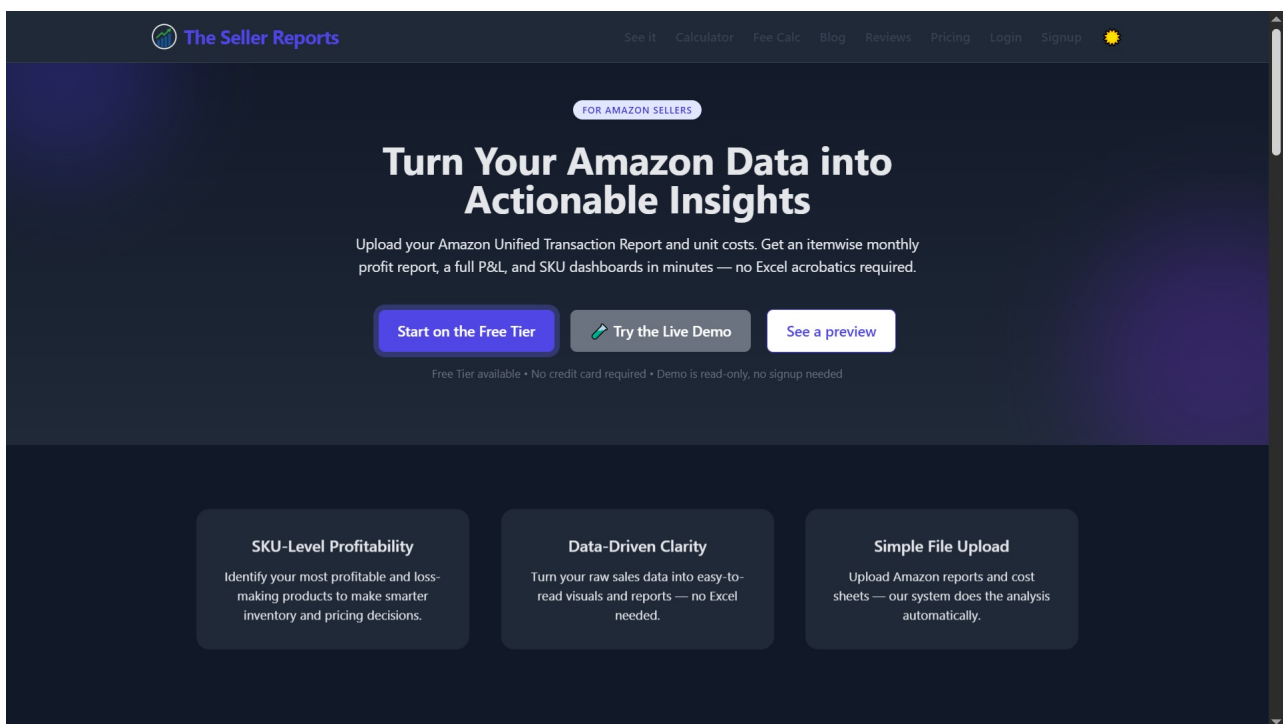


THE SELLER REPORTS

User Guide & Instructions

Amazon profitability reporting made simple



Visit thesellerreports.com to get started.

Learn how to download your Amazon transaction data, calculate SKU-level profit, save reporting periods and compare multiple Amazon accounts.

Note: The screenshots illustrate the current interface. Some labels or navigation elements may change over time.

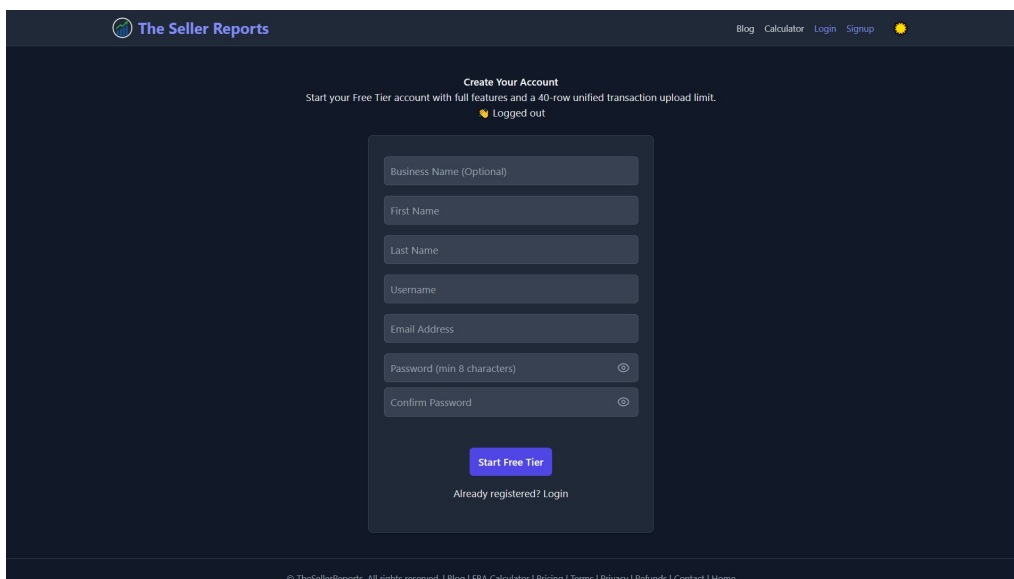
At a glance

Workflow: Create an account > Download Amazon Transaction CSV > Upload CSV and unit costs > Resolve SKU costs > Process and review reports > Save your work > Analyze results.

Sections: 1. Registration | 2. Amazon report download | 3. Upload and processing | 4. Cost mapping | 5. Reports | 6. Save data | 7. Dashboard | 8. Daily Sales | 9. Profit & Loss | 10. Item Profitability | 11. Multi-account consolidation | 12. Calculators and support.

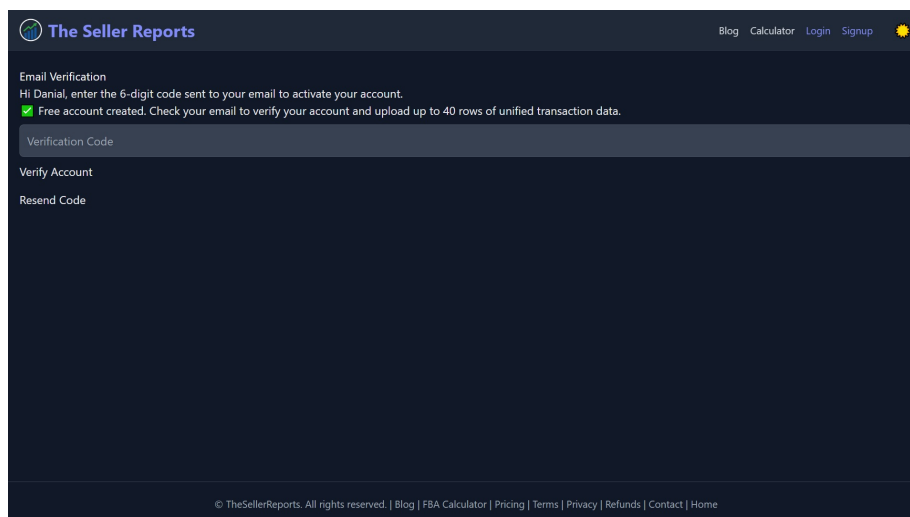
1. Register and verify your account

Select **Sign Up**, enter your business and personal details, choose a password and click **Start Free Tier**. Then enter the six-digit code emailed to you. Use **Resend Code** if needed. After verification, log in.



