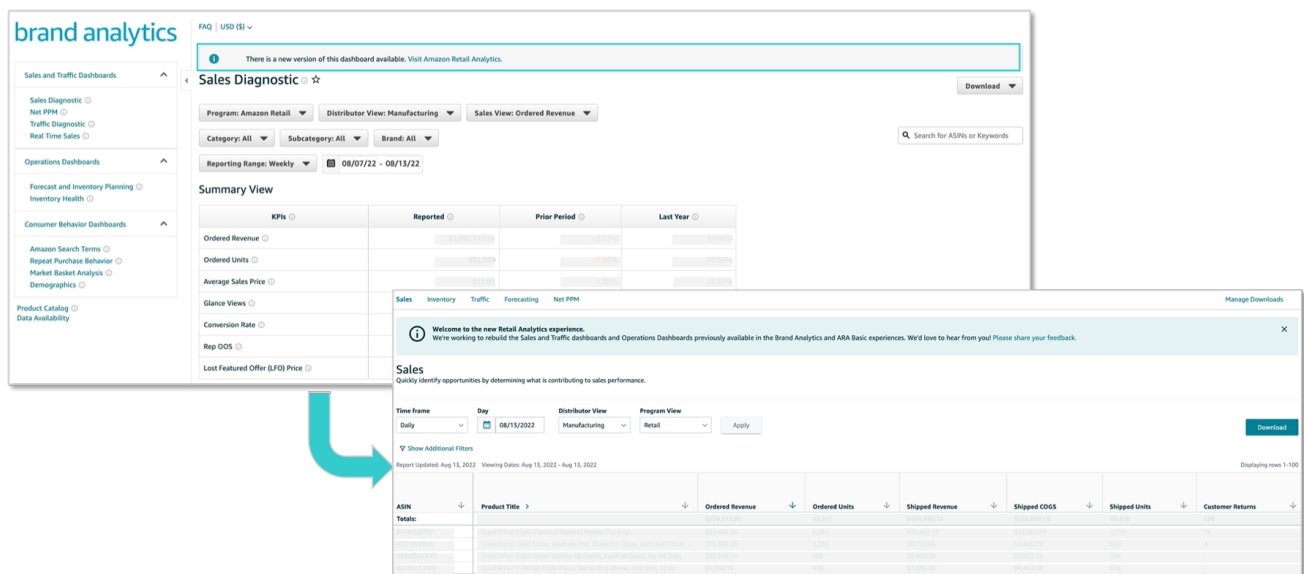


This document provides an overview of upcoming changes to Amazon's Sales reporting dashboards. It also details the resulting changes in data and metrics that you can expect to see in your CommercelQ product instance.

Impact of Amazon's new Retail Analytics Dashboards (ARA 2.0)

On June 27th 2022, Amazon announced a relaunch of the [Retail Analytics dashboard - ARA 2.0](#) across all regions. Amazon has also released a set of APIs (referred to as API 2.0) to support the new retail analytics dashboards. This change was made in order to match the internal tools used by Amazon's vendor and account services teams. This change also reflects Amazon's overall strategy to align their 1P (Vendor) and 3P (Seller) data streams and structures.



Being part of Amazon's partner network, CommercelQ has been informed that reporting in the current UI will be dialed down in batches starting August 31st, 2022. Consequently, the CommercelQ platform will also switch to consuming the new data sometime between August 29th, 2022 and September 2nd, 2022, at which point, your product should reflect data contained within ARA 2.0. The benefit to our customers is that the data in our platform will now be aligned to what's reflected on Amazon and will enable more accurate analytics as well as effective discussions with your SAS and Vendor Managers. Our product and technology teams have been working diligently and partnering closely with Amazon to ensure our customers experience minimal business disruption through this transition.

We would like to alert all customers to the fact that the new dashboards exhibit several changes across data, metrics and reports offered. These changes are outlined on PAGE 2 of this document.

What's different about the Amazon Retail Analytics (ARA 2.0) Dashboards?

1. Your reports tool on Amazon Vendor Central (AVC) will be separated into two separate products:
 - **Retail Analytics:** Includes the following sales and operations reports -
 - Sales
 - Traffic
 - Net PPM
 - Forecasting (includes inventory)
 - **Brand Analytics:** Includes the following consumer behavior dashboards -
 - Amazon Search Terms
 - Repeat Purchase Behavior
 - Market Basket Analysis
 - Demographics
2. Additionally, the following reports have been or are in the process of being retired:
 - Geographic Sales Insights
 - Item comparison and alternate purchase behavior
3. ARA 2.0 uses a new data source with different calculations and hence the new dashboard may differ from legacy Amazon Brand Analytics reports with respect to data points represented and level of granularity offered for certain metrics.
4. Some new operational metrics have been introduced while a few key sales, traffic and operational metrics are being permanently deprecated. Details are provided starting PAGE 3.
5. A longer duration of data will be available for Sales and NetPPM, enabling vendors to look back at three years of historic data instead of just thirteen months. However, historical Inventory data is not provided beyond the last six weeks.
6. Amazon has confirmed that data lags are to be expected. The provided SLA for daily data reporting and availability on API is 168 hours (7 days), though CommerceIQ has experienced data availability at T-3 days as well.
7. Fresh data is not yet available in API 2.0, and we have not received confirmation from Amazon on when this will be available. We are working on solutions that will allow for download of this data directly from the UI. Fresh data may experience a delay of approximately a week post transition to appear on your CommerceIQ platform.

