

Success Metrics Dashboard

Use this dashboard to track your business performance weekly or monthly.

Metric	Target / Benchmark
# Active Replenishable ASINs	Growing each month (baseline: 10–20)
Average ROI per ASIN	Min 20–30%, increase over time
Sales Velocity	< 45 days to sell-through
Stockout Rate	< 10% monthly
Gross Margin	Improve 1–2% quarterly
Account Health Rating	Green (no policy violations)
Positive Feedback %	95%+
Units Sold per Month	Upward trend
% Revenue from Top 20% ASINs	70–80%
% Revenue from New ASINs	5–10%