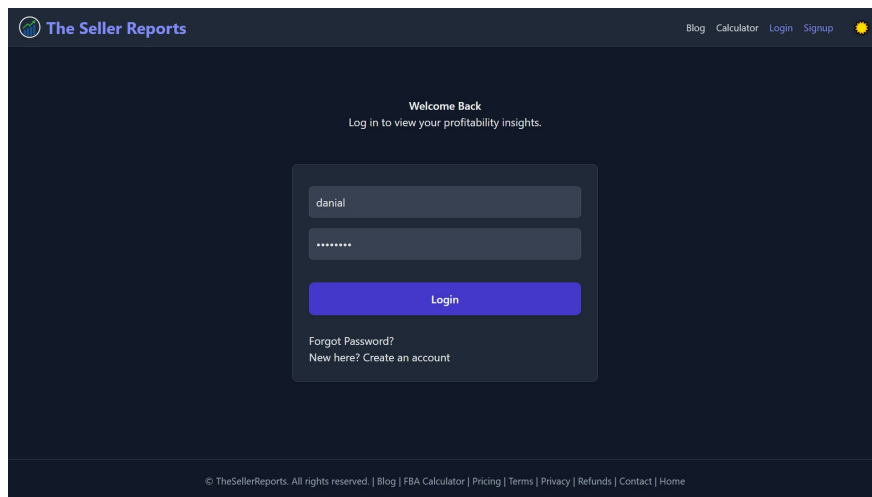
The screenshot shows the 'Create Your Account' page of 'The Seller Reports' website. The page has a dark blue header with the logo and navigation links: Blog, Calculator, Login, Signup, and a sun icon. The main content area is dark blue with white text. It says 'Create Your Account' and 'Start your Free Tier account with full features and a 40-row unified transaction upload limit.' Below this, there's a 'Logged out' status. A form with white input fields is centered, containing: Business Name (Optional), First Name, Last Name, Username, Email Address, Password (min 8 characters), and Confirm Password. A blue 'Start Free Tier' button is at the bottom of the form, with a link 'Already registered? Login' below it. The footer is dark blue with small white text: '© TheSellerReports. All rights reserved. | Blog | FBA Calculator | Pricing | Terms | Privacy | Refunds | Contact | Home'.

Create your account on the sign-up page.



The screenshot shows the 'Email Verification' page of 'The Seller Reports' website. The page has a dark blue header with the logo and navigation links: Blog, Calculator, Login, Signup, and a sun icon. The main content area is dark blue with white text. It says 'Email Verification' and 'Hi Daniel, enter the 6-digit code sent to your email to activate your account.' Below this, there's a green checkmark icon and the text 'Free account created. Check your email to verify your account and upload up to 40 rows of unified transaction data.' A white input field for 'Verification Code' is centered. Below the input field, there are links for 'Verify Account' and 'Resend Code'. The footer is dark blue with small white text: '© TheSellerReports. All rights reserved. | Blog | FBA Calculator | Pricing | Terms | Privacy | Refunds | Contact | Home'.

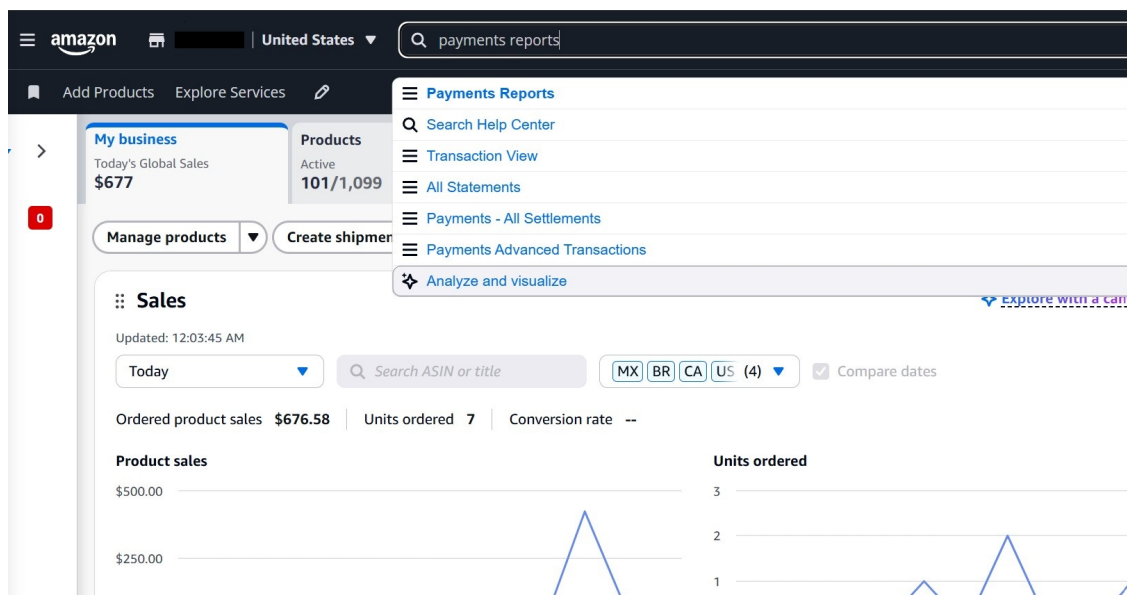
Verify your email with the code received.



Log in to access your reports.

2. Download your Amazon Transaction CSV

In Amazon Seller Central, search for **Payments Reports** and open **Reports Repository**. Under **Account Type** select **All (Unified Reports)** and under **Report Type** select **Transaction**. Choose the reporting period on the same screen: either select a month and year or choose a custom date range. Click **Request Report**.



Locate Payments Reports in Seller Central.

Select Transaction and choose the reporting month and year in Reports Repository.

When the report status changes to Ready, click Download CSV. Keep the original transaction CSV unchanged. The Summary PDF is not the transaction file required by TSR.

Finance > Finance reports > Payment reports

Reports Repository

Learn More Take Tour Rate this page

Statement View Transaction View All Statements Disbursements Reports Repository **New**

Account Type: All (Unified Reports) Report Type: Transaction

Reporting Date Range: Custom Date Range (Selected) Month (Unselected)

From: MM/DD/YYYY To: MM/DD/YYYY

Specify a Report Tag(optional)

Request Report

Request Date	Reporting Start Date	Reporting End Date	Account Type	Report Type	Report Tag	Status	Action
Oct 3, 2026, PDT	Sep 1, 2026, 12:00:00 AM PDT	Sep 30, 2026, 11:59:59 PM PDT	All (Unified Reports)	Summary	Date Range Summary Report	Ready	Download PDF
Oct 3, 2026, PDT	Sep 1, 2026, 12:00:00 AM PDT	Sep 30, 2026, 11:59:59 PM PDT	All (Unified Reports)	Transaction	Date Range Transaction Report	Ready	Download CSV
Sep 1, 2026, ...	Aug 1, 2026, 12:00:00 AM ...	Aug 31, 2026, 11:59:59 PM ...	All (Unified Reports)	Summary	Date Range Summary Report	Ready	Download PDF

Download the Transaction CSV when Ready.

3. Upload and process files

Open **Report Tool** in TSR. Select the Amazon Unified Transaction CSV and your purchase/unit-cost Excel file (.xlsx). Where available, you may reuse purchase costs saved from earlier uploads. Click **Process**.

The Seller Reports

Downtown Co

Welcome, simon Dashboard Account

Report Tool

Upload your Amazon Source and Purchase files below.

