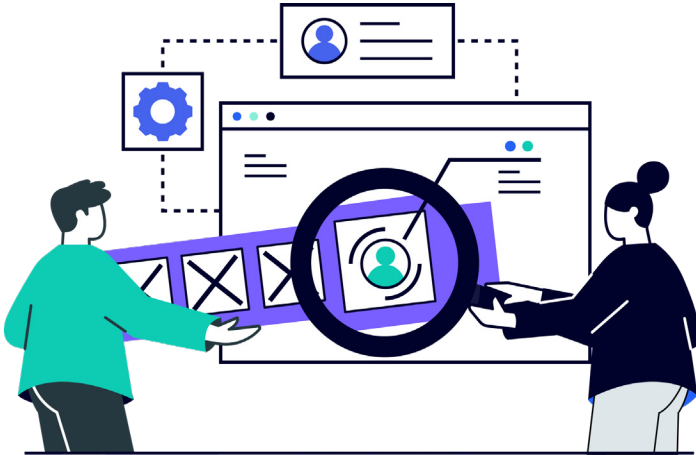
Brand Owner, Natural Events

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### 3. Ensure you're highlighting your closest competitors.

Every market niche on Amazon encompasses hundreds of brands, from new sellers to long-standing category leaders. Focus analysis and planning around the brands you can best compete with based on your budget and market positioning.



“When presenting reports, it’s important to show who is leading in your Amazon categories overall, but your **biggest competitors** are actually those brands that have the closest market share percentage to you. So those are going to be the competitors you really want to highlight.”



**Eva Hart**

Brand Owner, Couple's Coffee and Fantaswick

### 4. Be selective about keyword data.

While each of your keywords plays an integral role in your overall Amazon strategy, you want to steer clear of overwhelming stakeholders with a list of hundreds of keyword targets and data points. Keep reporting high-level by building it around select types of keywords.



“There are three types of keywords that you should really focus on in your reporting. First are your **winning keywords** – those that you are converting on the most or have the highest SOV on. Second are the keywords that your competitors are successfully targeting – that way you can highlight those as targets worth going after in your SEO strategies. And third are **poor-performing keywords** – those that are producing a high ACoS that is contributing to wasted ad spend.”



**Greg Mercer**

Jungle Scout Founder & CEO

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## 5. Tie every recommendation to a metric.

When goal-setting, you need a solid understanding of what kind of growth is realistically possible for your brand and market. For example, if your goal is to double Amazon sales, but you've already captured 60% market share in your niche, you'll need to expand to new markets to reach that goal. Every recommendation you make should be tied directly to a measurable data point.



## 6. Look at historical data and current data.

Looking at both historical and current data on sales, search trends, market share, and more gives you the best picture of whether your markets are growing, shrinking, or staying flat. It's also the most effective way to capitalize on opportunities created by fluctuations in the market.



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**“I wouldn’t suggest including any recommendations in your reports to stakeholders or clients that are not directly tied to a metric or data point. You need to be able to measure and prove success so you can keep going with a certain strategy or pivot quickly if it’s not working.”**



**Eva Hart**

Brand Owner, Couple's Coffee and Fantaswick

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**“The best strategies are built using a mixture of multi-year lookback data and insights on what’s happening now. It’s all valuable in different ways. For example, by analyzing total market trends, you understand seasonality – especially when you look at multiple years. Data on the main keywords that are leading customers to purchase your products also gives insight into demand, so the combination of both leads to a really deep understanding of trends.”**



**Greg Mercer**

Jungle Scout Founder & CEO

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## End-of-Year Reporting Template

Copy and customize this Google Slide template to present to stakeholders or clients. It includes a sales and profit review, an advertising performance summary, an overview of competitors and market positioning, and strategic insights and recommendations.

### End of Year Reporting Slide Deck

[Download the slide deck](#)



## Chapter 3

# Looking Ahead: 2024 Planning



### Key Dates for Ecommerce in 2024

This calendar will allow you to plan well in advance for key selling dates, holidays, events, tax deadlines, and more in 2024.



#### January

##### Trends to watch

Health, wellness, and fitness products.

##### Key Dates



Jan. 1 New Year's Day



Jan. 14-16 [NRF 2024 - Retail's Big Show & Expo](#)



Jan. 15 Martin Luther King Day



Jan. 24-26 [Retail Fest USA](#)



Jan. 31 Deadline to send W-2s to employees and IRS

→ [Find out which vitamin and supplement products and brands went viral in 2023 and how this impacted their Amazon sales.](#)



#### February

##### Trends to watch

Valentine's gifts, Super Bowl apparel & party supplies, Mardi Gras products.

