



Unlocking the power of Amazon

# FLAT FILES

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When I started working in the Amazon space, I never imagined that the most unsexy thing would give me so many opportunities and joy.

To my surprise, when I started meeting more Amazon folks, I learned that most of them didn't know what a Flat File was, and the ones that knew were by far more sophisticated and successful.

I believe Flat Files are misunderstood and underestimated, like the nerd kid at school that ended up building something so amazing and successful that then everyone wanted to be friends with him.

That's why I've created this eBook to give you a complete 101 guide about Amazon Flat Files, their capabilities and functions, and how they can transform your catalog management and elevate your business.

In this eBook, you'll learn all the basics to start mastering your catalog with Flat Files, including their different types, their structure, how to download them, and how to use them effectively.

By mastering Amazon Flat Files, you can take your business to the next level and stay ahead of the competition. So, what are you waiting for? Start learning now and conquer the selling game in the upcoming quarters!

*Vanessa  
Hung*

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# Introduction to Flat Files



**6 out of 10 sellers  
don't know what Flat  
Files are or don't use  
them in their business**



# What is a Flat File?

Flat Files are Excel spreadsheet templates granted by Amazon that can transform the way you manage your account.

These files provide you with detailed reports with valuable insights into your catalog, orders, pricing, and ads. In this eBook, we will focus on catalog-specific Flat Files.

To make the most out of a Flat File, you need to know how to download them and, most importantly, how to input information. We will teach you this and more!



# What can I do with Flat Files?

Flat Files allow you to input, modify, and delete information across essential areas of your business. Each area has its unique template designed to suit specific needs and information.

By implementing Flat Files in your business, you can gain access to information that you won't find in the frontend and manage your business data like a pro.

Flat Files are an amazing tool to help you solve problems, protect your brand, optimize your listings, and customize them according to your products. Plus, you can upload them as often as you need, giving you complete control over your account.

## 1. CATALOG



## 3. INVENTORY



## 2. ADVERTISING



## 4. ORDERS



# How can I use Flat Files in my business?

There are three ways to use Flat Files and get the best out of the information they provide.

## **As a Database**

Storing all your catalog, inventory, and business data can be the most valuable asset for your company in the long term. It makes your business more attractive for potential buyers in the future.

## **As a Problem-Solving tool**

Flat Files can be incredibly helpful in managing day-to-day and hard-to-fix problems that arise in your catalog and inventory. They allow you to gain a deeper understanding of the problem and communicate more effectively with Seller Support when you need assistance.

## **As a Brand Protection**

By including all relevant information and borrowing attributes from sister categories, you can better protect your data from hijackers. This allows you to maintain control over your listings and prevent unauthorized changes.