Amazon Source File (CSV)

Choose File No file chosen

Upload your Amazon unified report (.csv)

Purchase File (Excel)

☐ Use existing purchase costs from previous uploads

Choose File No file chosen

Upload your purchase/unit cost file (.xlsx)

Process

[View Instructions](#)

Report Tool: upload Amazon CSV and unit costs.

4. Column mapping and missing costs

If prompted, map the columns in your file to the required TSR fields. Review the selections before continuing. If any SKU has no cost, enter the unit cost manually or review an available previously known cost. Incorrect SKU costs directly affect COGS and profit.

The Seller Reports

Downtown Co

Welcome, [simon](#) [Dashboard](#) [Account](#)

Map Columns

Match your purchase file columns with the required fields below to continue processing.

P Date

DATE

sku

ITEM ID

description

ITEM NAME

quantity

RECEIVED QTY

Unit Price

UNIT PRICE

Total Price

TOTAL PRICE

Continue

Reset Workspace

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Map columns to the correct data fields.

The Seller Reports

Downtown Co

Welcome, [simon](#) [Dashboard](#) [Account](#)

Use the last known cost for these SKUs?

Your cost file is missing 78 SKU(s) that appear in this month's sales report. We found prior unit costs in your purchase history for 78 of them. Apply those costs, or skip and fill them in manually.

SKU	Description	Last known unit cost
ASUS-TPM-SPI	Asus TPM-SPI Trusted Platform Module (TPM)	\$0.2000
AT-MOXT-Y865	REESE'S Milk Chocolate Snack Size Peanut Butter Cups, Candy Pantry Pack, 13.75 oz (25 Pieces)	\$7.2900
Presenter R400	Wrls Presenter R400 50ft Range Red Laser Pointer/Receiver/Case	\$28.7900
PTZL-IXOHL	PETZL IKO CORE Headlamp - 500 Lumens (Rechargeable)	\$57.6500
TT-B0G1126844	Purina Friskies Party Pack'd with Flavors of Chicken, Liver and Turkey Crunchy Dry Cat Food - 15 lb. Bag	\$15.9800
MH-01720NM - C	FBA Inventory Reimbursement - General Adjustment	\$85.0800

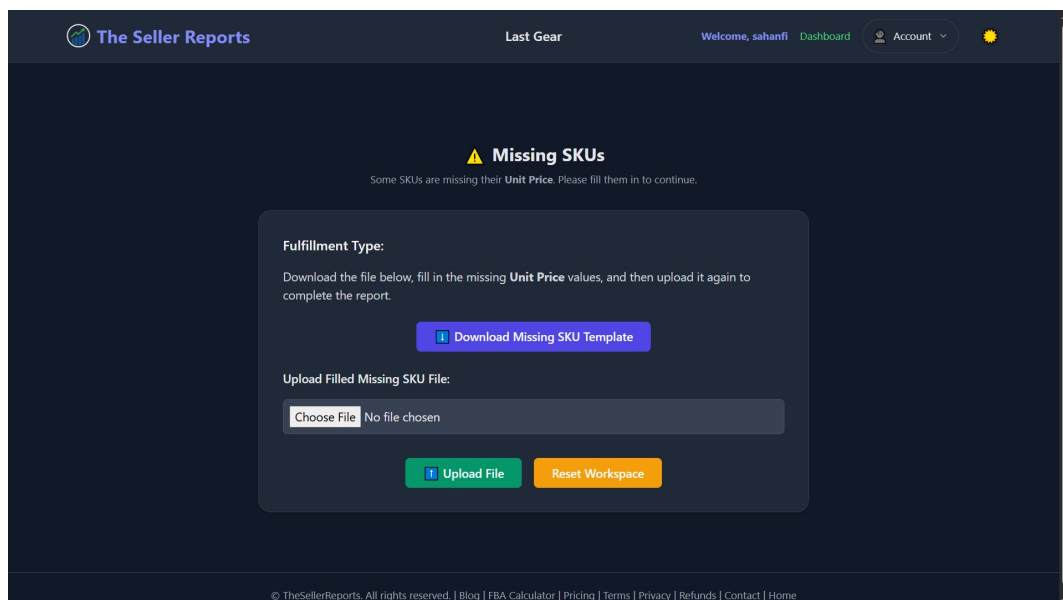
No — let me enter all costs manually

☒ Use these 78 historic cost(s)

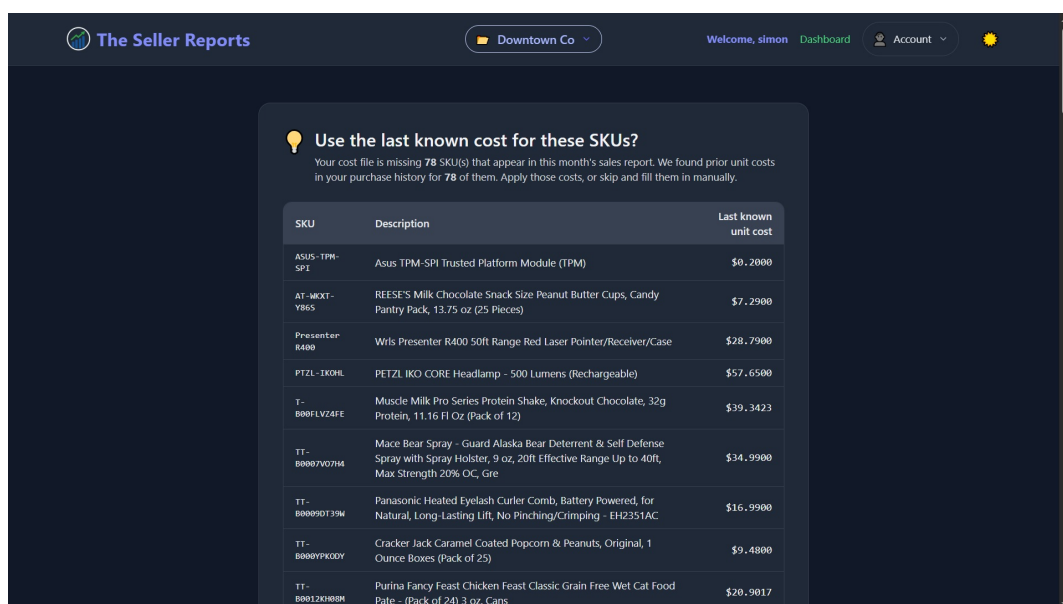
TSR identifies missing SKU costs.

