



AMAZON OPERATING WORKSPACE

SellerEngine Quick Guide

A concise operating guide to Sales Hub, Stock Control, PricePricer, Sniper Hub, Listing Health and TaxLedger.

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03 PRICEPRICER	04 SNIPER HUB
05 LISTING HEALTH	06 TAXLEDGER

LIVE PRODUCT EDITION | JULY 2026

Built for daily decisions, controlled changes and auditable Amazon operations.



00

START HERE

Start here

Connect the shared data sources once, then let each workspace answer a different operating question.

SETUP ORDER

AREA	USE IT FOR
1. Connect Amazon	Required for sales, inventory, pricing snapshots and live listing reads.
2. Connect Amazon Ads	Required for Sniper Hub campaign, keyword and search-term workflows.
3. Maintain Product Master	Add landed product cost, supplier and marketplace coverage. This improves P&L, stock value and pricing.
4. Load tax data	Use the Amazon VAT Transactions Report CSV while direct tax-report permission is pending.

DATA CADENCE

AREA	USE IT FOR
Sales Hub	Automatic refresh every 30 minutes.
Stock Control	Derived from shared sales and inventory data; FBA Inbound refreshes daily.
PricePricer	Fee data refreshes weekly automatically and can be refreshed manually.
Sniper Hub	Uses the latest Amazon Ads sync and the selected analysis range.
Listing Health	On-demand. One seller SKU and marketplace per live read.
TaxLedger	Monthly or quarterly report workflow.

OPERATING RULE

Read first, filter second, review the exact rows, then apply or export. SellerEngine keeps high-impact Amazon changes behind an explicit confirmation.

COST ACCURACY

Missing Product Master costs overstate profit and weaken inventory-capital and pricing decisions. Resolve cost warnings before acting.



01

SALES HUB

Sales Hub

Understand real revenue and profitability by period, product and marketplace.

CORE WORKFLOW

1	Select the reporting period and marketplace.
2	Start in Overview to read gross revenue, net revenue, orders, units, profit and margin.
3	Use Sales and Orders to identify which products and markets caused the movement.
4	Open P&L to reconcile revenue, COGS, Amazon fees, PPC, returns and reimbursements.
5	Export the P&L workbook or the filtered returns CSV when deeper analysis is required.

WORKSPACE MAP

AREA	USE IT FOR
Overview	Executive KPIs, revenue and unit trends, top products and marketplace mix.
Sales	Product-level contribution, units, profitability, margin, TACOS and ROI.
P&L	Gross and net revenue, operating costs, net profit and net margin.
Orders	Order-level detail with the active period and marketplace filters.
Returns	Return rate, affected SKUs and countries, with filtered CSV export.
Charts	Business trend, product concentration, market mix and return patterns.

WATCH FOR

If Product Master is missing costs, net profit and margin are overestimated. Gross revenue includes tax and is net of returns; net revenue is principal, ex-tax and net of returns.

BEST RHYTHM

Daily: 3-5 minutes. Check Overview, investigate material movements, then clear any cost-data warning.



Stock Control

Prevent stockouts, prepare supplier orders and identify trapped or missing inventory.

CORE WORKFLOW

1	Use Dashboard to see today's urgent orders, missing FBA units and deadstock review queue.
2	Filter Inventory by country, brand, priority or status before reviewing suggested orders.
3	Validate sales velocity, sellable stock, inbound stock, coverage and lead time for each SKU.
4	Review Missing FBA Units and FBA Inbound for inventory that may require an Amazon claim.
5	Track supplier shipments and use Orders to prepare the next purchase order by supplier.

WORKSPACE MAP

AREA	USE IT FOR
Dashboard	Executive inventory KPIs, today's decisions and tied-up capital.
Inventory	Sellable, inbound, reserved, damaged, monthly sales, coverage, stockout and order quantity.
Missing FBA Units	Reconciles inventory-ledger adjustments against reimbursements to identify claim candidates.
FBA Inbound	Closed-shipment differences between units sent and units received by Amazon.
Tracking	Tracking number, FBA shipment, ETA, last event, note and delivered-email notification.
Orders	Suggested purchase quantities grouped by supplier.
Analytics	Inventory distribution by geography, brand and operational state.
Finance	Inventory value and capital allocation using Product Master cost.

WATCH FOR

P1 means urgent; P2 means reorder. Overstock still sells, so pause buying and let it drain. Deadstock requires on-hand inventory and severe inactivity or more than a year of coverage.

BEST RHYTHM

Daily for P1 and stockout risk; weekly for supplier orders, claims, inbound discrepancies and excess stock.



03

PRICEPRICER

PricePricer

Calculate margin-safe list and sale prices from cost, Amazon fees, VAT and operating assumptions.

CORE WORKFLOW

1	Select one marketplace and confirm Product Master cost coverage.
2	Refresh Amazon fees when the status is stale or incomplete.
3	Set target ACOS, return rate, storage cost, rounding, margins and promotion dates.
4	Calculate and compare Amazon LIVE list/sale prices with the proposed list/sale prices.
5	Filter exceptions, run Check prices, then update Amazon or download the ready-to-use file.