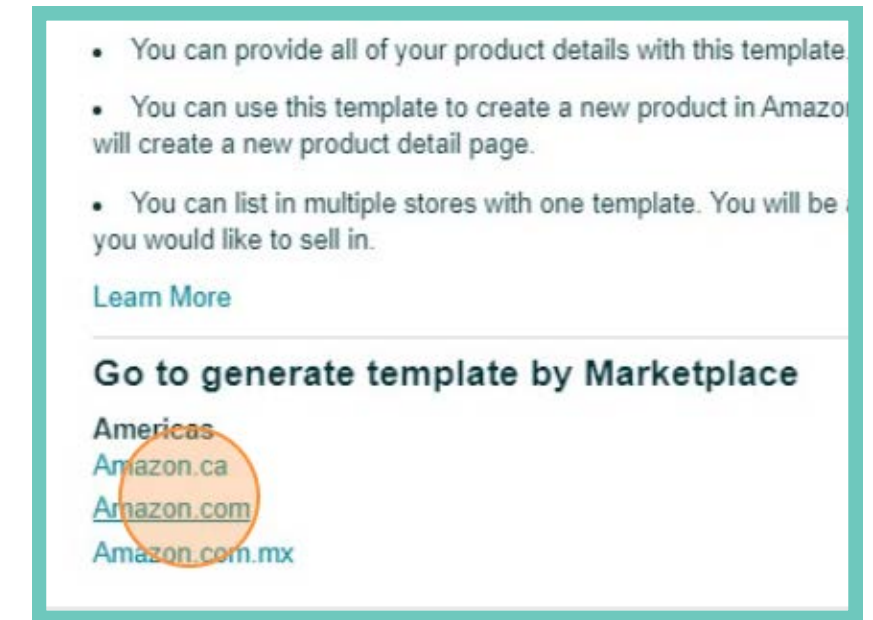
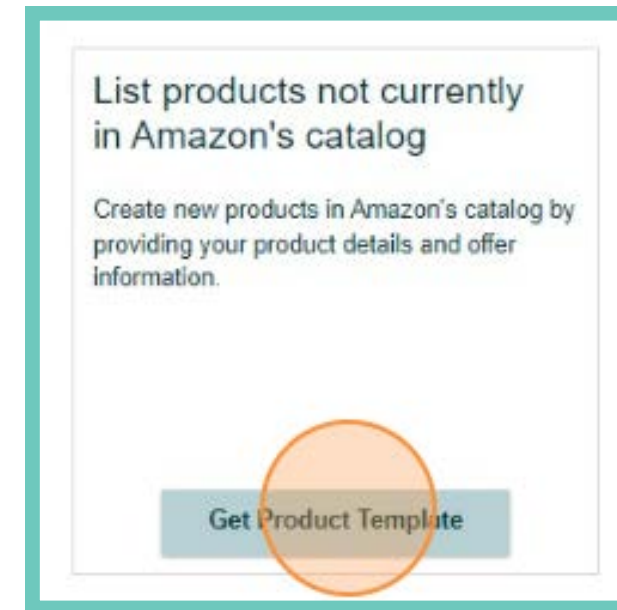
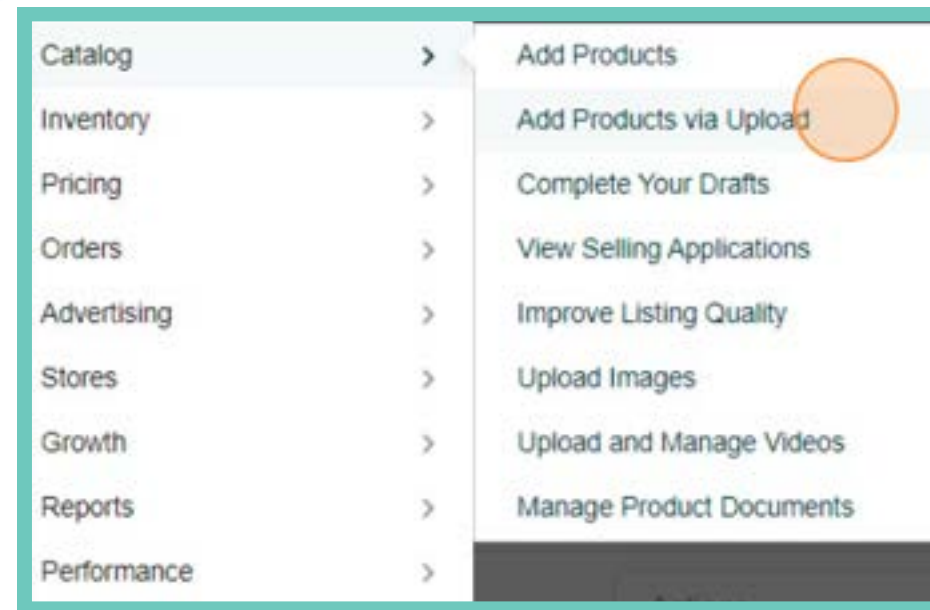
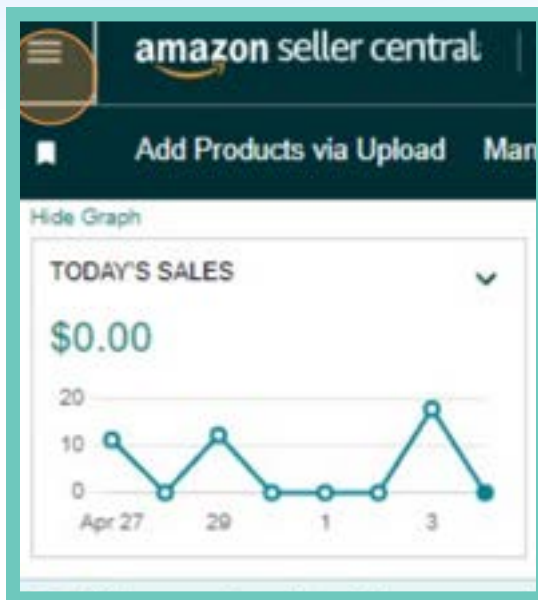
# Downloading & Uploading Flat Files



