# AMAZON REPORT

APRIL 2025

## Blissful B&B

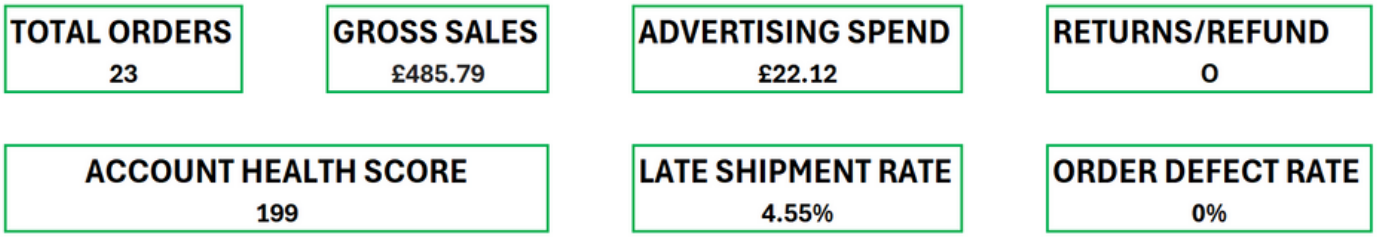
Bliss Begins Here





Blissful BATH & BED PRODUCTS

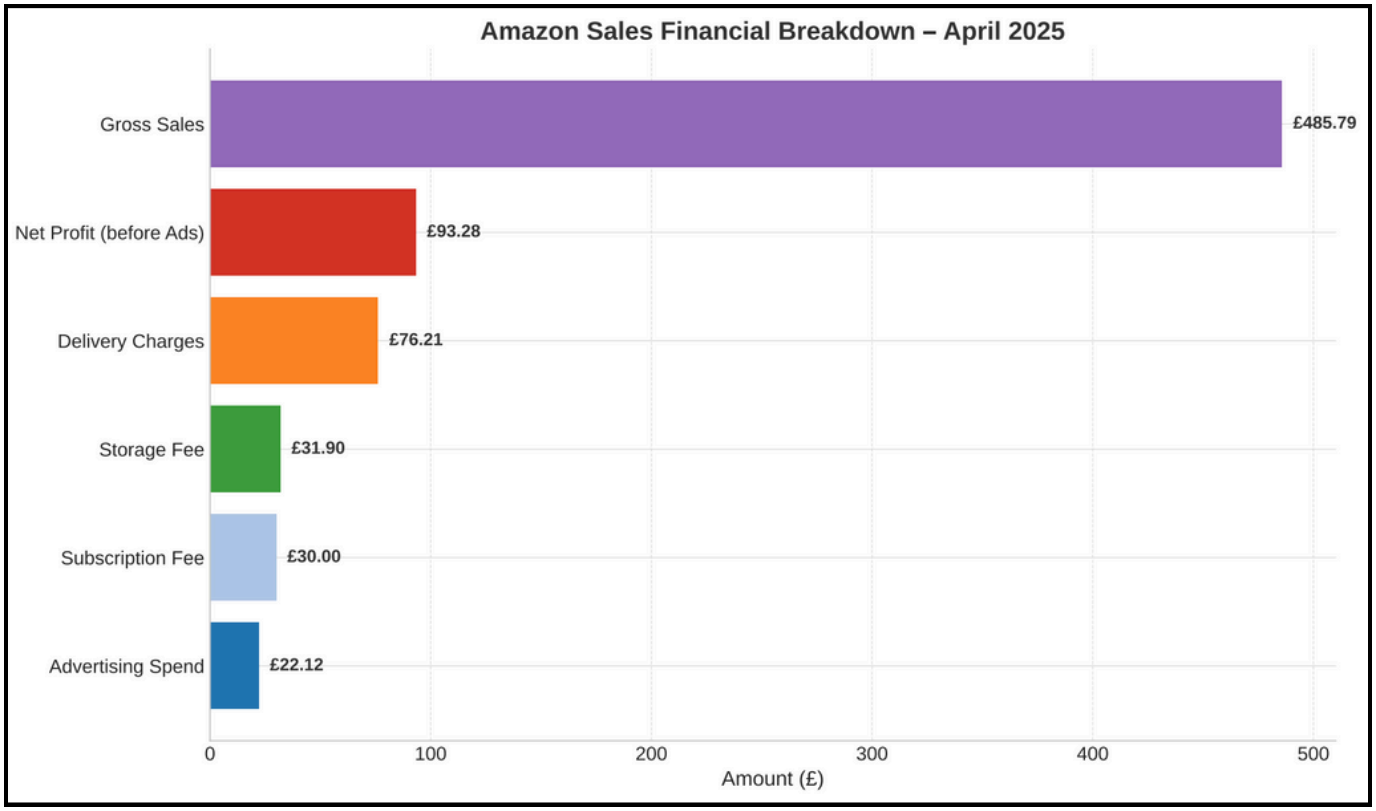
# PERFORMANCE OVERVIEW




Tabular View (Below)

| Metric | Value |
|---|---|
| Total Orders | 23 |
| Gross Sales | £485.79 |
| Advertising Spend | £22.12 |
| Returns/Refunds | Nil |
| Account Health Score | 199 |
| Late Shipment Rate | 4.55% |
| Order Defect Rate | 0% |

# DETAILED REVENUE




| Metric | Amount |
|---|---|
| Gross Sales | £485.79 |
| Delivery Charges | (-) £76.21 |
| Net Profit (before Ads) | £93.28 |
| Advertising Spend (Net) | (-) £22.12 |
| Monthly Subscription Fee | (-) £30.00 |
| Storage Fee (FBA Products) | (-) £31.90 |
| **Net Payout (after Ads)** | **£71.16** |