Check out Amazon's Help Center for more information on the new Retail Analytics Dashboards.

- Overview of Amazon's Retail Analytics Dashboards ([here](#))
- Retail Analytics Metrics Glossary ([here](#))

A full list of all metric changes as well as CommerceIQ treatment have been provided starting PAGE 3.

ARA 2.0 - Overview of metric changes and treatment in CommerceIQ product

Note: As per information provided by Amazon, the underlying Data Source has changed for all reports. All historical market intelligence data will be preserved from the first date of scraping deployment.

Report	Metric	ARA 2.0	CommerceIQ Treatment & Product Impact	
Sales	Ordered Revenue	Change in data source; 0-5% variance identified in some customers.	1. CommerceIQ will replace all data in the platform with three years of historic data from ARA 2.0. 2. Any historical data preceding the last three years will be erased from the platform.	
	Ordered Units			
	Shipped Revenue	Change in data source; 0-5% variance identified in some customers.		
	Shipped COGS	Change in calculations; customer returns and free replacement will be accounted for in shipped metrics.		
	Shipped Units			
	Customer Returns	Change in data source; 0-5% variance identified in some customers.		
	Free Replacements	Retired; no replacement provided.		CommerceIQ will retire this metric going forward.
	Average Sales Price	Retired; no replacement provided.		CommerceIQ will derive historic and on-going daily data for metric based on Amazon provided guidance (Shipped Revenue / Shipped Units).
	RepOOS %	Retired; to be replaced by Procurable Product OOS (PPOOS) metric in Inventory Report. Change in granularity; PPOOS will be available weekly vs. RepOOS was provided daily. Change in history; only 6 weeks of historical data is provided.		Note: While POOL is available on the ARA 2.0 UI, it is not yet available on supporting API 2.0. 1. Historic data prior to switch will be preserved. 2. CommerceIQ will leverage daily intraday scraped data for recommendations and reporting until PPOOS is available via APIs. Note that this data point will appear different (increments of 25%) compared to values you are historically accustomed to viewing.

Report	Metric	ARA 2.0	CommercelQ Treatment & Product Impact
	LBB (Price) %	Retired ; replacement metric in development, no timeline provided.	<ol style="list-style-type: none"> 1. Historic data prior to switch will be preserved. 2. CommercelQ will leverage daily intraday scraped data for recommendations and reporting until a replacement metric is provided. Note that this data point will appear different (increments of 25%) compared to values you are historically accustomed to viewing.
Traffic	Glance Views	Change in data source ; 0-5% variance identified in some customers.	<ol style="list-style-type: none"> 1. CommercelQ will replace all data in the platform with three years of historic data from ARA 2.0. 2. Any historical data preceding the last three years will be erased from the platform.
	Conversion Rate	Retired ; no replacement provided.	CommercelQ will derive historic and on-going daily data for metric based on Amazon provided guidance (Ordered units / Glance Views).
	Fast Track Glance View %	Retired ; no replacement provided.	CommercelQ will retire this metric going forward.
NetPPM	NetPPM	<p>Change in calculations; sales discounts will now be incorporated in NetPPM calculations.</p> <p>Change in granularity; Net PPM will now be provided daily vs. historically it was provided at weekly and monthly.</p>	<ol style="list-style-type: none"> 1. CommercelQ will retire weekly and monthly NetPPM metrics and will display the daily metric in the product. 2. CommercelQ will replace all data in the platform with three years of historic data from ARA 2.0. 3. Any historical data preceding the last three years will be erased from the platform.
Inventory	Net Received	<p>Change in data source; variance identified; magnitude of variance differs by customer.</p> <p>Change in granularity; data will be available weekly vs. previously was provided daily.</p> <p>Change in history; only 6 weeks of historical data will be provided for each metric.</p>	<ol style="list-style-type: none"> 1. Historic data prior to switch will be preserved. 2. CommercelQ will display weekly metrics on all reporting functions going forward. 3. CommercelQ will provide estimations for the metric at a daily level for any product features and automations that require it (e.g., recommendations, campaign optimizer strategies)
	Net Received Units		
	Open Purchase Order Quantity		
	Sell-Through Rate		

Report	Metric	ARA 2.0	CommercelQ Treatment & Product Impact
	Sellable On Hand Inventory		
	Sellable On Hand Units		
	Unsellable On Hand Inventory		
	Unsellable On Hand Units		
	Vendor Units Received		
	Unhealthy Inventory		
	Unhealthy Units		
Forecasting	Weeks on Hand	Retired ; no replacement provided.	<ol style="list-style-type: none"> 1. Historic data prior to switch will be preserved. 2. CommercelQ will derive weekly data points based on Amazon provided guidance (On Hand Inventory / Weekly Mean Forecast). 3. CommercelQ will provide estimations for the metric at a daily level for any product features and automations that require it (e.g., recommendations, campaign optimizer strategies)
	All forecasting reports	Change in granularity ; data will be available weekly vs. previously was provided daily.	CommercelQ will display weekly metrics on all reporting functions going forward.