# Downloading a Template

## Step-by-step

1. Go to Amazon [Seller Central](#) > Navigation Menu > Catalog > Add Products via Upload.
2. Choose "List Products not currently in Amazon's catalog"
3. Select your preferred marketplace.



**NOTE:** Flat Files are specific to each marketplace and contain exclusive attributes. Therefore, it is crucial to select the correct marketplace.

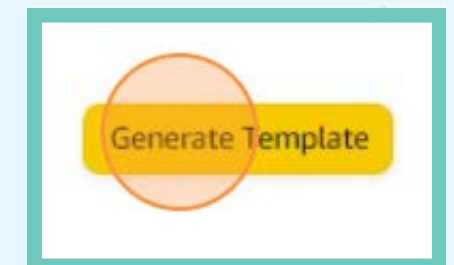
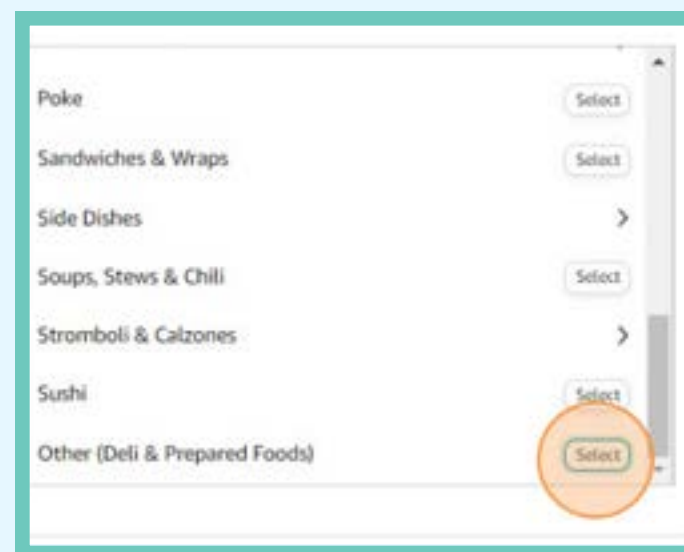
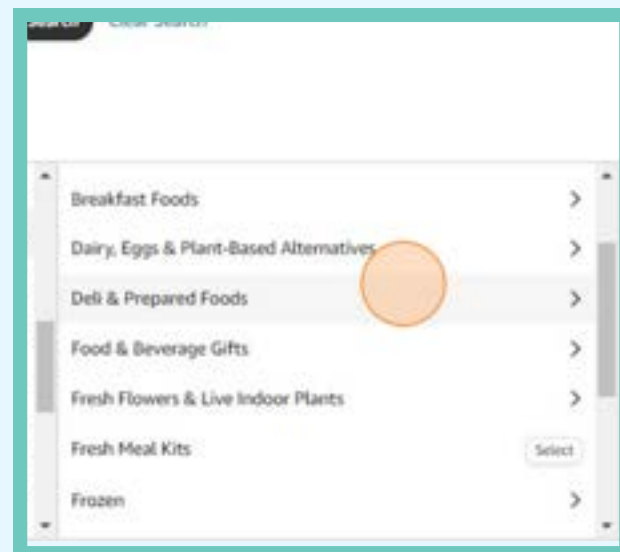
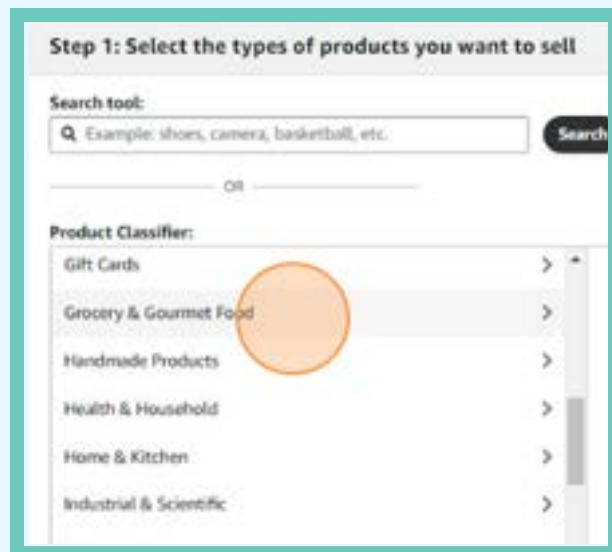
# Downloading a Template