# BESTSELLER/TOP PERFORMERS



**Grey Single Duvet Cover (100% Cotton)**
Total Sessions: 20

Total Orders: 4



**Blue Single Duvet Cover (100% Cotton)**
Total Sessions: 189

Total Orders: 3



**Burgundy Bathmat (100% Cotton)**
Total Sessions: 93

Total Orders: 3



**Grey Bathmat (100% Cotton)**
Total Sessions: 75

Total Orders: 3



**White Bathmat (100% Cotton)**
Total Sessions: 138

Total Orders: 2



**Arzum Vacuum Cleaner (FBA)**
Total Sessions: 99

Total Orders: 1



**Set of 15 Disposable Slippers**
Total Sessions: 33

Total Orders: 1

**Pack of 2 Pillows**
Total Sessions: 40

Total Orders: 1

**Burgundy Super King Linen Set (100% Cotton)**
Total Sessions: 17

Total Orders: 1

**Blue Double Bedsheet (100% Cotton)**
Total Sessions: 7

Total Orders: 1

**Burgundy Single Duvet Cover (100% Cotton)**
Total Sessions: 125

Total Orders: 1

**Blue Bathmat (100% Cotton)**
Total Sessions: 99

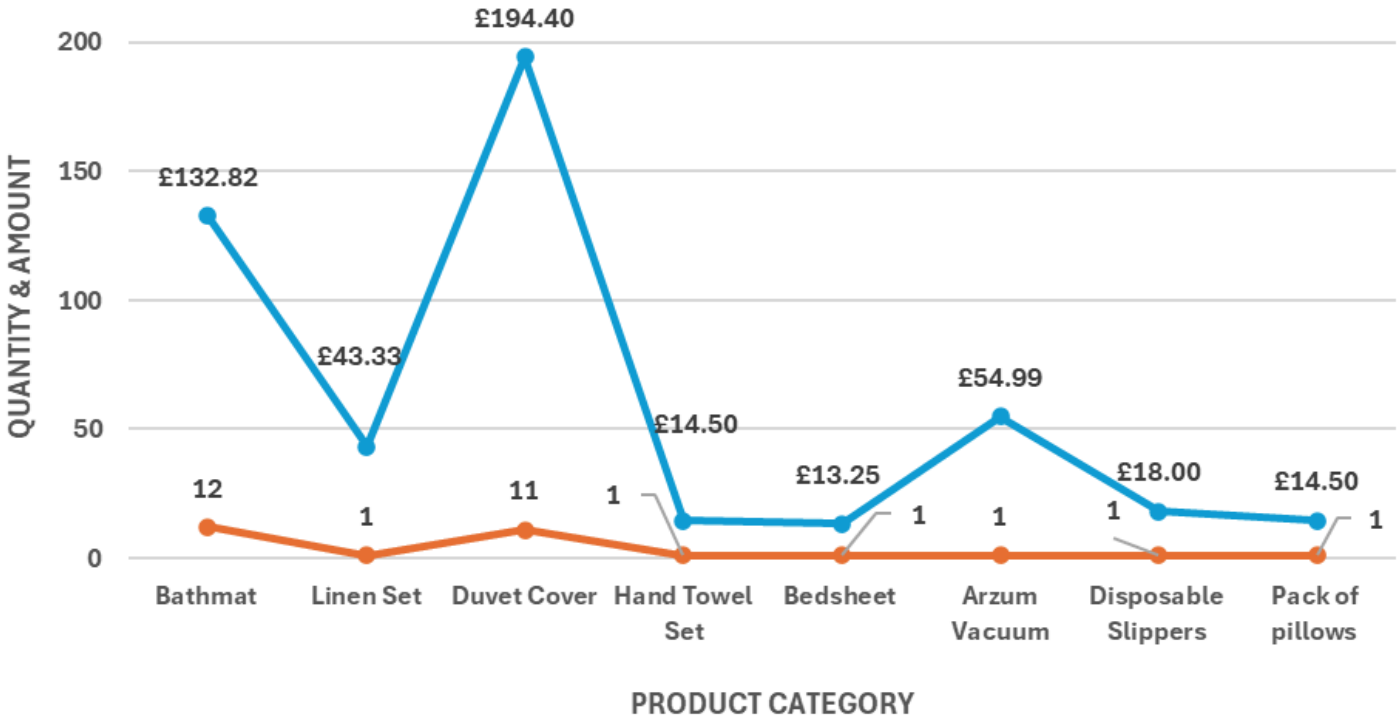
Total Orders: 1

**Set of 5 White Hand towels (Polycotton)**
Total Sessions: 6

Total Orders: 1

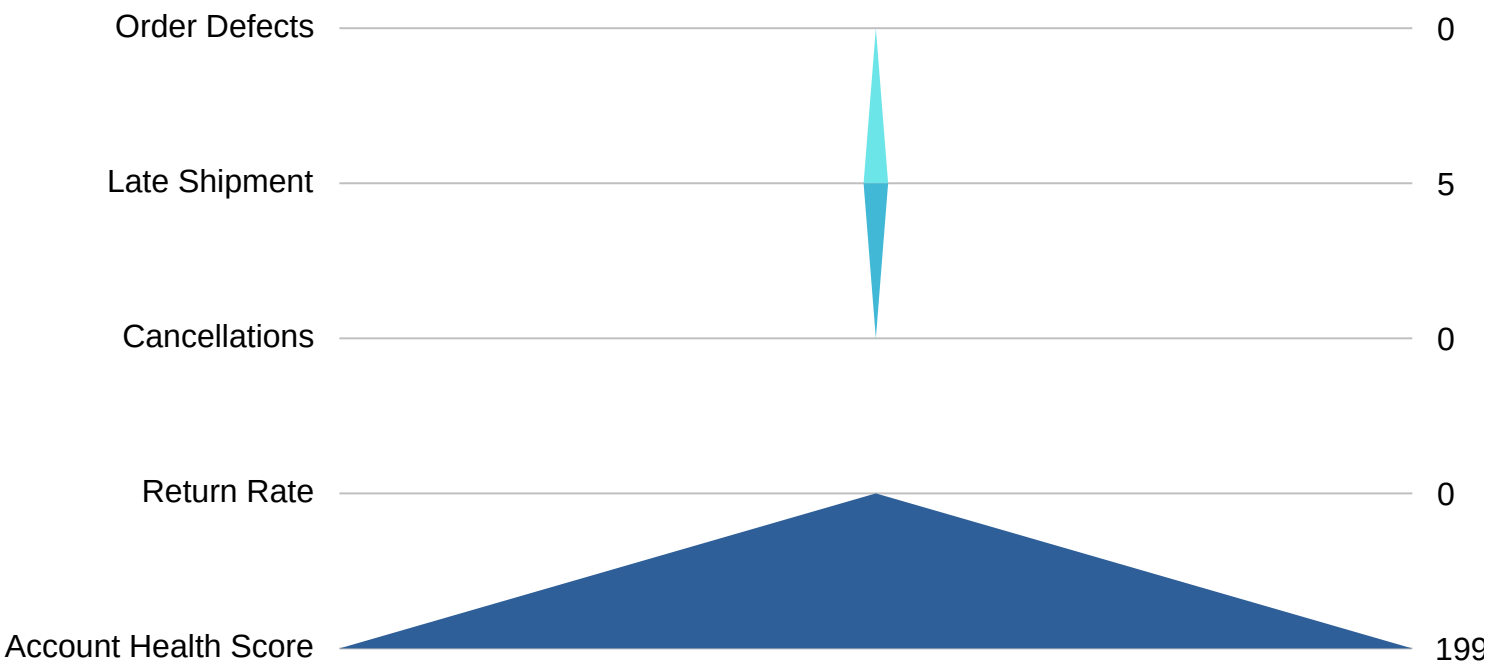
# ORDER INSIGHTS

A total of **23 sales** were recorded, comprising **22 FBM orders** from Blissful B&B products and **1 FBA sale** fulfilled by Amazon for an Arzum vacuum cleaner. These 23 orders included **29 individual units**, with an **average selling price of £21.12**. Notably, there were **no returns or refunds** during this period. A detailed breakdown of orders is available in the Appendix.



# OPERATIONAL METRICS

| | |
|---|---|
| Order Defects | 0% |
| Late Shipment | 4.55% |
| Cancellations | 0% |
| Return Rate | 0% |
| Customer Service | Good (<24 hrs) |
| Account Health Score | 199 |




Overall account health is considered to be good, reflecting **zero order defects, cancellations, or returns**, and consistently **responsive customer service**.

The only minor concern is a **late shipment rate of 4.55%**, slightly above Amazon's suggested maintenance rate at 4%, primarily due to **weekend orders in April that were shipped on the following Monday**. This is expected to improve as upcoming orders are fulfilled on time, further strengthening the performance metrics.

# INVENTORY OVERVIEW

During the month April 2025, our inventory highlights two key issues:

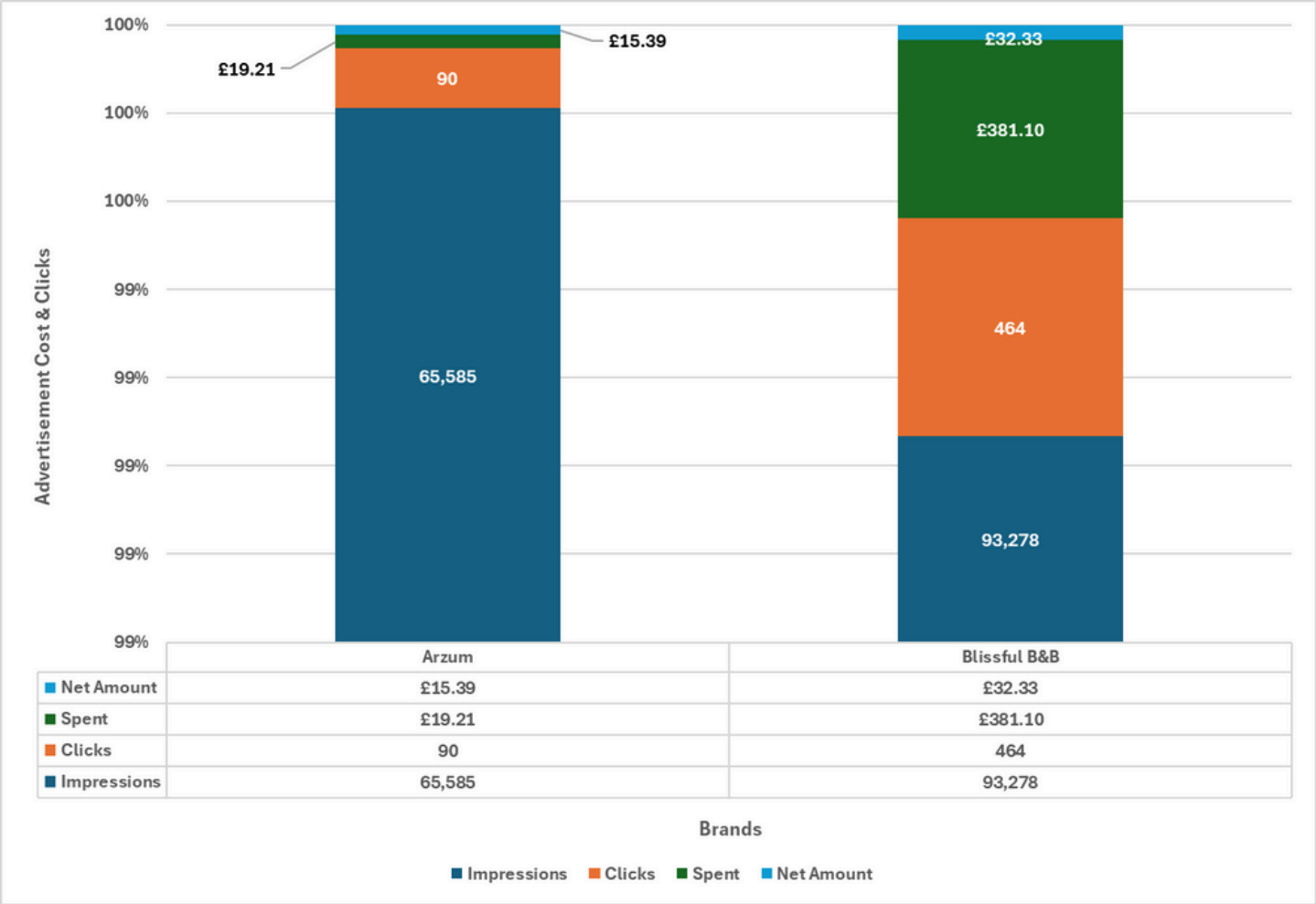
**a) 29 units of Arzum products are stranded in FBA**, needing resolution to be sellable or recalled.

**b) Blissful B&B's FBM listings show critical stockouts across core linen and towel items**, especially in white colour. Immediate attention is required to **resolve listing errors and replenish top-demand SKUs**.

| 📦 FBA – Stranded Inventory (Arzum) | Quantity |
|---|---|
| Vacuum Cleaner | 9 |
| Groomer's Kit | 5 |
| Rice Cooker | 5 |
| Hand Mixer | 10 |
| **TOTAL** | **29** |

| 🚫 FBM – Out of Stock Products (Blissful B&B) |
| --- |
| **Colour - White** |
| Bathmat |
| Bath Towel |
| Hand Towel |
| Double Bedsheet |
| Pillowcase |
| Bath pack |
| Single & Super King Linen Set |
| XL Bathrobe |
| |
| **All Colours** |
| Double Duvet Cover |
| Double Linen Set |
| King Linen Set |
| King Bedsheet - *Blue* |

# ADVERTISEMENT REPORT




A total of **£400 was spent** across Amazon advertising campaigns, resulting in **478 clicks** and nearly **100K impressions (97,285)**.

Out of the total ad spend, the **actual cost incurred after Amazon's contribution was only £47.72**, as **£29.54 was sponsored by Amazon**, bringing the **payable amount to £22.12**.

- **Arzum**: Low spend (£19.21) with limited clicks (90), converting to a net cost of **£15.39**.
- **Blissful B&B**: Higher spend (£381.10), generating 464 clicks and a net cost of **£32.33**.

The Amazon sponsorship significantly offset the advertising cost, enhancing ROI, particularly for Blissful B&B.