THE SELLER REPORTS | USER GUIDE

5



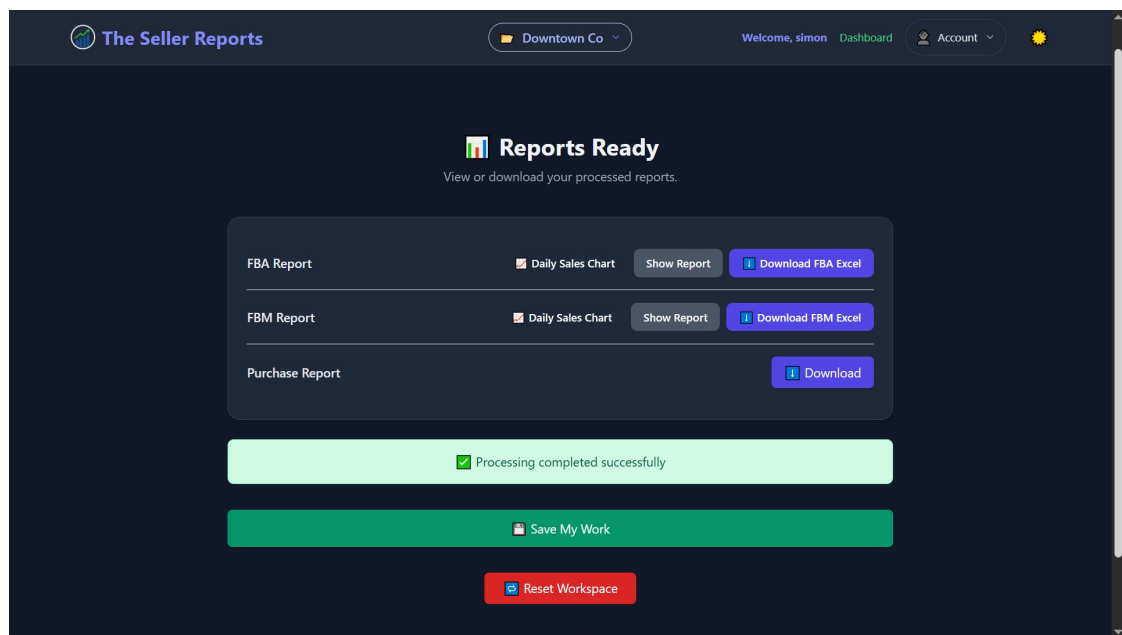
Enter a missing cost manually.



Review an existing known SKU cost before using it.

5. Review and download your reports

On **Reports Ready**, open the FBA or FBM report and download the Excel output as needed. Review sales, quantity, unit cost, COGS, gross profit, selling fees, FBA fees and final profit. Negative profit can reflect returns, costs or fees and should be investigated.



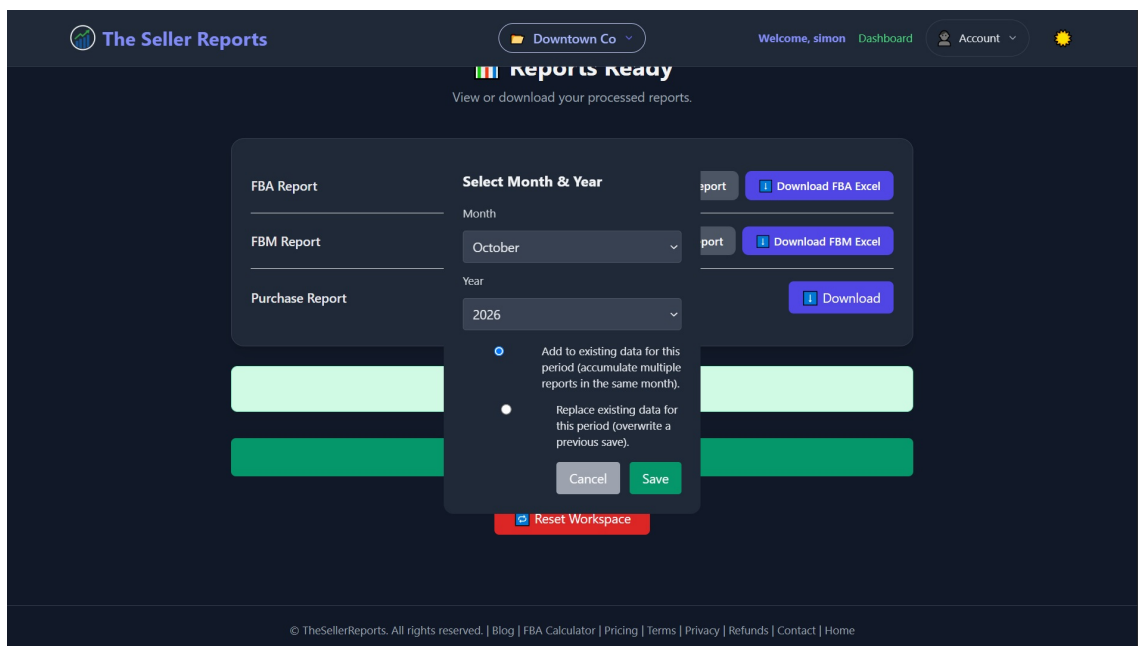
Reports Ready: view and download processed files.

SR#	SKU	DESCRIPTION	QUANTITY	PRODUCT SALES	UNIT COST	COGS	GROSS PROFIT	SELLING FEES	FBA FEES	PROFIT
1	AT-WKXT-Y86S	REESE'S Milk Choc...	31	555.14	7.29	225.99	329.15	-83.26	0.0	245.89
2	T-B00FLVZ4FE	Muscle Milk Pro S...	19	1150.91	39.34	747.5	403.41	-174.43	0.0	228.98
3	TT-B0007VO7H4	Mace Bear Spray ...	2	119.78	34.99	69.98	49.8	-17.96	0.0	31.84
4	TT-B0009DT39W	Panasonic Heated ...	10	347.4	16.99	169.9	177.5	-53.2	0.0	124.3
5	TT-B000YPKODY	Cracker Jack Cara...	-24	-612.76	9.48	-227.52	-385.24	73.54	0.0	-311.7
6	TT-B0012KH08M	Purina Fancy Feast...	3	110.97	20.9	62.71	48.26	-12.48	0.0	35.78
7	TT-B001F2KB4C	Nutrish Real Beef, ...	2	69.78	18.95	37.9	31.88	-10.46	0.0	21.42
8	TT-B0048KFLK2	Amy's Soup, Vega...	17	754.54	26.99	458.83	295.71	-113.2	0.0	182.51
9	TT-B004CQWWKY	FUII Artesian Bottle...	11	431.19	18.98	208.78	222.41	-65.77	0.0	156.64
10	TT-B007X4HDVK	Lawrys Seasoned ...	8	228.56	11.62	92.94	135.62	-34.3	0.0	101.32
11	TT-B008TKN0HS	KRAFT Single Serv...	-1	-19.49	7.48	-7.48	-12.01	2.34	0.0	-9.67
12	TT-B008VT2NMK	Maxwell House D...	4	79.1	9.33	37.32	41.78	-11.88	0.0	29.9
13	TT-B00B04IP5M	Crystal Light Deca...	1	82.49	64.86	64.86	17.63	-12.37	0.0	5.26
14	TT-B00F9WNKQU	BROOKSIDE Dark ...	16	380.84	12.34	197.44	183.4	-57.12	0.0	126.28

Item-level FBM profitability report.

6. Save your work

Choose **Save My Work**, select the correct month and year, then choose whether to **add to existing data** for that period or **replace existing data**. Use Add when combining multiple reports for a month; use Replace only when intentionally overwriting previously saved data.