WORKSPACE MAP

AREA	USE IT FOR
Configuration	Marketplace, month, rounding, target ACOS, returns, storage, FX and margin rules.
LIVE columns	The regular and promotional offer prices last confirmed from Amazon.
Calculated table	Proposed list price, sale price, profit and percentage margin.
LOSS	The current live offer is below the real cost threshold using the available inputs.
Missing cost / fee	The row is blocked until Product Master or fee data is available.
Adjusted	The suggested value was changed by the pricing rules or safety checks.
Check prices	Amazon validates the selected changes without modifying the store.
Update / export	Apply reviewed prices directly or download TXT/CSV output.

WATCH FOR

Never treat the calculated table as proof that Amazon already uses that price. The LIVE columns are current facts; the list and sale columns are proposals until Amazon accepts the update.

BEST RHYTHM

Weekly, after a fee change, after a cost update, or before a planned promotion. Always preview before a live update.



Sniper Hub

Reduce wasted Amazon Ads spend and scale the search terms and keywords that convert.

CORE WORKFLOW

1	Connect Amazon Ads, select a market and choose the executive analysis range.
2	Use Executive Summary and PPC Spend to locate the campaigns causing ACOS or spend movement.
3	Work the action queues: Bid Optimizer, Winners, Harvest and Wasted.
4	Review campaign, keyword, current bid, proposed bid and destination before confirming.
5	Use Naming, Strategy and Log to keep the account consistent and auditable.

WORKSPACE MAP

AREA	USE IT FOR
Executive Summary	Spend, sales, ACOS, trend and workspace-wide opportunity counts.
PPC Spend	Campaign and keyword detail with filters, export and controlled bulk actions.
Bid Optimizer	Manual keywords with high 60-day ACOS and a lower recoverable bid.
Winners	Profitable manual keywords that may support a controlled bid increase.
Harvest	Converting AUTO terms ready to become EXACT keywords for the same product.
Wasted	Spend without sufficient conversion; proposes lower bid, pause or negative action.
Strategy	Read-only comparison between current and recommended campaign strategy.
Ranking	Read-only Top 100 customer search terms by sales and orders.
Campaigns	Current campaign operating state.
Naming	Download, review and upload a CSV to apply consistent campaign and ad-group names.
Log	Amazon action history and returned results.

WATCH FOR

Rows can be in a stabilization or probation window after a change. Do not repeatedly edit the same target before the next decision window has enough data.

BEST RHYTHM

Two or three focused sessions per week. Clear high-confidence waste first, then scale winners and harvest terms.



05

LISTING HEALTH

Listing Health

Audit, optimize and safely publish one live seller SKU in one marketplace at a time.

CORE WORKFLOW

1	Choose the marketplace and enter the seller SKU, not the ASIN.
2	Read the live listing and review score, risk, Amazon errors and warnings.
3	Correct compliance and suppressed-content issues before improving copy.
4	Optimize a field or a full draft, then review the proposed content and validation.
5	Publish only after explicit approval and verify Amazon's returned result.

WORKSPACE MAP

AREA	USE IT FOR
Live ASIN	Live content, score, risk, issues, controlled AI optimization and publish.
Competitive keywords	Build and approve a keyword bank from target competitor products.
Reverse ASIN lookup	Research an external ASIN independently of the active seller SKU.
Need rework	Listings that require content, asset or compliance attention.
KW Finder	Keyword discovery by marketplace with daily plan allowance.
Copilot	Reads the listing, proposes a plan and executes Amazon changes only after approval.
Compliance & Health	Amazon errors, warnings, restrictions and catalog-health signals.

PLAN ALLOWANCES

ACTION	STARTER / TESTER	PLATINUM	DIAMOND
Listing optimizations	10 / month	30 / month	50 / month
KW Finder	2 / day	5 / day	No daily limit
Competitive Research	10 / month	30 / month	100 / month
Copilot write actions	1 / month	5 / month	20 / month

WATCH FOR

Copilot read-only analysis is free; approved Amazon write actions consume the monthly allowance. Failed provider runs are refunded when they return no usable result.

BEST RHYTHM

Before a launch, after a catalog change, and whenever Amazon reports a content or compliance issue.



06

TAXLEDGER

TaxLedger

Turn the Amazon VAT Transactions Report into reviewable tax summaries and accountant-ready files.

CORE WORKFLOW

1	Use direct Amazon sync when the dedicated tax-report permission is available.
2	While permission is pending, download and upload the Amazon VAT Transactions Report CSV.
3	Confirm the detected month or quarter and review the primary and secondary currencies.
4	Review movement types, VAT rates, marketplace totals and country totals.
5	Select VAT-registered countries, enable OSS only when required, then generate CSV and XLSX outputs.

WORKSPACE MAP

AREA	USE IT FOR
Overview	Invoice lines, net sales, VAT collected, gross total and detected report period.
Imports	Manual Amazon VAT Transactions Report CSV fallback.
Breakdown	Movement types, VAT rates and classifications.
Markets	Gross sales by marketplace and summary totals by country.
Issued invoices CSV	Accountant-ready invoice ledger with normalized numeric fields.
Sales and VAT XLSX	Country declaration sheets and an optional OSS draft tab.

WATCH FOR

Do not add EUR, GBP, PLN, SEK or other currencies into one total. TaxLedger separates them because each currency must be reviewed and declared correctly.

BEST RHYTHM

Monthly for ordinary VAT workflows and quarterly where applicable. Always perform an accountant review before filing.