## Step-by-step

4. Select a category and a subcategory.

5. Select a language for your template.

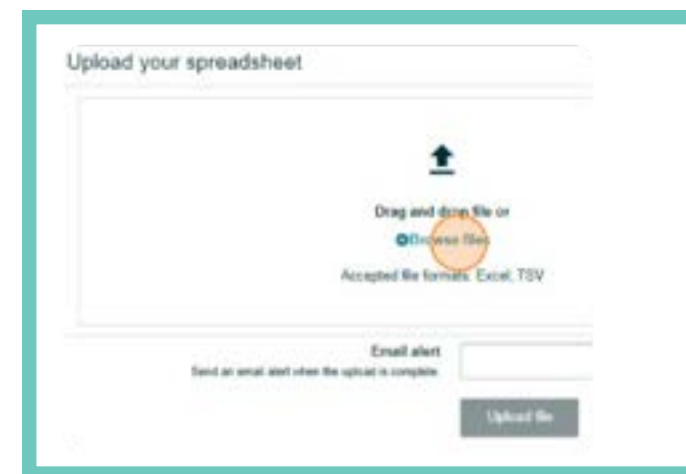
6. Click on "Generate Template" to download the category-specific template.



# Uploading a Template

## Step-by-step

1. Go to Add Products via Upload.
2. Click on "Upload your spreadsheet".
3. Click "Browse files" and select the spreadsheet that you want to upload.
4. Click on "Upload file" to upload the template.



**TIP:** Enter your email address in the email alert box and select the checkbox to receive notifications on the status of your file.

# Flat Files Structure



# What does a Flat File look like?

Let's take a closer look at the typical structure and elements of a Flat File. Although there are various types, they share three core features.



	A	B	C	D	E	F	G	H	I	J
2	Product Type	Seller SKU	Brand Name	Product ID	Product ID Type	Product Name	Item Type Keyword	Manufacturer	Product Descriptio	Temperature Ratin
3	feed_product_typ	item_sku	brand_name	external_product_id	external_product_id_ty	item_name	item_type	manufacturer	product_descriptio	temperature_ratin
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**SHEETS**

Flat Files often have more than one sheet or tab per file. The primary sheet that holds all the database is called the "Template."

There are other elements that complement the Template and provide additional information. These may include instructions for use, data, definitions, valid values, examples, and more.

**Sheets**



◀ ▶ **Template** + **Instructions** | Images | Example | Data Definitions | Template | Valid Values

1	Temp Version=2 TemplateS settings=cc Use ENGLISH to fill this template.The top 3 rows are for Amazon.com use only. Do not modify or delete the top 3 rows.																		
2	Produ	Seller SKU	Brand Nam	Product ID	Product ID	Product N	Item Typ	Manufac	Product	Tempera	Is Packag	Key Prod	Key Prod	Key Prod	Key Prod	Key Prod	Unit Cou	Unit Cou	Each
3	feed_	item_sku	brand_nam	external_p	external_p	item_nam	item_tyt	manufac	product	tempera	is_trade	bullet_p	bullet_p	bullet_p	bullet_p	bullet_p	unit_cou	unit_cou	each
4																			
5																			
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## Schema of the Template



### SCHEMA OF THE TEMPLATE

In the top row of the Template sheet, you'll find pre-formatted information that gives structure to the file, including the type of template, version, attributes, and fields for you to input data.

