

Amazon Seller Glossary

CORE CONCEPTS EDITION

Term	Definition
Account Health	Dashboard showing performance and risk of suspension.
ASIN (Amazon Standard Identification Number)	Unique ID assigned to every product in Amazon's catalog.
Automated Pricing	Tool to adjust prices automatically within your set limits.
BSR (Best Seller Rank)	Number showing how fast an item sells in its category. Lower is better.
Buy Box	The main "Add to Cart" spot; most sales happen here.
Disbursement	Payout of your funds to your bank account.
FBA (Fulfillment by Amazon)	Amazon handles storage, packing, shipping, and returns.
FC Transfer	Inventory moving between fulfillment centers.
FNSKU (Fulfillment Networking Stock Keeping Unit)	Barcode Amazon uses to track your inventory. Must be on every unit.
Gated Category	A category or brand you can't sell without Amazon approval.
Hazmat	Products requiring special approval or handling.

Amazon Seller Glossary (Cont.)

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Inbound Performance	Metrics about shipment accuracy and compliance.
Inbound Shipment	The shipment you create to send products to Amazon's warehouses.
IP Claim	Intellectual Property complaint filed by a rights owner.
Lightning Deal	Limited-time promotion with special visibility.
Listing Variation	Grouping related products under one listing (e.g., colors, sizes).
Long-Term Storage Fees	Additional fees for inventory held over 6 months.
MTC (Marketplace Tax Collection)	Amazon collects/remits sales tax in certain states.
Prep Center	3rd-party company that prepares inventory for FBA.
Prime	Fast-shipping program for customers.
Refund Rate	How often your orders are refunded.
Removal Order	Request to pull inventory out of FBA (return or dispose).

Amazon Seller Glossary (Cont.)

CORE CONCEPTS EDITION

Term	Definition
Replen	A replenishable product you can restock repeatedly.
Reserved Inventory	Units not available for sale (inbound or FC transfer).
Restock Limits	Limits Amazon sets on how much inventory you can store.
Seller Central	Your main dashboard to manage your account and inventory.
SKU (Stock keeping Unit)	Your personal identifier for tracking inventory.
Storage Fees	Monthly fees for inventory stored at Amazon.
Suppressed Listing	Listing hidden due to missing info or noncompliance.
Unit Economics	All costs and profits per unit, including fees and shipping.
Voice of the Customer	Tool tracking customer feedback and defect rates.