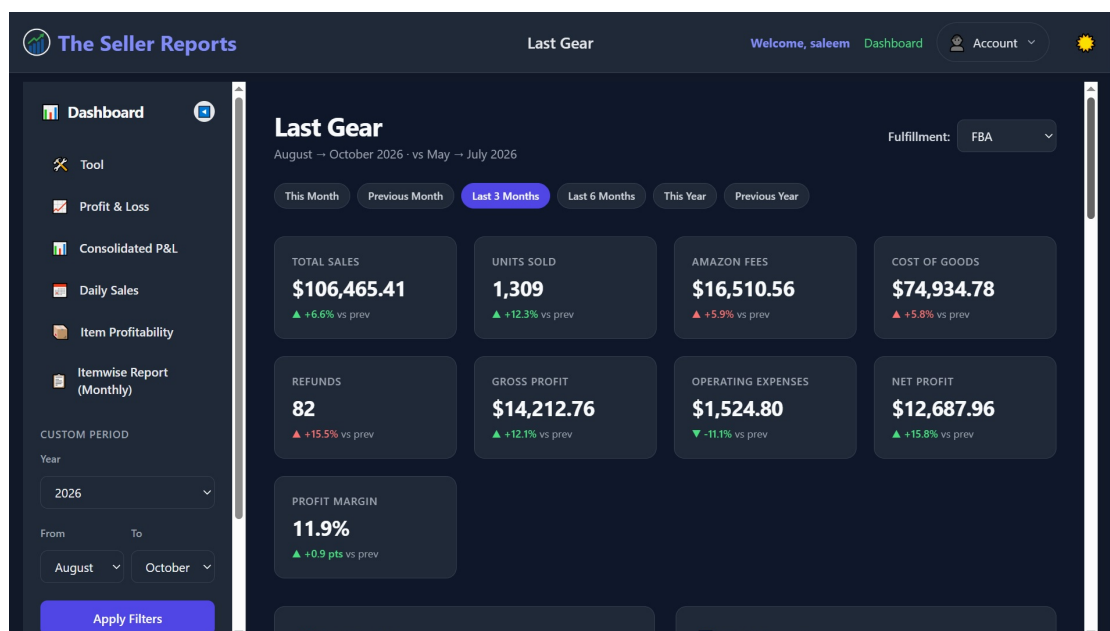


Save My Work: month/year and Add versus Replace.

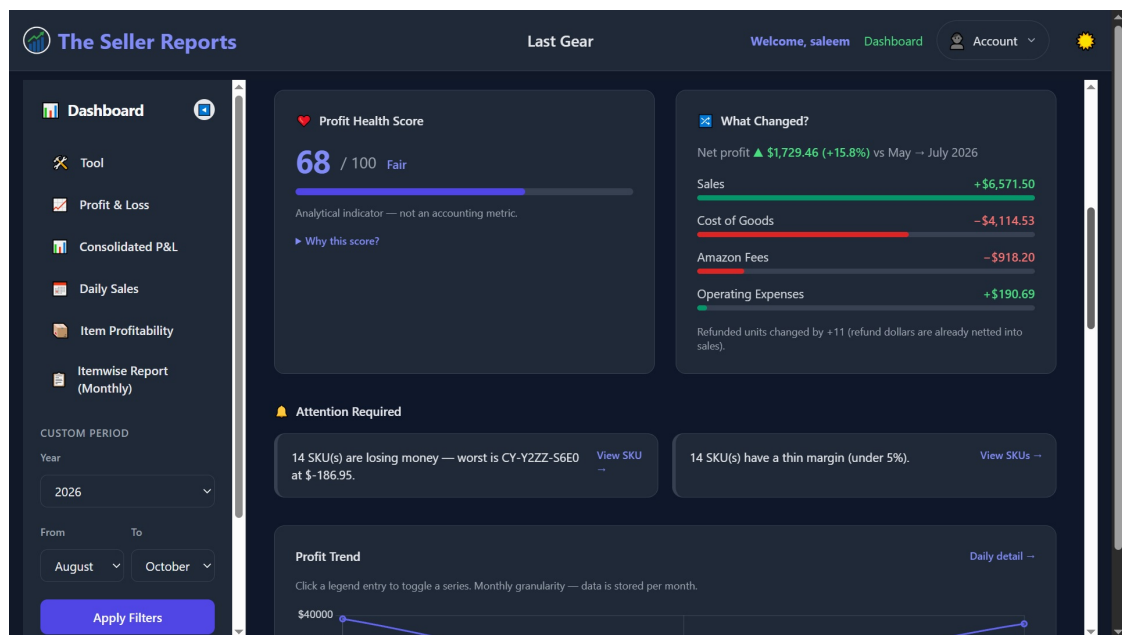
Note: Confirm the reporting period and save option before proceeding. Replacing a period may overwrite previously saved results.

7. Understand the dashboard

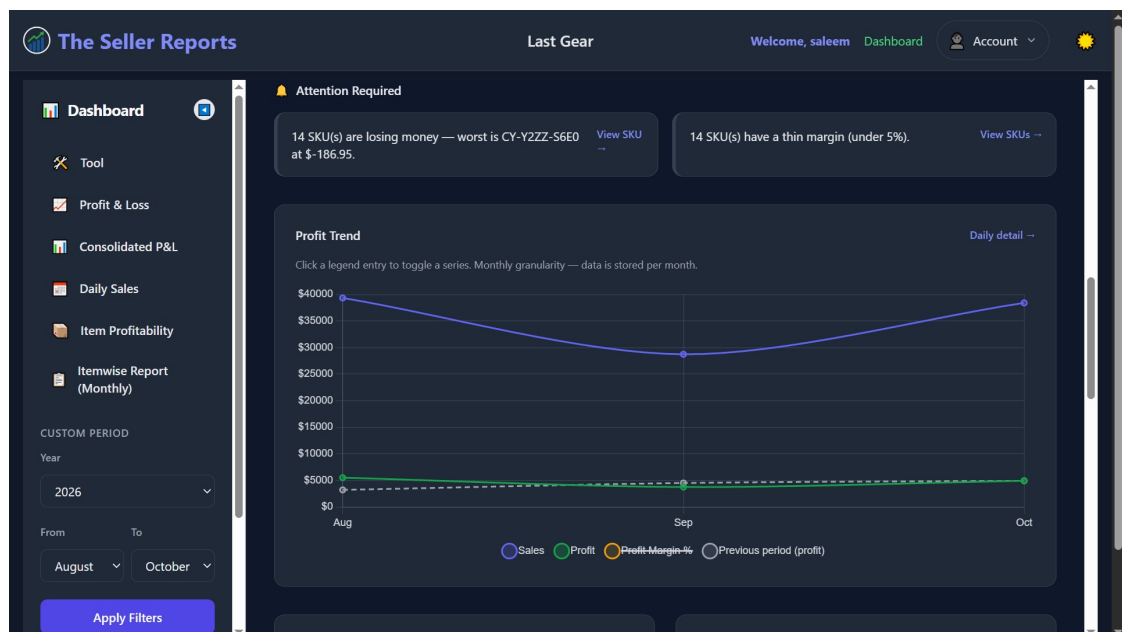
The dashboard summarizes saved financial results. Use its period and fulfillment filters to explore KPIs, profit health, changes, trends, profitable and loss-making SKUs, and profitability distribution. Use the underlying reports to confirm why a metric moved.