**NOTE:** This part of the file should not be modified.

	A	B	C	D	E	F	G	H	I	J
2	Product Type	Seller SKU	Brand Name	Product ID	Product ID Type	Product Name	Item Type Keyword	Manufacturer	Product Descriptio	Temperature Ratin
3	feed_product_typ	item_sku	brand_name	external_product_id	external_product_id_ty	item_name	item_type	manufacturer	product_descriptio	temperature_ratin
4										
5	<b>Open Fields</b>									
7	food	JJ_RoastedBeans	Joe Java							
8	food	JJ_DR_8oz_FBA	Joe Java	12345678910						
9	food	JJ_DR_16oz_FBA	Joe Java	12345678910						
10	food	JJ_LG_8oz_FBA	Joe Java	12345678910						
11	food	JJ_LG_16oz_FBA	Joe Java	12345678910						
12	food	JJ_MD_8oz_FBA	Joe Java	12345678910						
13	food	JJ_MD_16oz_FBA	Joe Java	12345678910						
14	food	JJ_SinglePods	Joe Java							
15	food	JJ_LR_POD_12pk_FBA	Joe Java	12345678910						
16	food	JJ_LR_POD_24pk_FBA	Joe Java	12345678910						
17	food	JJ_DR_POD_12pk_FBA	Joe Java	12345678910						
18	food	JJ_DR_POD_24pk_FBA	Joe Java	12345678910						
19	food	BB_RTD	Beanz Bubbles							
20	food	BB_DD_12oz_12pk_FBA	Beanz Bubbles	12345678910						
21	food	BB_VV_12oz_12pk_FBA	Beanz Bubbles	12345678910						
22	food	BB_DD_12oz_24pk_FBA	Beanz Bubbles	12345678910						
23	food	BB_VV_12oz_24pk_FBA	Beanz Bubbles	12345678910						
24	food	BB_DD_12oz_Single_FBA	Beanz Bubbles	12345678910						
25	food	BB_DD_12oz_Single_FBA	Beanz Bubbles	12345678910						

## OPEN FIELDS

Open fields are where you can input, change, and delete information about your products. These fields come in two types: open-ended and drop-down menu.

fields, such as titles, bullets, and subject matter, have no preset options and are limited by the number of characters allowed. Drop-down menus provide a set of valid values to choose from.

Bear in mind that the file may not be read by the system if these components are deleted or modified.

**NOTE: A new version of Flat Files is currently being tested in beta.**

**All Flat Files share the same fundamental principles. Once you learn how to use one, you'll conquer the others.**



# Types of Flat Files





Type	Functions	Characteristics
<b>Category-Specific Templates</b>	It contains information on all attributes specific to certain categories. It's used for product creation and matching.	It's an empty template you can use when you don't have any information. It helps to manage extensive catalogs with different types of categories.
<b>Inventory Loader File</b>	It is used to add your listings to ASINs already on Amazon. It can also be used to delete and X delete your listings.	This template is highly effective for troubleshooting catalog issues and solving stranded inventory problems
<b>Listing Quality &amp; Suppressed Listing File</b>	Identifies enhancement opportunities associated with missing or invalid product information in bulk.	This file provides recommendations for uploading, updating, or enhancing your product listings. It also allows you to input additional information.
<b>Price &amp; Quantity File</b>	It is designed to quickly update your current inventory with modifications such as price and quantity. This is the smallest and fastest format available.	It has fewer columns and focuses on key information on pricing and inventory, making updates quicker and easier than other templates.
<b>Category Listing Report</b>	It does everything!	Check out pages 30-35 to learn more about the Category Listing Report.

**TIP: You can access the template for each type of Flat File within your Seller Central account, and you can customize it to suit your specific needs and goals.**

# Here are some examples of what different types of Flat Files look like



# Price & Quantity File

The Price & Quantity File offers a streamlined way to modify your inventory without the need to fill in all the fields required by the Inventory Loader File or larger inventory files.