##### Monthly observances

Black History Month

##### Key Dates



Feb. 2: Groundhog Day



Feb. 13: Mardi Gras



Feb. 14: Valentine's Day/Ash Wednesday

eTail Feb. 13-14: eTail Australia



Feb. 19: Presidents' Day (US)/Family Day (CA)

eTail Feb. 26-29: Join Jungle Scout at [eTail Palm Springs!](#)



Feb. 28: Deadline to file 1099s by mail

→ [Access 2023 data for the market leaders in the wedding category as wedding season 2024 fast approaches.](#)

## March

### Trends to watch

St. Patrick's Day products, Easter products, Spring Break items, and St. Patrick's Day products.

### Monthly observances

Women's History Month

### Key Dates







-  Mar. 4-6: Join Jungle Scout at the [Prosper Show!](#)
-  Mar. 8: International Women's Day
-  Mar. 10: Daylight Saving Time begins
-  Mar. 15: Deadline to file S-Corps (form 1102-S) and for partnerships (form 1065)
-  Mar. 17: St. Patrick's Day
-  Mar. 17-20: [Shop Talk US](#)
-  Mar. 23-24: Purim
-  Mar. 24-25: Holi
-  Mar. 29: Good Friday
-  Mar. 31: Easter

## April

### Trends to watch

Gardening supplies, festival apparel, and camping gear.

### Key Dates

-  Apr. 1: April Fools' Day
-  Apr. 9-10: [DX3 Canada](#)
-  Apr. 12 - 21: Coachella Festival
-  Apr. 15: Deadline to file corporate tax returns (form 1120)
-  Apr. 16-18: [World Retail Congress](#)
-  Apr. 22: Earth Day
-  Apr. 26-28: Stagecoach Festival

→ [Learn about the garden products that had 3,000%+ revenue spikes during the 2023 gardening season.](#)

→ [Discover the trends that impacted sales of baby products on Amazon during the critical spring and summer months in 2023.](#)





## May






### Trends to watch

Mother's Day gifts, health and wellness products, Memorial Day items such as American flag merchandise.

### Monthly observances

Mental Health Awareness Month

### Key Dates

-  May 5 Cinco de Mayo
-  May 12 Mother's Day
-  May 14-16 **Sellers Summit**
-  May 20 Victoria Day (CA)
-  May 27 Memorial Day

→ [See what mental health and wellness products were trending on Amazon in 2023.](#)



## June

### Trends to watch

Pride products, American flags, and Father's Day gifts.

### Monthly observances

LGBTQ+ Pride Month

### Key Dates

-  Jun. 3-5 **Shoptalk Europe**
-  Jun. 4-6 **Retail Innovation**
-  Jun. 11-13 **CommerceNext**
-  Jun. 14 Flag Day (US)
-  Jun. 16 Father's Day
-  Jun. 19 Juneteenth
-  Jun. 25-26 **eTail UK**

→ [Hone in your Prime Day strategy ahead of the popular sales event in July. See how Nuby boosted sales by 20% on Prime Day 2023.](#)

→ [Discover what strategies iFit used in 2023 to increase Prime Day sales by 95%.](#)






## July

### Trends to watch

4th of July products, patio & outdoor items, and pool/beach supplies.

### Key Dates

-  Jul. 1 Canada Day (CA)
-  Jul. 4 Independence Day (US)
-  Jul. 7 Islamic New Year
-  Jul. 30 International Day of Friendship
-  TBD Amazon Prime Day  
*In 2023, Prime Day was July 11-12*



## August




### Trends to watch

Back-to-school supplies, college and dorm must-haves, end-of-summer sales.

### Monthly observances

Back-to-School Season

### Key Dates

-  Aug. 12-15 **eTail East**
-  Aug. 26 Women's Equality Day
-  TBD Tax-free weekend (US)  
*Dates vary by state*

→ Find out how the 2023 “sober curious” movement, changed the way consumers shop for drinks, as this may impact summer alcohol sales in 2024.

→ Explore data and insights for back-to-school trends in 2023 to inform 2024 planning.







## September

### Trends to watch

NFL & college football merchandise, Oktoberfest products.

### Key Dates



Sep. 4 Labor Day



Sep. 5 NFL Season Begins



Sep. 8 Grandparents' Day



Sep. 21 Oktoberfest begins



Sep. 17-19 **Paris Retail Week**



Sept. 18-19 **Ecommerce Expo**



TBD: Amazon Accelerate  
*In 2023, Amazon Accelerate was Sept. 13-14*

→ [Discover what football products had the largest sales boost in the 2023 Football Season.](#)



## October

### Trends to watch

Fall and Halloween products, Breast Cancer Awareness items.

