

Monthly performance report:
Sample Baby & Home Co. (fictional)

Reporting period: September 1-30, 2026 vs August 2026
Scope: Amazon.com Seller Central · 86 active SKUs
Prepared by LIVELE · Reviewed with the brand on October 6

Sales and operating metrics

Metric	September	August	Change
Ordered product sales	\$812,000	\$771,000	+5.3%
Units ordered	31,400	29,900	+5.0%
Sessions	214,000	207,000	+3.4%
Unit Session Percentage	14.7%	14.4%	+0.3 pts
Featured Offer percentage	93.1%	91.8%	+1.3 pts
In-stock rate, top 10 ASINs	96%	94%	+2.0 pts
Return rate	4.8%	5.2%	−0.4 pts
Star rating (parent-level average)	4.4	4.3	+0.1

Work shipped this month

FBA and inventory cases opened / resolved	14 opened · 12 resolved
Listing changes shipped	11 (5 bullet rewrites, 4 attribute fixes, 2 variation fixes)
Suppressed listings resolved	3 of 4

Next month's priorities

- 1

Update bullets and size callouts on the two top leak-return ASINs; brand to supply new main images
- 2

Raise reorder point on the 3 ASINs trending toward a stock-out in November
- 3

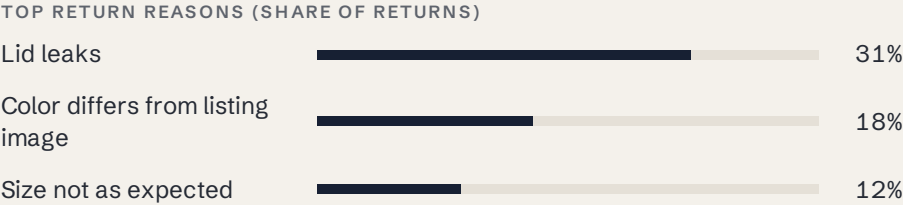
Reconcile September inbound shipments; open cases for any shortfall
- 4

Plan the Q4 listing freeze: agree which changes ship before peak season

Account health in brief

- Account Health Rating 286 (284 last month), 0 days below 250
- 2 performance notifications received, both closed; 0 policy warnings
- Next certificate expiry: toddler cup CPCs, 41 days

Returns and reviews



STAR RATING AND NEW NEGATIVE REVIEWS
4.4 out of 5 stars · 6 new 1-2 star reviews (9 in August)

Sample excerpt. LIVELE does not manage PPC, so advertising metrics are not part of this report.