AMAZON REPORT

MAY 2025

Blissful B&B

Bliss Begins Here





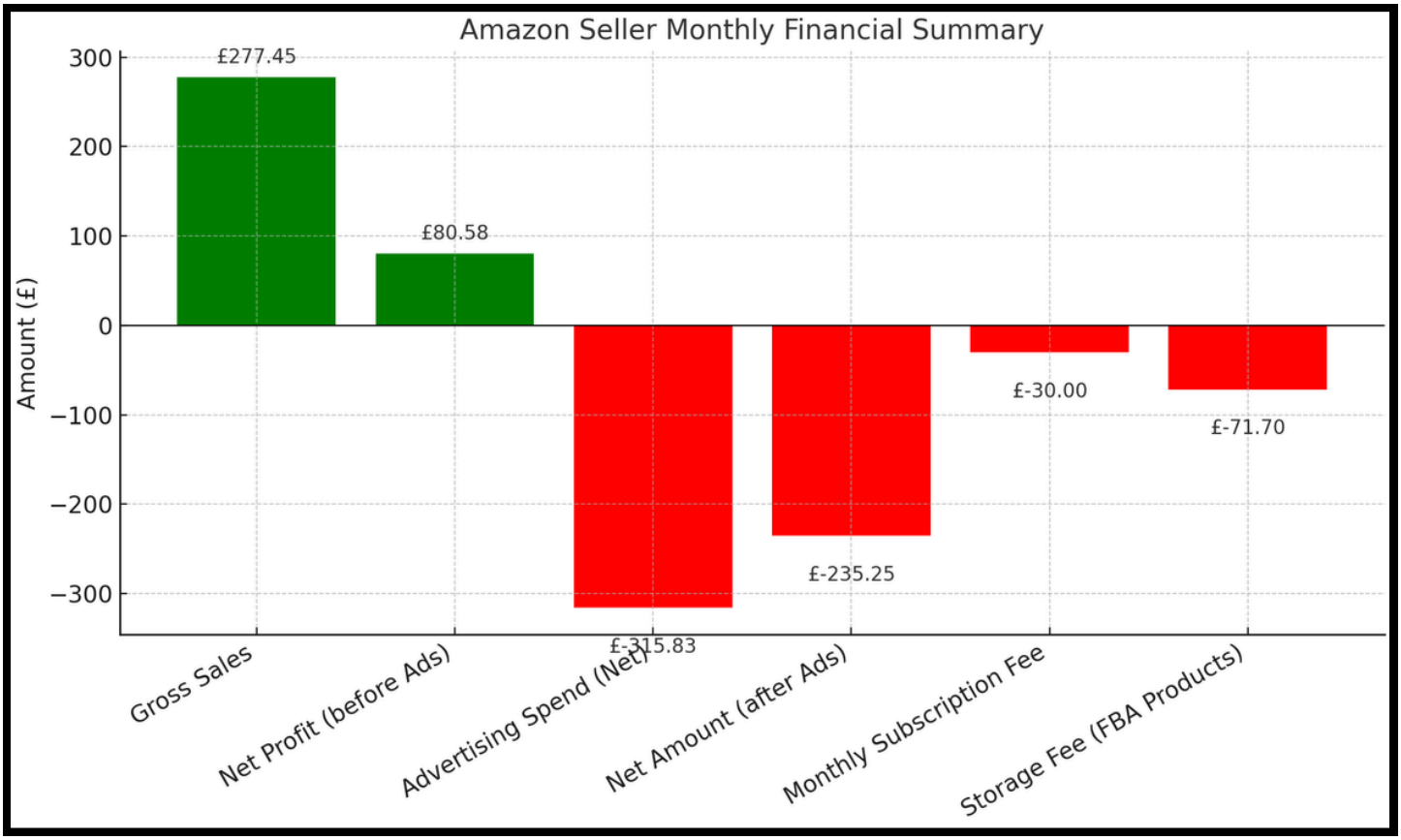
Blissful BATH & BED PRODUCTS

PERFORMANCE OVERVIEW

Tabular View

Metric	Value
Total Orders	**12 (Quantity - 14 products)**
Gross Sales (Order Payment)	**£277.45**
Net Balance in Amazon Wallet, MAY’	**£164.03**
Advertising Spend	**£315.83**
Returns/Refunds	**Nil**
Account Health Score	**198**
Late Shipment Rate	**8.33% (Target: Under 4%)**
Order Defect Rate	**0% (Target: Under 1%)**

