

The weekly review / already prepared.

I Overview

Trim Tab Commerce is a custom-built business cockpit that runs your Amazon operation from one page: sales, plan, profitability, inventory, purchase orders, advertising and a ranked list of what to act on this week. It is built on your own Amazon data, your plan and your definitions, and it keeps itself up to date.

It works as the operating system for your marketplace business: marketplace intelligence that explains the business, not a report that only displays numbers. Every figure is compared with the prior period, last year and plan, every estimate is labelled as such, and every tab says in plain words how its numbers are calculated.

What you get	In practice
One source of truth	Sales, margin, stock, POs and ads in one place instead of several portals and spreadsheets
Less manual reporting	Weekly and monthly reviews are prepared automatically on a schedule
Focus	A top-10 action list ranked by money at stake, with owners and status
Trust in the numbers	Data gaps, restated periods and estimates are flagged, not hidden
Your way of measuring	Fiscal calendar, plan, KPIs and definitions set to how your business works

II Who it is for

Any brand selling on Amazon, in any category, whether it sells as a vendor (1P), a seller (3P), or both, in one marketplace or many.

Business model	What Trim Tab covers
1P vendors (Vendor Central)	Shipped and ordered revenue, glance views, conversion, Amazon's margin, trade terms and allowances, purchase orders, acceptance and receipts, Amazon's demand forecast, stock at Amazon
3P sellers (Seller Central)	Sales, orders, units, sessions, page views, conversion, fees, gross and net profit and margin, inventory and replenishment
Hybrid (1P + 3P)	Both views side by side and combined, so the total business is visible in one place
Advertising (any model)	Sponsored Products, Brands, Display and DSP: spend, sales, ROAS, ACoS, TACoS

One or many marketplaces. Trim Tab runs for a single marketplace or several (for example US, Canada, UK, Germany, Japan). Each market is shown in its own currency, and a combined view converts everything to one reporting currency at monthly exchange rates, so year-over-year changes are not distorted by currency moves.

Any team size. A founder can use it alone; larger teams share one live page with assigned tasks and role-appropriate views for leadership, finance, operations and marketing.

III How it works

Trim Tab is a secure, hosted web page that reads your Amazon data through a connector to your Amazon accounts. There is no software to install and no BI licence to buy.

Layer	How it works
Amazon data connector	A secure connector to Seller Central, Vendor Central and Amazon Ads supplies sales, traffic, inventory, forecasts, purchase orders, invoices and advertising data
Live views	Short-range views pull fresh data when opened and cache it to keep data costs low
Scheduled updates	Cloud jobs prepare the weekly review and month-close figures automatically; a <i>Pull now</i> button runs an update on demand
Your plan and costs	Your budget or plan, product costs and trade terms are loaded from your own workbook or a simple template; your workbook stays the master
Shared team inputs	Task owners, planning settings, forecast overrides and locked baselines are saved once and seen by everyone
Access	Private by default, shared only with named people in your organization

Your data stays in your own accounts. Trim Tab reads it; it does not change anything in Amazon.

IV What's inside

Trim Tab is made of modules, each a tab with its own filters, explanations and exports. You choose the modules that fit your business; 1P-only and 3P-only modules are marked.

Priorities: top 10 to act on

- The 10 actions with the most money at stake, weighted by how certain each estimate is.
- Combines signals from sales vs plan, stock availability and advertising.
- Filter by horizon (week, month, year) and marketplace.
- Each card explains why it matters, what to do, the estimated impact and how it was calculated.
- Assign items to colleagues and mark them done; a shared "Who does what" list shows every open task.

30-Day Pulse

- Live last 30 days vs the 30 days before, for any connected account and marketplace.
- KPI tiles adapt to the account: sales, units, orders, AOV, sessions, conversion, profit and margin for 3P; ordered and shipped revenue, glance views and conversion for 1P; ad spend, ad sales, ROAS, ACoS and TACoS for both.
- Daily trend charts, change bars and top gainers and decliners by product.

Weekly review

- Prepared automatically each week; pick any past week.
- Headline revenue with an 8-week trend against a "normal" week.
- KPI cards with sparklines, a split by brand or product line, and the biggest movers with the likely driver (price, traffic, conversion, out of stock).
- Watch-list of products out of stock, without the Buy Box or low on cover.
- Written summary: what changed and what to do.