# PROMOTIONS & STRATEGIC INSIGHTS

- **Current Promotion:**

10% Off on all Blissful B&B listings (after a 10% price uplift)

- **Effective Tactic:**

Increasing ad budget once it depletes has helped maintain visibility on key search results

# CUSTOMER FEEDBACK & RATINGS

**Customer Feedback & Ratings**

- Reviews Received: 0
- Customer Questions: 0

**Suggested Improvements:**

- Add a personalised thank-you card encouraging reviews.

Example: *Thank you for your purchase! If you're happy with the product, we'd truly appreciate your review. Your feedback helps us grow and serve you better!*

- Similarly, Include a post-delivery message with review link.
- Register for Amazon Vine to gain early product reviews

Example – *Recently, we received a similar request from a person named – Barbora via our Amazon inbox.*

# ACTIONABLE INSIGHTS & NEXT STEPS

- ***What's working:*** Strategy to increase the budget when it gets out. It helps to stay on the search results and improve visibility of the products.

- ***What needs improvement:***

a) Arzum products – Campaign is to be planned for the FBM products

b) Blissful B&B – Work needs to be done on A plus content

c) Blissful B&B – Content to be revised and updated

- ***What SKU's need push or delisting:*** N/A (Due to insufficient data)

- ***Plan for next month***

a) New brand - Haubserg products Listing

b) Content optimisation for Blissful B&B products

# APPENDIX

Order Details

| Product Ordered | Quantity | Item Price | Delivery Charges | Realised Margin (£) | Realised Profit % |
|---|---|---|---|---|---|
| Blue Bathmat | 1 | £12.17 | £3.00 | £2.21 | 18% |
| Burgundy Bathmat | 1 | £12.78 | £3.00 | £2.36 | 18% |
| S.King Burgundy Linen Set | 1 | £43.33 | £6.48 | -£0.80 | -2% |
| Grey Bathmat | 1 | £12.21 | £3.00 | £2.22 | 18% |
| Grey Bathmat | 1 | £12.21 | £3.00 | £2.22 | 18% |
| White Bathmat | 1 | £11.28 | £3.00 | £2.07 | 18% |
| Grey Single Duvet Cover | 2 | £35.00 | £3.00 | £4.57 | 13% |
| Grey Single Duvet Cover | 1 | £17.50 | £3.00 | £0.72 | 4% |
| White bathmat | 2 | £22.56 | £3.00 | £7.28 | 32% |
| Burgundy bathmat | 2 | £19.98 | £3.00 | £5.41 | 27% |
| Hand Towel – set of 5 | 1 | £14.50 | £3.00 | £0.61 | 4% |
| Grey Single Duvet Cover | 1 | £17.50 | £3.00 | £0.71 | 4% |
| Blue Double Bedsheet | 1 | £13.25 | £3.00 | £0.56 | 4% |
| Burgundy Bathmat | 2 | £19.98 | £3.00 | £4.80 | 24% |

| | | | | | |
|---|---|---|---|---|---|
| Grey Single Duvet Cover | 1 | £17.50 | £3.00 | £0.71 | 4% |
| Arzum Vacuum | 1 | £54.99 | - | £14.00 | 25% |
| Blue Single Duvet Cover | 1 | £17.50 | £4.26 | £2.67 | 15% |
| Grey Bathmat | 1 | £9.65 | £3.00 | £2.42 | 25% |
| Blue Single Duvet Cover | 1 | £17.50 | £4.26 | £2.67 | 15% |
| Single Duvet Cover Blue | 2 | £35.00 | £3.68 | £10.33 | 30% |
| Single Duvet Cover Burgundy | 2 | £36.90 | £4.00 | £10.44 | 28% |
| Disposable Slippers | 1 | £18.00 | £3.00 | £13.02 | 72% |
| Pack of pillows | 1 | £14.50 | £5.53 | £2.08 | 14% |
| **Total** | **29** | **£485.79** | **£76.21** | **£93.28** | **19%** |

Advertisement Summary

| Brand | Impressions | Clicks | Spent | Net Amount |
|---|---|---|---|---|
| Arzum | 65,585 | 90 | £19.21 | £15.39 |
| Blissful B&B | 93,278 | 464 | £381.10 | £32.33 |
| **Total** | **97,285** | **478** | **£400** | **£47.72** |