DETAILED REVENUE



Metric	Amount
Gross Sales	£277.45
Net Profit (before Ads)	£80.58
Advertising Spend (Net)	£315.83
Net Amount (after Ads)	**-£235.25**
Monthly Subscription Fee	(-) £30.00
Storage Fee (FBA Products)	(-) £71.70
Net balance carried forward to Amazon wallet in MAY'25	**£164.03**

BESTSELLER/TOP PERFORMERS



White Bathmat (100% Cotton)
Total Sessions: 49

Total Orders: 3



Burgundy Single Duvet Cover (100% Cotton)
Total Sessions: 36

Total Orders: 2



Arzum Black Blender
Total Sessions: 28

Total Orders: 1



White Bathrobe (Large)
Total Sessions: 9

Total Orders: 1



Set of 15 Disposable Slippers
Total Sessions: 33

Total Orders: 1



Pack of 2 Pillows
Total Sessions: 17

Total Orders: 1



White Bathrobe (Medium)
Total Sessions: 9

Total Orders: 1



Bathroom pack (Polycotton)
Total Sessions: 18

Total Orders: 1



Blue Double Bedsheet (100% Cotton)
Total Sessions: 15

Total Orders: 1

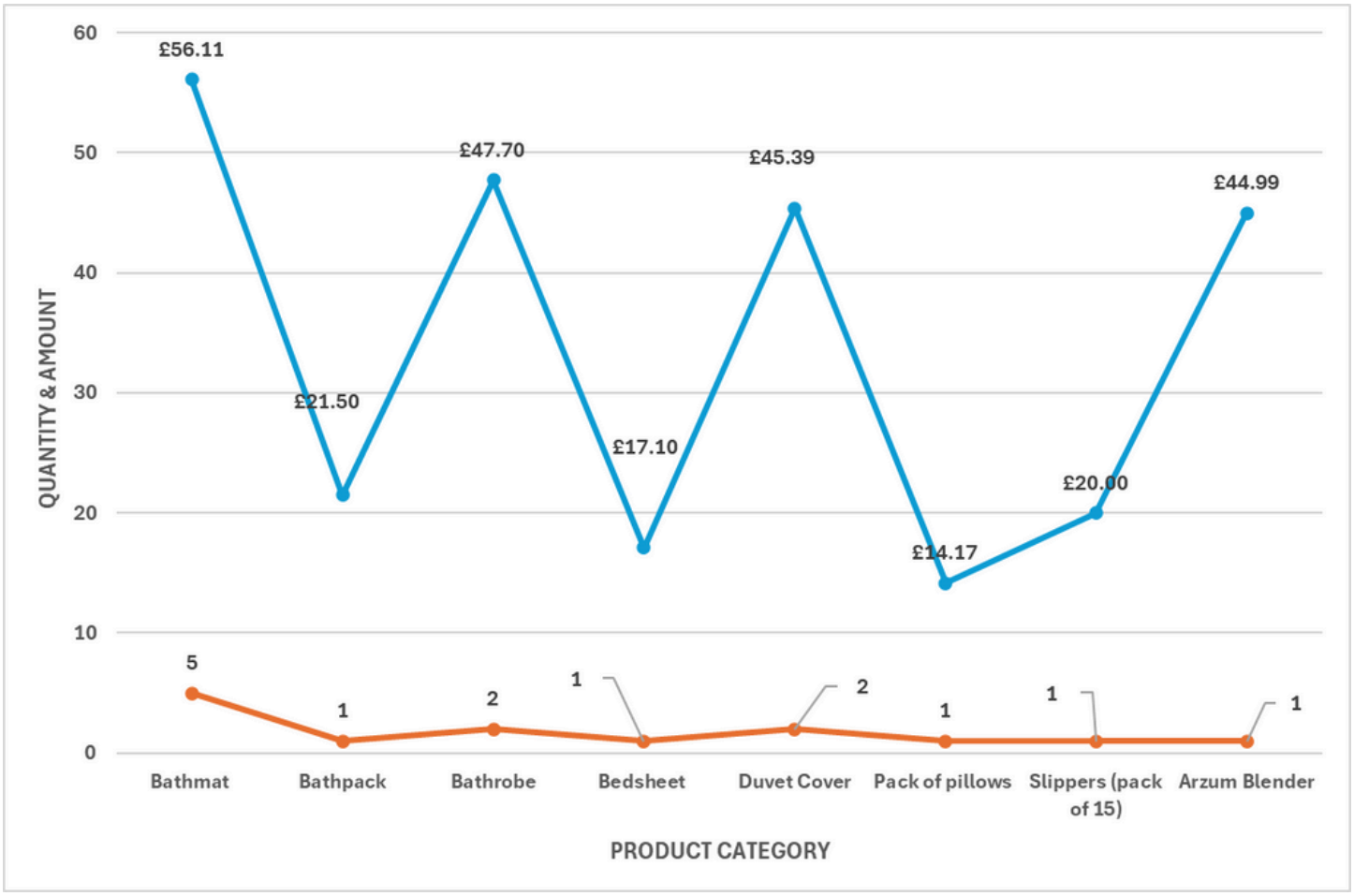


Grey Bathmat (100% Cotton)
Total Sessions: 99

Total Orders: 1

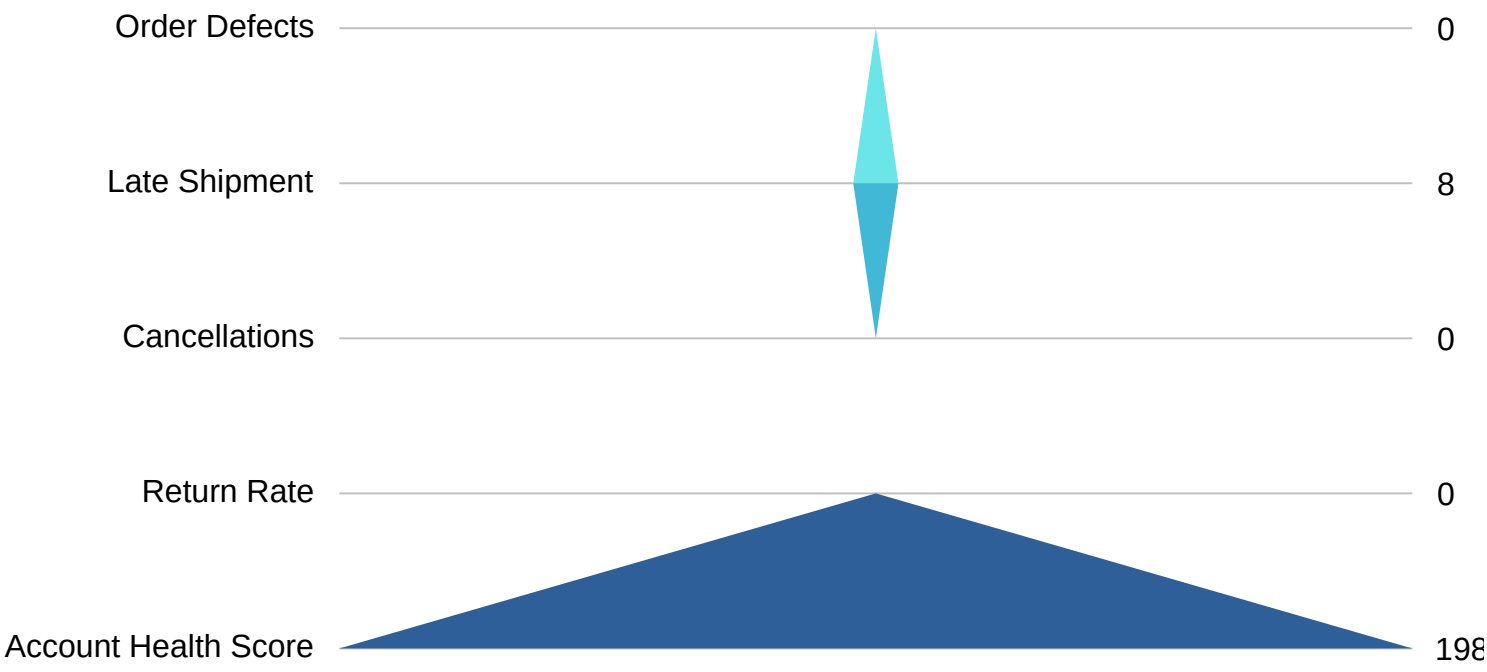
ORDER INSIGHTS

A total of **12 sales were recorded**. These 12 orders included **14 individual units**, with an **average selling price of £22.24**. 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	8.33% (1 order shipped late out of 13)
Cancellations	0%
Return Rate	0%
Customer Service	Good (<24 hrs)
Account Health Score	198