### Monthly observances

Breast Cancer Awareness Month

### Key Dates



Oct. 1 **International Coffee Day**



Oct. 2-4 Rosh Hashanah



Oct. 9 Indigenous Peoples Day (US)/  
Thanksgiving (CA)



Oct. 11-12 Yom Kippur



Oct. 31 Halloween



TBD: Fall Amazon Prime Event

→ [Unearth insights on which brands lead the way in key Halloween categories like candy and costumes in 2023.](#)





## November

### Trends to watch

Kitchen and dining products for Thanksgiving, holiday gifts and decor.

### Monthly observances

National Native American Heritage Month

### Key Dates

-  Nov. 1 Diwali
-  Nov. 3 Daylight Saving Time ends
-  Nov. 5 Election Day (US)
-  Nov. 11 Veterans Day
-  Nov. 11 Remembrance Day (CA, AU, UK)
-  Nov. 28 Thanksgiving (US)
-  Nov. 29 Black Friday
-  Nov. 30 Small Business Saturday

→ Find out which kitchen products and brands saw the biggest sales spikes on Amazon in the 2023 holiday season.











## December

### Trends to watch

Toys, holiday gifts, wrapping paper, Christmas decorations, New Year's Eve products.

### Key Dates

-  Dec. 2 Cyber Monday
-  Dec. 3 Giving Tuesday
-  Dec. 24 Christmas Eve
-  Dec. 25 Christmas
-  Dec. 25-Jan. 2 Hanukkah
-  Dec. 26-Jan. 1 Kwanzaa
-  Dec. 26 Boxing Day (CA)
-  Dec. 31 New Year's Eve

→ Tap into exclusive Amazon market insights to see which '90s nostalgia products were popular before the 2023 holiday season.



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## Challenges, Opportunities & Predictions for 2024

2023 was a transformative year for ecommerce, with the debut of TikTok shopping, the rise of **artificial intelligence tools**, and the bankruptcies of major retailers like **Buy Buy Baby**, **Bed Bath & Beyond**, **David's Bridal**, and **Rite Aid**. In a survey conducted by Jungle Scout, this is what brands had to say about these shake-ups and what they mean for ecommerce in the year ahead.

### Challenges & Priorities

Among the biggest challenges brand owners anticipate in 2024 are:

- Managing and optimizing ad campaigns
- Increasing competition on Amazon
- Increasing supply and storage costs
- Optimizing listings
- Inventory management

Brand owners are heavily focused on expanding both on and off Amazon in the coming year. Brand owners list the following as top priorities in 2024:

- Increasing brand/product visibility
- Expanding product catalog
- Expanding beyond Amazon
- Decreasing COGS and storage costs
- Improving product reviews/ratings

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**“As more brands and sellers join Amazon, the marketplace becomes increasingly saturated. Brands must differentiate themselves to gain visibility. This means creating a footprint both on and off Amazon. Over-reliance on Amazon is risky. If your account gets suspended, if Amazon makes unfavorable changes, or competition overtakes you, it can severely impact sales.”**



**Eva Hart**

Brand Owner, Couple's Coffee and Fantaswick

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## Opportunities & Predictions

Social media, AI, and sustainability will all have a powerful impact on ecommerce in 2024 as they influence consumer demand and change how and where people shop online.

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**“AI is a game changer. You can upgrade your product listings and images faster than ever before. You can use it to assist in your analyses. Advances in AI and its implementation throughout 2024 are sure to have an even greater impact.”**



**David Wennberg**

Brand Owner, Hornz

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**“Organic social media marketing will be a big opportunity in 2024. It’s still one of the best ways to increase profitability – by having a fully organic sales channel.”**



**Jake Zaratsian**

Brand Owner, Natural Events

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**“Consumers are becoming more conscious about the environmental and social impact of their purchases. I believe that brands that prioritize sustainability, ethical sourcing, and transparency will be favored among shoppers in 2024.”**



**Eva Hart**

Brand Owner, Couple's Coffee and Fantaswick

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**“Direct social media purchasing will continue to grow. Brands should consider shifting budget towards these opportunities.”**



**David Wennberg**

Brand Owner, Hornz

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[→ Get more ecommerce predictions for 2024.](#)

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## Chapter 4

# Tools for Ecommerce Reporting & Planning

### Jungle Scout Cobalt

**Jungle Scout Cobalt** empowers brands and retailers with a powerful suite of ecommerce tools designed to help drive growth, maximize sales, and optimize digital shelf performance on Amazon. Our comprehensive data analytics, built-in advertising automation, and intuitive visualizations provide straightforward answers to critical ecommerce questions, turning insights into action.

[Explore Cobalt](#)

[Request a demo](#)

### Jungle Scout Data Cloud

**Jungle Scout Data Cloud** enables retailers to access Jungle Scout's rich Amazon data with the flexibility to integrate it into your own tools. This provides the scalability and control needed to leverage Amazon insights to improve performance across all ecommerce and brick-and-mortar channels.

[Try Data Cloud with Snowflake](#)

[Request a demo](#)

