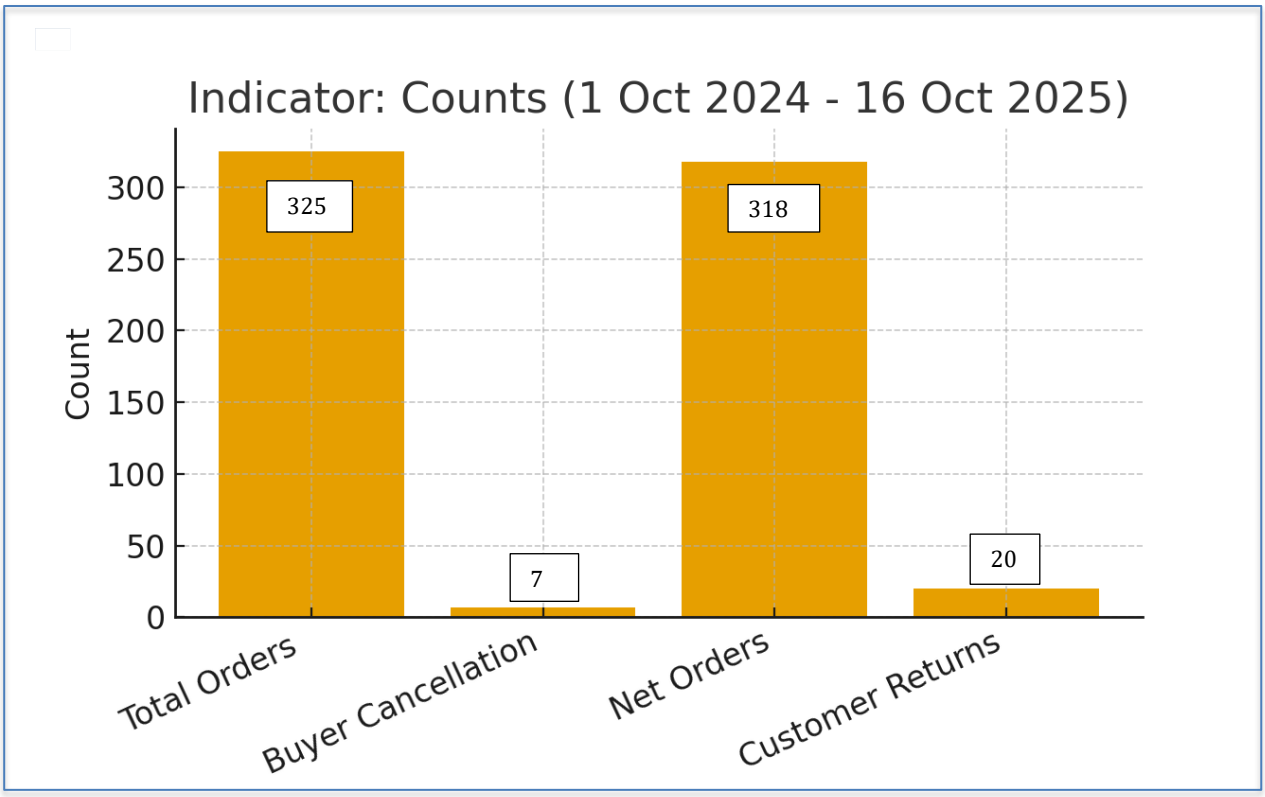
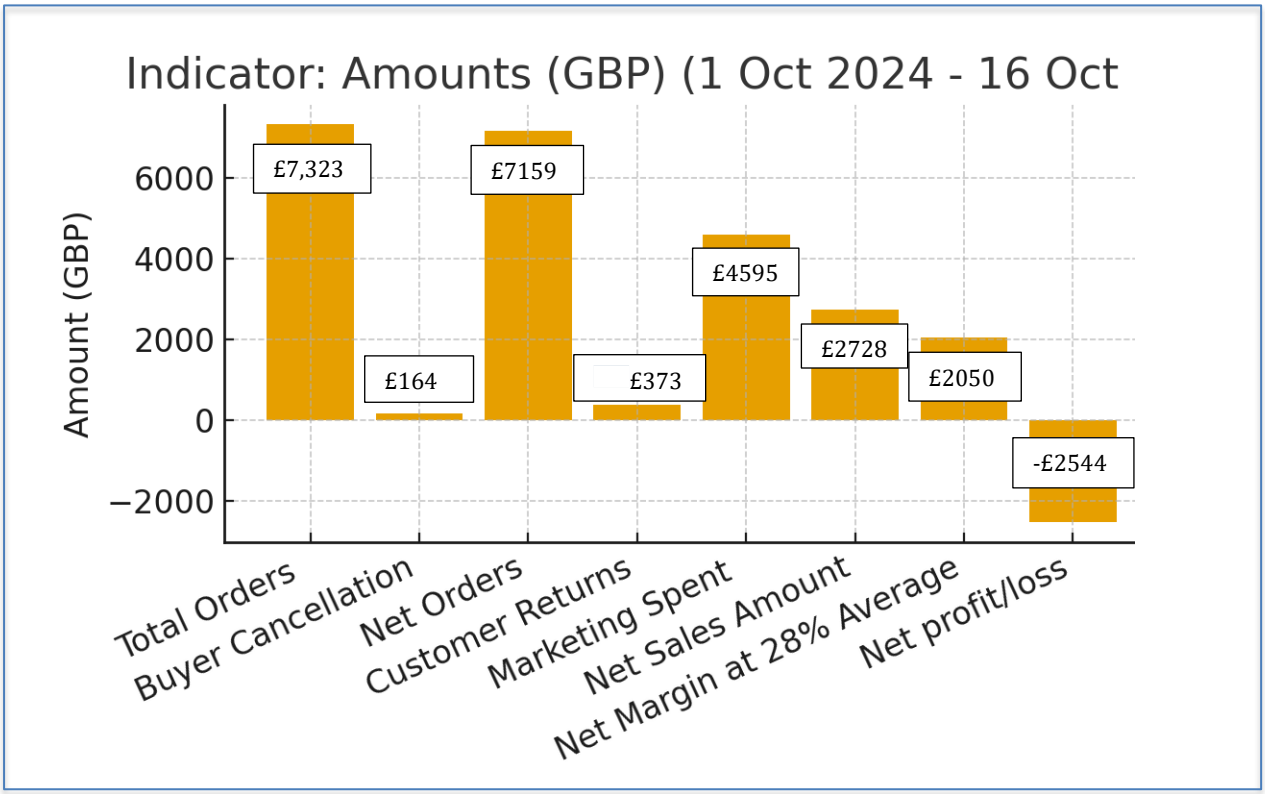