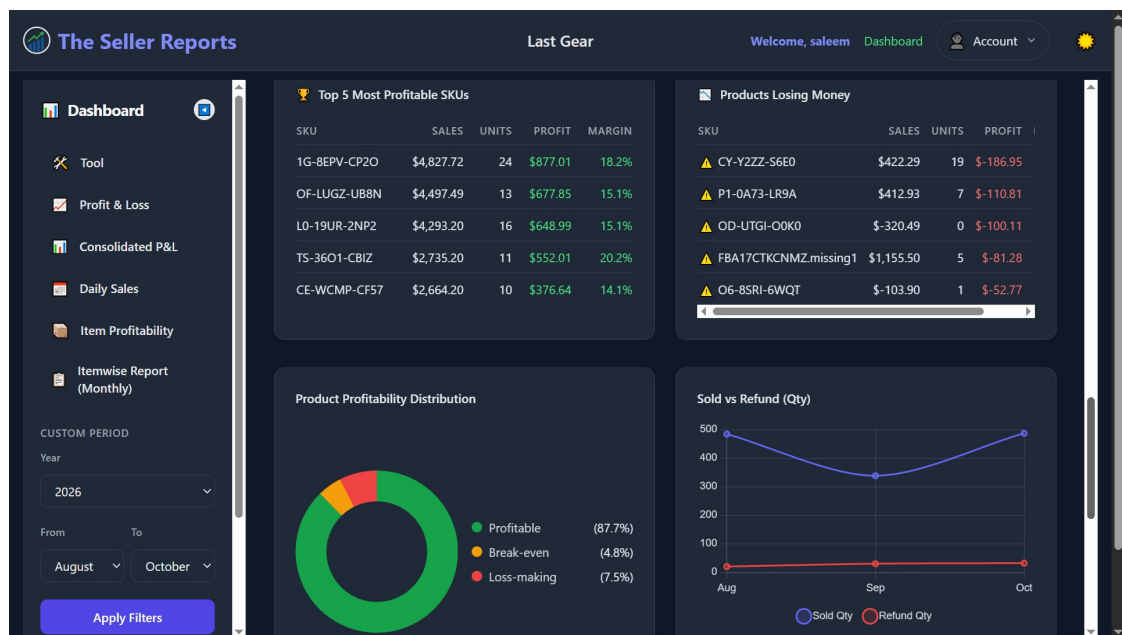
Dashboard overview and key performance indicators.



Profit health and changes.



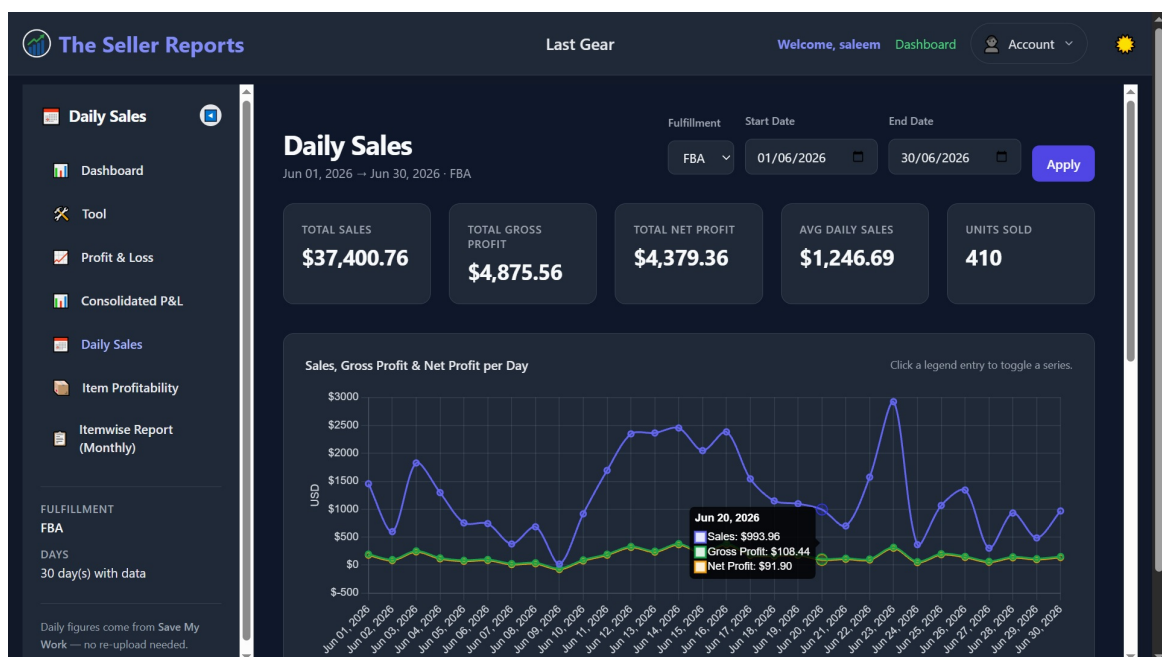
Profit trends over the selected period.



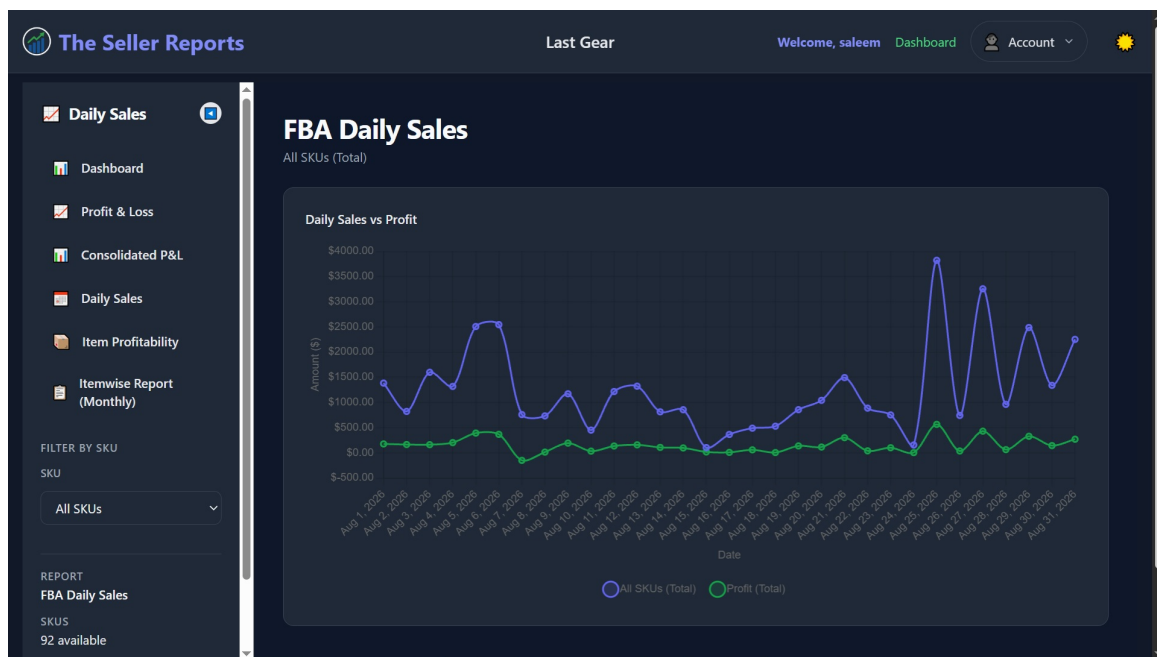
Product-level profitability and distribution.

8. Daily Sales

Select the period and fulfillment view to compare **Sales, Gross Profit and Net Profit** by day. Look for days where revenue increases without a corresponding improvement in net profit.



Daily Sales overview.



Daily sales and profit trend graph.

9. Profit & Loss

Use **Profit & Loss** for an account-level summary of sales, costs, fees, expenses and resulting profitability. Compare periods to understand performance beyond sales alone.

