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# Amazon's **Profitability** Calculator

HOW TO GET **MORE SALES FOR YOUR**  
ECOMMERCE BUSINESS

## Calculating Profitability For your Amazon Products

Amazon has a handy tool for calculating your fulfillment costs and seeing real-time cost comparisons, which you can use in your marketing promotion strategies.

You can access it by clicking on the link below, and logging in with your Amazon seller central's account.

[https://sellercentral.amazon.com/fba/revenuecalculator/index?lang=en\\_US&](https://sellercentral.amazon.com/fba/revenuecalculator/index?lang=en_US&)

Once logged in, you'll see a search bar much like the one below:

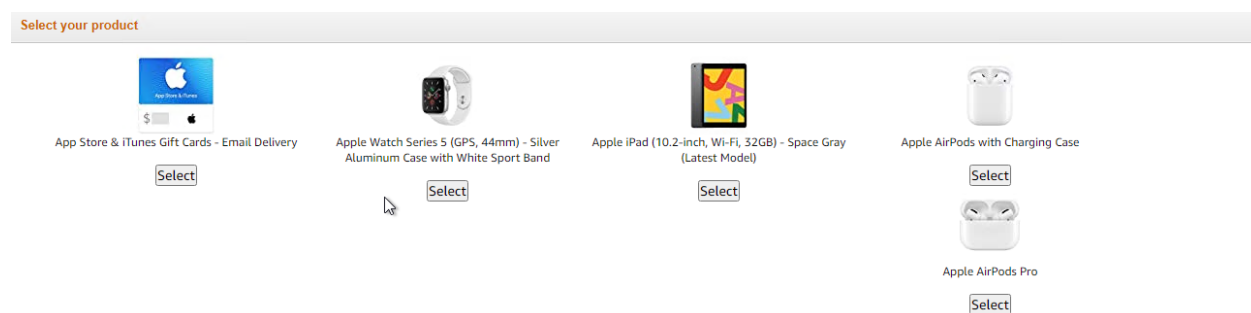
### Fulfillment by Amazon Revenue Calculator

Provide your fulfillment costs and see real-time cost comparisons between you


**Disclaimer** This Fulfillment by Amazon Revenue Calculator should be used as a guide in evaluating FBA or up-to-date costs and fees. The New Amazon Fulfillment option reflects your current Selling on Amazon fe

**Find your product on Amazon.com**

You'll want to enter one of the following: product name, UPC, EAN, ISBN, or ASIN in this field, and click on "Search". Now a new window will pop up prompting you to select your product. Click on "Select"



Now you'll see a window with the dimensions and weight of your product. If it does not display this information Amazon might ask you to fill these in. Once filled in, you can scroll down the page and find some fields to fill in. Let's go over these.



**Apple Watch Series 5 (GPS, 44mm) - Silver Aluminum Case with White Sport Band**  
 ASIN: B07XR5T85R  
 Package dimensions: 2.2 X 3.2 X 11.6 inches  
 Unit weight: 1.1001 pounds

[See product details](#)

Try another product

Your fulfillment
Amazon Fulfillment

## Calculating Total Revenue & Selling fees on Amazon

### Item Price

Price charged to the customer. Amazon adds the item price and shipping when assessing competitiveness across sellers.

### Shipping

Price charged to the customer for shipping. For seller-fulfilled orders, the seller collects this amount as revenue. For FBA orders, since shipping is already included, this amount is zero and doesn't affect FBA fulfillment fees

	Your fulfillment	Amazon Fulfillment
<b>Revenue</b>		
Item price	<input type="text"/>	<input type="text"/>
Shipping	<input type="text"/>	
<b>Total revenue</b>		
<b>Selling on Amazon fees</b>		

## Calculating Fulfillment Cost

Total fulfillment cost is the sum of fulfillment fees and the cost to ship to Amazon.

### Cost of Seller fulfillment

This is the total cost per unit for you to fulfill a customer's order

### Fulfillment by Amazon fees

Fulfillment by Amazon fees are calculated based on the dimensions and weight of the item.