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

The only major concern is a **late shipment rate of 8.33%**, exceeding Amazon's suggested maintenance rate at 4%, primarily due to **weekend order (for 1 Burgundy Duvet Cover) in May that was 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 May 2025, our inventory highlights two key issues:

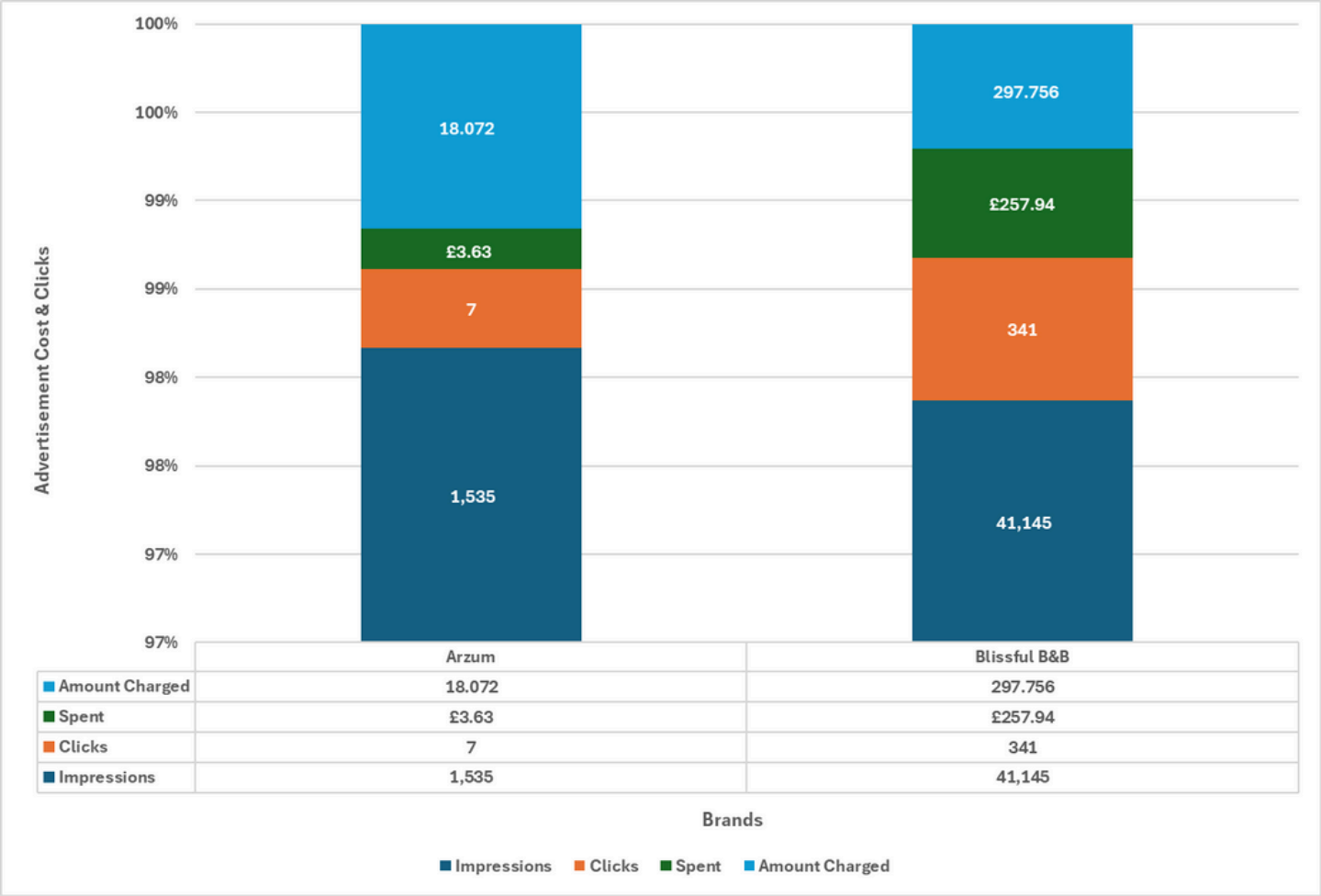
a) 29 units of Arzum products are stranded in FBA, as a resolution its been recalled.

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 – Recalled 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
Single, Double, King, Super King Linen Set
Hand Towel
Pillowcase
Double Bedsheet
Bath Towel
Bath pack
Duvet Cover
XL Bathrobe
Bathmat
All Colours
Double Duvet Cover
King Bedsheet - *Blue*
Double Linen Set

ADVERTISEMENT REPORT



A total of **£256.28 was spent** across Amazon advertising campaigns, resulting in **348 clicks** and nearly **42k impressions (42,680)**.