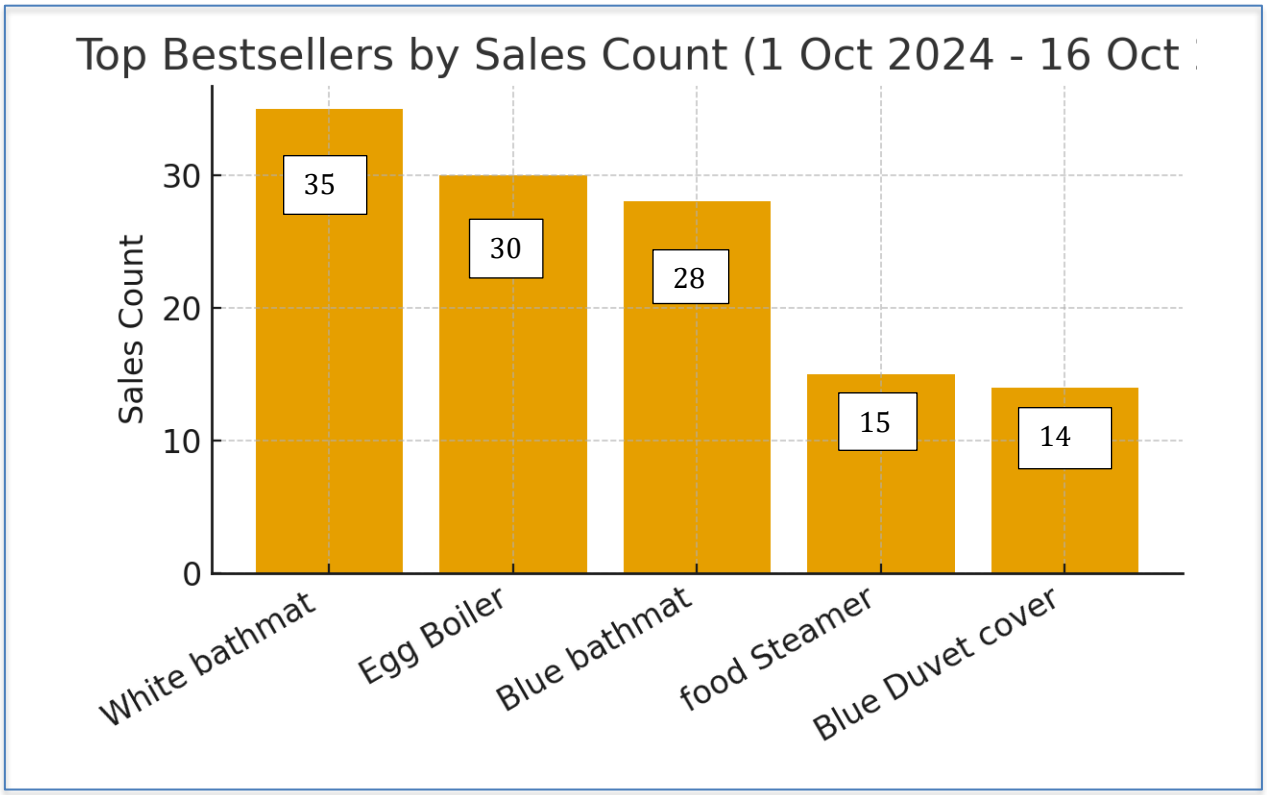
Amazon Performance Report
1 Oct 2024 — 16 Oct 2025