This file format is the smallest and ensures the fastest processing time.

To successfully populate the file, make sure to complete these fields:

- SKU (Stock Keeping Unit)
- Price per item in US dollars (do not include the "\$" symbol, leave it blank, or enter zero as a price)
- Quantity (only for seller-fulfilled products; set it to zero if you are out of stock, and use a product-specific inventory file or Inventory Loader File to restock)
- Fulfillment-channel (enter "amazon" for FBA; do not use the quantity field in this case)



**TIP:** You do not need to use the fulfillment-channel and quantity fields if you are updating pricing information. When both fields are empty, Amazon will use the current fulfillment channel.

	A	B	C	D	E	F	G	H	I	
1	sku	price	minimum-seller-allowed-price	maximum-seller-allowed-price	quantity	handling-time	business-price	quantity-price-type	quantity-lower-bound1	qua
2	JJ_DR_8oz	11,99	8.99	15.99	10	2	10.99	FIXED		
3	JJ_DR_16oz	15,99	11,99	19.99	10	2	13.99	FIXED		
4	JJ_LG_8oz	11,99	8.99	15.99	10	2	10.99	FIXED		
5	JJ_LG_16oz	15,99	11,99	19.99	10	2	13.99	FIXED		
6	JJ_MD_8oz	11,99	8.99	15.99	10	2	10.99	FIXED		
7	JJ_MD_16oz	15,99	11,99	19.99	10	2	13.99	FIXED		
8	JJ_LR_POD_12pk	11,99	8.99	15.99	10	2	10.99	FIXED		
9	JJ_LR_POD_24pk	15,99	11,99	19.99	10	2	13.99	FIXED		
10	JJ_DR_POD_12pk	11,99	8.99	15.99	10	2	10.99	FIXED		
11	JJ_DR_POD_24pk	15,99	11,99	19.99	10	2	13.99	FIXED		
12	BB_DD_12oz_12pk	11,99	8.99	15.99	10	2	10.99	FIXED		
13	BB_VV_12oz_12pk	11,99	8.99	15.99	10	2	13.99	FIXED		
14	BB_DD_12oz_24pk	15,99	11,99	19.99	10	2	10.99	FIXED		
15	BB_VV_12oz_24pk	15,99	11,99	19.99	10	2		FIXED		
16	BB_DD_12oz_Single	11,99	8.99	15.99	10	2		FIXED		
17	BB_DD_12oz_Single	11,99	8.99	15.99	10	2		FIXED		
18										
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32										

# Inventory Loader File

The Inventory Loader File is highly effective for troubleshooting catalog issues and solving stranded inventory problems.

Use this file if you want to:

- Add your listings to existing ASINs on Amazon.
- Change pricing or inventory details of an existing item.
- Delete or x-delete SKUs on your inventory.

To completely remove all data associated with an SKU in Amazon's backend and update descriptive product attributes on product detail pages, simply enter an "x" in the add-delete field of your Inventory Loader File and wait for the system to refresh the backend information.

The "x-delete" command is a powerful tool to reset your backend when troubleshooting catalog issues.