The total amount incurred is **£263.19**, after adjusting to regulatory fees and VAT, brings the **payable amount to £315.83**.

- **Arzum**: Low spend (£3.63) with limited clicks (7), converting to a net cost of **£18.07**.
- **Blissful B&B**: Higher spend (£257.94), generating 341 clicks and a net cost of **£297.75**.

PROMOTIONS & STRATEGIC INSIGHTS

- **Current Promotion:**

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

- **Effective Tactic:**

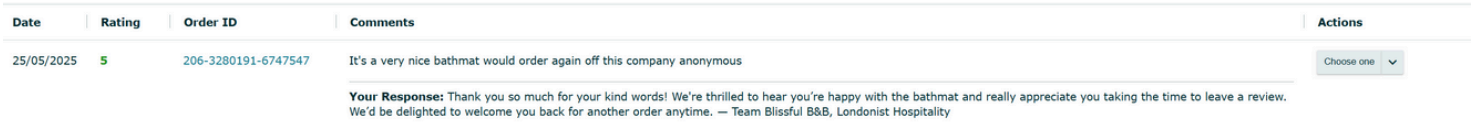
Increasing ad budget once it depletes has helped maintain visibility on key search results

CUSTOMER FEEDBACK & RATINGS

Customer Feedback & Ratings

- Reviews Received: **2**

a) White Bathmat (100% Cotton), Rating: 5



Date	Rating	Order ID	Comments	Actions
25/05/2025	5	206-3280191-6747547	It's a very nice bathmat would order again off this company anonymous **Your Response:** Thank you so much for your kind words! We're thrilled to hear you're happy with the bathmat and really appreciate you taking the time to leave a review. We'd be delighted to welcome you back for another order anytime. — Team Blissful B&B, Londonist Hospitality	Choose one

b) Grey Bathmat (100% Cotton), Rating: 5

03/05/2025	5	202-0548503-1591511	JUST THE JOB	Choose one

- 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.

ACTIONABLE INSIGHTS & NEXT STEPS

- ***What's working:*** Optimising the content helped in improving the listing score which further improves the product ranking in search results.
- ***Work done:***

a) Content Optimisation for Blissful products

b) Campaign was launched at small scale for Arzum products

c) Created the draft listing for Hausberg products

- ***What needs improvement:***

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

b) Hausberg - Videos to be uploaded for all the products.

c) Important attention is required on the stock out products to be refilled.

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

a) New brand - Haubserg products Listing to be finished and ads to be planned.

b) Good seller products to be listed.

APPENDIX

Order Details

Product Ordered	Quantity	Item Price	Delivery Charges	Realised Margin (£)	Realised Profit (%)
White Bathmat	2	22.56	6.36	8.07	36%
White Bathmat	1	11.28	4.28	1.96	19%
Arzum Black blender	1	44.99	5.55	18	40%
White Bathmat	1	11.28	3.06	2.86	25%
Burgundy Single Cover	1	21.5	5.85	3.74	17%
Blue Double Sheet	1	17.1	3.06	5.97	35%
Pillow - Pack of 2	1	14.17	5.53	1.81	13%
Bathrobe	2	47.7	6.48	13.67	29%
Grey Bathmat	1	10.99	3.06	3.43	31%
Burgundy Single Cover	1	23.89	3.06	8.98	38%
Slippers (pack of 15)	1	20	3.06	10.89	54%
Bathpack	1	21.5	4.28	1.2	6%

Order Summary by product Category

Product Ordered	Units	Item Price	Delivery Charges	Realised Margin (£)
Bathmat	5	£56.11	£16.76	£16.32
Bathpack	1	£21.50	£4.28	£1.20
Bathrobe	2	£47.70	£6.48	£13.67
Bedsheet	1	£17.10	£3.06	£5.97
Duvet Cover	2	£45.39	8.91	£12.72
Pack of pillows	1	£14.17	£5.53	£1.81
Slippers (pack of 15)	1	£20.00	£3.06	£10.89
Arzum Blender	1	£44.99	£5.55	£18.00
Total	**14**	**£266.96**	**£53.63**	**£80.58**

Advertisement Summary

Brand	Impressions	Clicks	Spent	Amount Charged
Arzum	1,535	7	£3.63	18.072
Blissful B&B	41,145	341	£257.94	297.756
Total	**42,680**	**348**	**261.57**	**315.83**