Key Indicators

Indicator	Count	Amount (GBP)
Total Orders	325	£7,323.73
Buyer Cancellation	7	£164.43
Net Orders	318	£7,159.29
Customer Returns	20	£373.04
Marketing Spent	-	£4,595.25
Net Sales Amount	-	£2,728.47
Net Margin at 28% Average	-	£2,050.64
Net profit/loss	-	-£2,544.6056


Indicator: Counts (1 Oct 2024 - 16 Oct 2025)
Count
300
250
200
150
100
50
0
325
7
318
20
Total Orders
Buyer Cancellation
Net Orders
Customer Returns


Indicator: Amounts (GBP) (1 Oct 2024 - 16 Oct
Amount (GBP)
6000
4000
2000
0
−2000
£7,323
£164
£7159
£373
£4595
£2728
£2050
-£2544
Total Orders
Buyer Cancellation
Net Orders
Customer Returns
Marketing Spent
Net Sales Amount
Net Margin at 28% Average
Net profit/loss



Top Bestsellers (by Sales Count)

Product	Sales Count
White bathmat	35
Egg Boiler	30
Blue bathmat	28
food Steamer	15
Blue Duvet cover	14

LAST MONTH GLIMPSE – SEPTEMBER 2025

Indicators	September Performance
Marketing Spent	£427.71
Gross Sales	£1,563.91
Order count	74
Net Sales Amount	£1,136.2
Net Margin at 28% Average	£437.89
Net profit/loss	£10.18