### Ship to Amazon

Cost of shipping the item to an Amazon fulfillment center. You may use an average to account for zone differences.

Fulfillment cost		
Cost of seller fulfillment ⓘ	<input type="text" value="Click here"/> ▾	N/A
Fulfillment by Amazon fees ⓘ	N/A	
Ship to Amazon ⓘ	N/A	<input type="text"/>
Total fulfillment cost ⓘ		

## Calculating Storage Cost

The estimated amount you will pay in storage for the product per unit sold. Calculated by dividing the total estimated storage cost *(Monthly Storage Cost per Unit X Average Inventory Units Stored)* by the Estimated Monthly Units Sold for each fulfillment channel.

### Monthly storage cost per unit

The amount it costs to store a single unit of this product per month. At Amazon, this is reflected in the monthly storage fee, which is calculated based on the volume of the product.

### Average inventory units stored

The average number of units you hold in inventory for this product

Storage cost		
Monthly storage cost per unit ⓘ	<input type="text"/>	
Average inventory units stored ⓘ	<input type="text" value="1"/>	<input type="text" value="1"/>
Storage cost per unit sold ⓘ		

## Seller's Proceeds & Cost of Product

In the last two windows you'll have to fill in the Seller's Proceeds & Cost of Product

### Seller's Proceeds

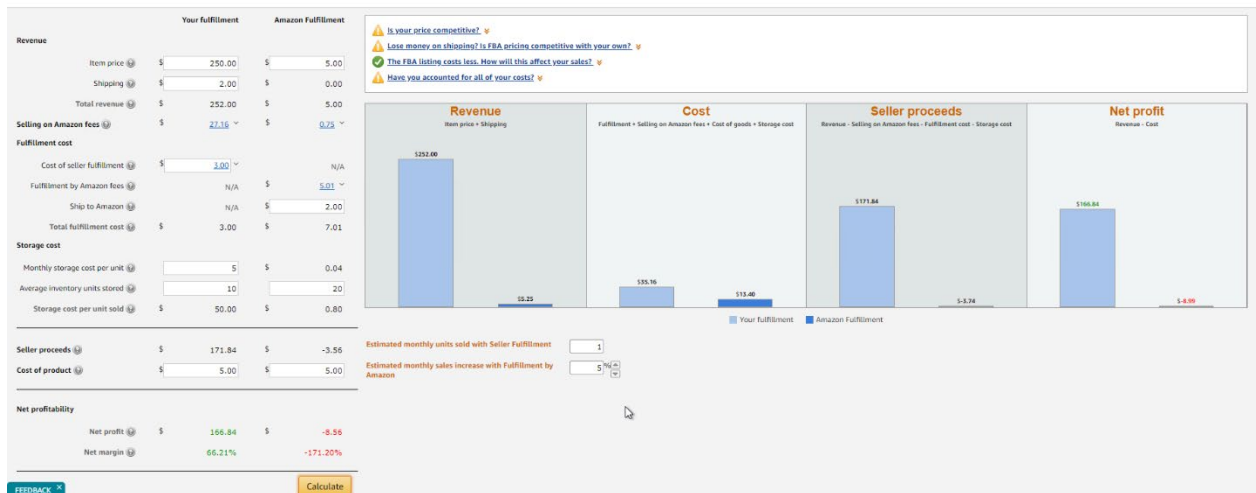
Total revenue minus Selling on Amazon fees minus Total fulfillment costs minus Storage cost per unit sold

### Cost of Product

The cost of acquiring the product from your supplier, or the cost required to manufacture or produce a single unit

## Calculating

Now click on Calculate, and it'll show you some calculations regarding your product.



After the calculation you can still change numbers on the left hand side and re-calculate.

You'll also notice these two fields in the picture below, you can adjust the estimated monthly units sold with Seller Fulfillment and Estimated monthly sales increase with fulfillment by Amazon in %.

Estimated monthly units sold with Seller Fulfillment:

Estimated monthly sales increase with Fulfillment by Amazon: %