The Seller Reports Last Gear Welcome, saleem Dashboard Account

Profit & Loss

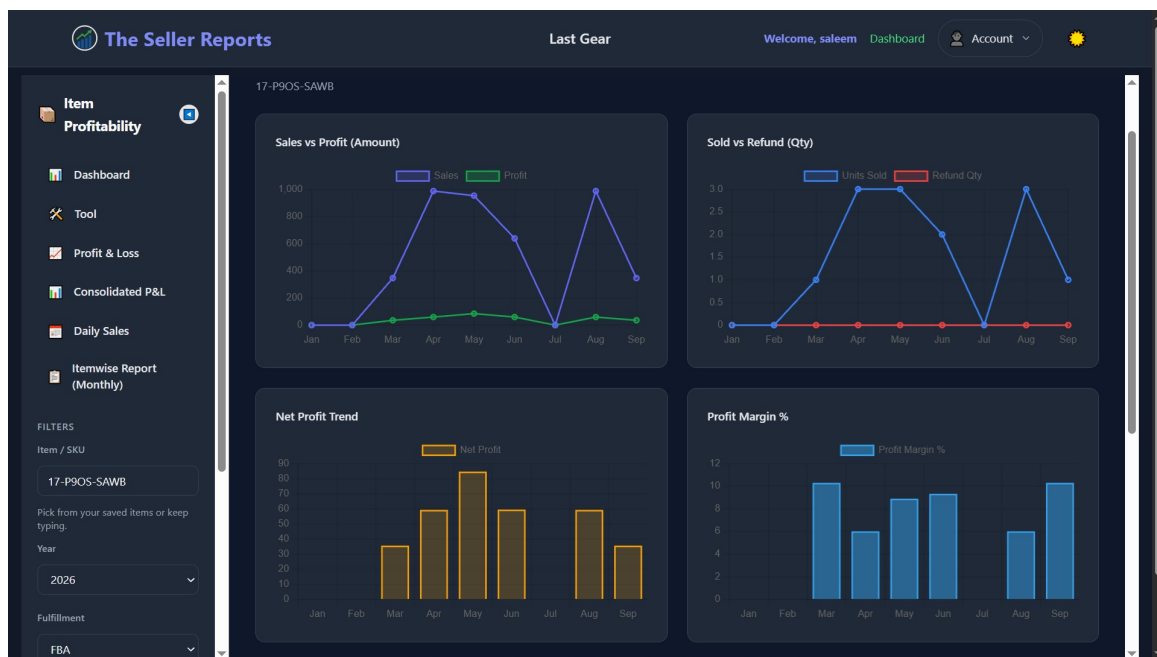
Period: Jan to Dec 2026

STATEMENT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Sales	35366.83	35366.83	28734.70	39328.88	27494.76	34188.82	38401.83	39328.88	28734.70
Units Sold	458.00	458.00	338.00	484.00	295.00	385.00	487.00	484.00	338.00
Refunds	40.00	40.00	30.00	20.00	15.00	24.00	32.00	20.00	30.00
Cost of Goods Sold	-22968.36	-22968.36	-20585.15	-27846.74	-20057.55	-24314.99	-26567.27	-27782.36	-20585.15
Amazon Fees	-5814.37	-5814.37	-4390.39	-6024.58	-4162.26	-5356.83	-6095.59	-6024.58	-4390.39
Referral Fees	-3689.48	-3689.48	-2856.78	-3763.49	-2858.06	-3380.41	-3814.09	-3763.49	-2856.78
FBA Fees	-2124.89	-2124.89	-1533.61	-2261.09	-1304.20	-1976.42	-2281.50	-2261.09	-1533.61
Gross Profit	6584.10	6584.10	3759.16	5457.57	3274.95	4517.00	4798.15	5521.94	3759.16
Operating Expenses	-643.53	-643.53	-363.12	-441.42	-499.05	-496.18	-720.26	-441.42	-363.12

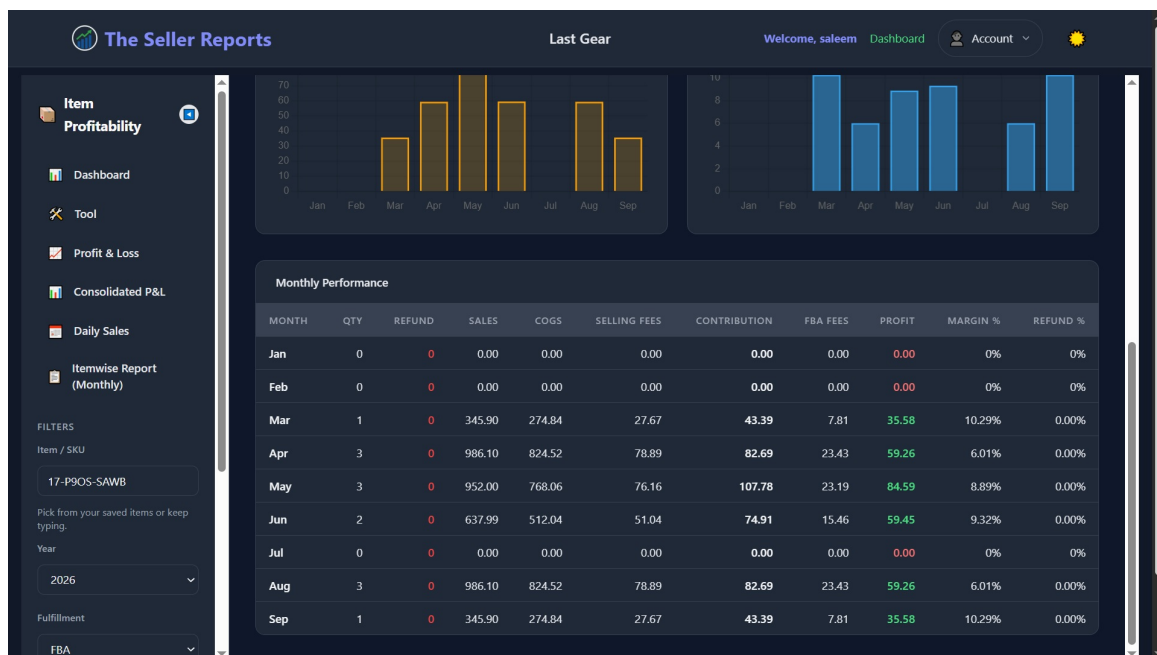
Single-account Profit & Loss report.

10. Item Profitability

Choose a SKU/item from the selector and examine its sales, costs, profit and trends. This view helps identify strong performers and products requiring pricing or cost review.



Item Profitability: choose an item and review performance.



Detailed item profitability charts and table.

11. Multiple Amazon accounts and consolidated P&L;

A single TSR login can hold **more than one Amazon account**. Use the account selector to work with individual accounts and their reports. To compare combined performance, open **Consolidated P&L** from the sidebar, choose the reporting **year, month and fulfillment filter**, and review the account columns alongside the **Total** column.

The consolidated report combines the saved financial results for the selected month across accounts on the login. The example shows separate columns for Downtown Co and Antique, plus a combined total for sales, units, refunds, COGS, fees and profit lines.

The Seller Reports

Downtown Co

Welcome, simon
Dashboard
Account

Consolidated P&L
Dashboard
Tool
Profit & Loss (single account)
Daily Sales
Item Profitability
Itemwise Report (Monthly)

Year
2026

Month
April

Fulfillment
FBA + FBM

Consolidated Profit & Loss

April 2026 — all accounts on this login

ITEM	DOWNTOWN CO	ANTIQUE	TOTAL
Sales	100303.97	16468.58	116772.55
Units Sold	3657.00	147.00	3804.00
Refunds	189.00	7.00	196.00
Cost of Goods Sold	-56661.99	-13598.99	-70260.98
Fulfillment Fees	-15540.05	-2389.68	-17929.73
Referral Fees	-14810.85	-1716.42	-16527.27
FBA Fees	-729.20	-673.26	-1402.46
Gross Profit	28101.93	479.91	28581.84
Expenses	-2204.33	-122.85	-2327.18
Adjustment	-243.36	0.00	-243.36
FBA Inbound Placement Service Fee	-213.13	-19.52	-232.65
FBA Inventory Fee	-560.00	0.00	-560.00
FBA Long-Term Storage Fee	-0.28	0.00	-0.28
FBA Removal Order: Return Fee	-43.53	-54.93	-98.46

Consolidated Profit & Loss: account-by-account figures and combined monthly totals.