Monthly results and forecast

- Fiscal year to date vs last year and vs plan, by month, brand and marketplace.
- Live month to date: daily sales, pace against plan, projected month end, ad spend vs budget.
- What is needed per month to hit the annual plan, compared with the run-rate so far.
- Top 20 products with revenue share and cumulative share (80/20 view).

Profitability

- Your own margin, from revenue down to contribution after advertising.

- Monthly P&L and profit by product; actual and estimated figures clearly marked.

Trade terms and fees

- **1P:** co-op, freight and damage allowances, promotions, margin support, payment discounts and claims, by month: actual, estimated and projected from plan.
- **3P:** referral, fulfilment, storage and other fees by month and product.
- Explains year-over-year change as volume effect vs rate effect.

Demand, inventory and replenishment

- Demand forecast by product and month: your own model, Amazon's forecast (1P) or recent run-rate.
- Sales lift from big events (Prime Day, holiday deals), measured from your own history, with per-product deal flags.
- Stock cover by product: out of stock, running out soon, below target cover, overstocked.
- Full-year outlook with low, base and high scenarios.
- Lock a baseline forecast and track its accuracy month by month.

Purchase orders (1P)

- Open POs, acceptance and rejection, what Amazon's warehouses received, POs past their ship window.
- Long-run history by week, month and fiscal year: accepted value, accept rate, receipt rate, units per PO, vs last year.

Advertising (add-on)

- Campaign, product and search-term performance, listing health and category rank, with tasks that feed into Priorities.

V Built for daily use

These features run across every module.

Feature	What it does
Automatic comparisons	Every figure vs prior period, same period last year and plan; rolling and fiscal-year periods
Data freshness	Shows when data last arrived, the next scheduled update and any missed run, with live progress while an update runs
Excel and CSV export	Every section exports on its own; a tab-level export bundles all tables and headline figures

Feature	What it does
Switchable chart views	Tables switch to charts without changing the data: trends, growth bars, waterfalls, stacked and share charts, heatmaps, small multiples, slope charts
Honest data labels	Partial periods, provisional (restated) data, estimates and projections are flagged on the figure itself
Plain-language notes	Each tab ends with how its numbers are calculated and where they come from
Multi-currency	Local currency per marketplace plus a combined reporting currency
Personal display settings	Light and dark mode, themes, fonts, accent colour and text size per viewer
Works on any device	Desktop, tablet and phone layouts
Robust by design	Each module loads on its own; a missing source never blanks the whole page
Automation backup	Scripts and schedules are stored with your Trim Tab workspace, so the setup can be restored or moved at any time

VI Tailored to your business

The framework is proven; each build is configured to how your business measures itself.

Setting	Examples of what we agree with you
Business model	1P, 3P or hybrid; which accounts and marketplaces
Calendar	Calendar or fiscal year, week start day, review day
Top line and KPIs	Which revenue measure leads (e.g. ordered, shipped or net revenue), how TACoS and margin are defined
Plan	Your budget or plan source, at total, brand or product level
Costs	Product cost per unit, trade terms or fee assumptions
Grouping	Brands, product lines, categories and how products map to them
Currency	Local currencies and the reporting currency
Forecast	Method, event calendar, target weeks of cover, scenario range
Priorities	Which signals count and how they are weighted

Setting	Examples of what we agree with you
Branding	Your logo, colours and naming

VII Packages and getting started

Package	Modules
Core	30-Day Pulse, weekly review, monthly results vs plan, exports
Finance	Core + profitability, trade terms and fees, full-year outlook
Operations	Core + demand forecast, inventory cover, purchase orders (1P)
Complete	All modules + Priorities and team tasks; advertising add-on available

What we need from you

- Access to your Amazon account(s) through the data connector (read-only).
- Your plan or budget, in your existing workbook or our template.
- Product costs and trade terms or fee assumptions, for profitability.
- One contact who owns plan and cost inputs.

How a build runs

- 01 Discovery: business model, marketplaces, KPIs and definitions.
- 02 Connect: data connector and plan source set up.
- 03 Build: modules configured and checked against your own reports.
- 04 Handover: walkthrough with your team; scheduled updates switched on.
- 05 Ongoing: optional support and new modules as the business grows.

See it on / your own data.

A walkthrough of the cockpit built around
your accounts, your plan and your definitions.

[Book a walkthrough](#)

TRIM/TAB