Note: Save each Amazon account's reporting data for the required month before relying on the consolidated result.

12. Free calculators and support

Use the **FBA Profit Calculator** to test profit assumptions and the **FBA Fee Calculator** to estimate relevant fees. These estimates complement, rather than replace, the actual transaction-based reporting.

The Seller Reports

Blog
Calculator
Login
Signup

Amazon FBA Profit Calculator

Enter the numbers for one SKU and see your profit, margin, and ROI instantly. Built for FBA sellers — no signup, no email, no upsell.

Inputs

Selling price (USD)

29.99

Unit cost

6.00

Inbound shipping / unit

0.50

Referral fee category

Most categories — 15%

FBA pick-pack fee

3.50

Storage / unit (monthly)

0.20

Refund rate (%)

3

PPC / unit sold

1.50

All values update instantly as you type. Defaults shown are typical mid-priced FBA numbers.

NET PROFIT PER UNIT

\$12.89

NET MARGIN 43.0%

ROI 214.9%

BREAKDOWN PER UNIT

Selling price	\$29.99
- Refund-adjusted revenue loss	-\$0.90
- Referral fee	-\$4.50
- FBA pick-pack	-\$3.50
- Storage	-\$0.20
- Unit cost	-\$6.00
- Inbound shipping	-\$0.50
- PPC	-\$1.50
= Net profit	\$12.89

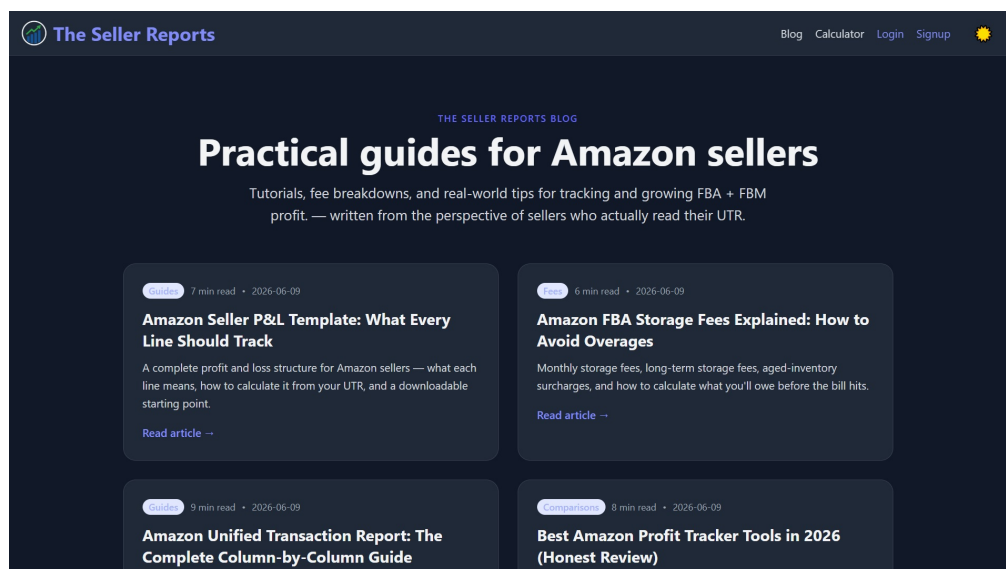
FBA Profit Calculator.

The screenshot shows the 'Amazon FBA Fee Calculator 2026' interface. It features a dark blue header with the 'The Seller Reports' logo and navigation links for 'Blog', 'Calculator', 'Login', and 'Signup'. Below the header, the title 'Amazon FBA Fee Calculator 2026' is prominently displayed, followed by a subtitle: 'Estimate your total Amazon fees, net profit, and profit margin per unit. Enter your selling price and product details below — no signup needed.' The calculator is divided into two main sections: 'Product Details' and 'Fee Breakdown'. The 'Product Details' section includes input fields for 'Selling Price (\$)' (29.99), 'Unit Cost (\$)' (12.50), 'Product Weight (lbs)' (1.2), and a dropdown for 'Category' (General (15%)). The 'Fee Breakdown' section displays calculated values: 'Selling Price' (\$29.99), 'Referral Fee (15%)' (-\$4.50), 'Fulfillment Fee' (-\$4.22), 'Unit Cost (COGS)' (-\$12.50), 'Net Profit' (\$8.77), and 'Profit Margin' (29.2%). At the bottom, a text prompt asks users to sign up for free to analyze their actual Amazon settlement reports, accompanied by a 'Get Full Reports — Free' button.

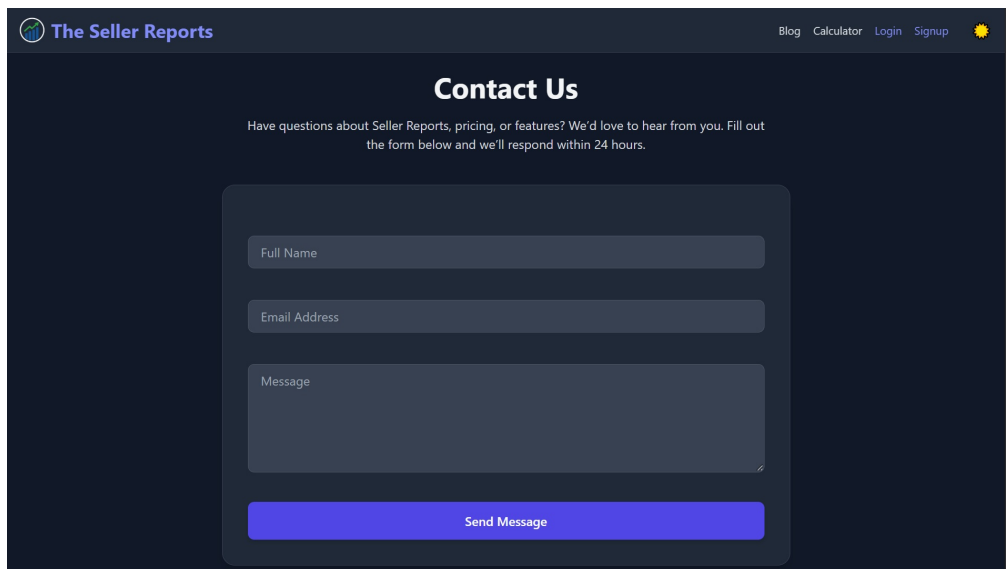
Product Details	Fee Breakdown
Selling Price (\$)	Selling Price
29.99	\$29.99
Unit Cost (\$)	Referral Fee (15%)
12.50	-\$4.50
Product Weight (lbs)	Fulfillment Fee
1.2	-\$4.22
Category	Unit Cost (COGS)
General (15%)	-\$12.50
	Net Profit
	\$8.77
	Profit Margin
	29.2%

FBA Fee Calculator.

For more guidance, visit the TSR blog. Use the Contact page for questions and describe the problem clearly without sharing passwords or credentials.



Blog: seller education and guides.



Contact page for assistance.

Final checklist

Before finalizing a month: confirm the correct Amazon Transaction CSV, reporting period and account; check unit costs and missing SKUs; review FBA/FBM output; select Add or Replace carefully; then inspect dashboard, Daily Sales, P&L, Item Profitability and (when applicable) Consolidated P&L.

The Seller Reports — Turn your Amazon data into actionable insights.