**TIP: The Inventory Loader File must be uploaded as a .txt file in Seller Central.**

	A	B	C	D	E	F	G	H	I	J	K
1	sku	product-id	product-id-type	price	minimum-seller-allowed-price	maximum-seller-allowed-price	item-condition	quantity	add-delete	will-ship-internationally	expedited-ship
2	JJ_DR_8oz	12345678910	1	11,99	8.99	15.99	11	10	A	2	International
3	JJ_DR_16oz	12345678910	1	15,99	11,99	19.99	11	10	X	2	International
4	JJ_LG_8oz	12345678910	1	11,99	8.99	15.99	11	10	A	2	International
5	JJ_LG_16oz	12345678910	1	15,99	11,99	19.99	11	10	X	2	International
6	JJ_MD_8oz	12345678910	1	11,99	8.99	15.99	11	10	A	2	International
7	JJ_MD_16oz	12345678910	1	15,99	11,99	19.99	11	10	A	2	International
8	JJ_LR_POD_12pk	.2345678910		11,99	8.99	15.99	1	10	X		International
9	JJ_LR_POD_24pk	12345678910	1	15,99	11,99	19.99	11	10	A	2	International
10	JJ_DR_POD_12pk	12345678910	1	11,99	8.99	15.99	11	10	A	2	International
11	JJ_DR_POD_24pk	12345678910	1	15,99	11,99	19.99	11	10	X	2	International
12	BB_DD_12oz_12pk	12345678910	1	11,99	8.99	15.99	11	10	A	2	International
13	BB_VV_12oz_12pk	12345678910	1	11,99	8.99	15.99	11	10	X	2	International
14	BB_DD_12oz_24pk	12345678910		15,99	11,99	19.99	11	10	A	2	International
15	BB_VV_12oz_24pk	.2345678910		15,99	11,99	19.99	11	10	X	2	International
16	BB_DD_12oz_Single	.2345678910		11,99	8.99	15.99	11	10	A	2	International
17	BB_DD_12oz_Single	.2345678910		11,99	8.99	15.99	11	10	A	2	International
18											
19											
20											
21											
22											
23											
24											

# Category-Specific Flat File Templates

Category-specific Flat File templates are designed to help you manage and list products within a specific product category on Amazon.

Downloading the template for your category allows you to provide detailed and relevant product information.

These specialized Flat File templates make product listing and management more efficient and effective.



TIP: If you are not sure which is your product category, check Amazon's [Overview of Categories](#).

1	TemplateVersion=2022.1109 TemplateSettings=attr Use ENGLISH to fill this template.The top 3 rows are for Amazon.com use only. Do not modify or delete the top 3 rows.														
2	Product Type	Contribution SKU	Record Action	Brand Name	External Product ID	External Product ID	Item Name	Item Type Keyword	Temperature	Product Description	Manufacturer Part Number	Manufacturer	Product Extern	Quantity	Your Price
3	feed_product	item_sku	update_d	brand_name	external_product_i	external_product	item_name	item_type	temperatu	product_d	part_number	manufacturer	gtn_exen	quantity	standa
4	coffee	JJ_RoastedBeans	PartialUpdate	Joe Java				ground-coffee							
5	coffee	JJ_DR_8oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Da	ground-coffee	ropical 18 to	ffee in the	JJ_DR_8oz	Joe's Java			19.9
6	coffee	JJ_DR_16oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Da	ground-coffee	ropical 18 to	ffee in the	JJ_DR_16oz	Joe's Java			19.9
7	coffee	JJ_LG_8oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Lig	ground-coffee	ropical 18 to	ffee in the	JJ_LG_8oz	Joe's Java			19.9
8	coffee	JJ_LG_16oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Lig	ground-coffee	ropical 18 to	ffee in the	JJ_LG_16oz	Joe's Java			19.9
9	coffee	JJ_MD_8oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Med	ground-coffee	ropical 18 to	ffee in the	JJ_MD_8oz	Joe's Java			19.9
10	coffee	JJ_MD_16oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Med	ground-coffee	ropical 18 to	ffee in the	JJ_MD_16oz	Joe's Java			19.9
11	coffee	JJ_SinglePods	PartialUpdate	Joe Java			Single Serve C	ground-coffee							
12	coffee	JJ_LR_POD_12pk_FBA	PartialUpdate	Joe Java	12345678910	UPC	Coffee Pod	ground-coffee	ropical 18 to	ffee in the	JJ_LR_POD_12pk	Joe's Java			19.9
13	coffee	JJ_LR_POD_24pk_FBA	PartialUpdate	Joe Java	12345678910	UPC	Coffee Pod	ground-coffee	ropical 18 to	ffee in the	JJ_LR_POD_24pk	Joe's Java			19.9
14	coffee	JJ_DR_POD_12pk_FBA	PartialUpdate	Joe Java	12345678910	UPC	Coffee Pod	ground-coffee	ropical 18 to	ffee in the	JJ_DR_POD_12pk	Joe's Java			19.9
15	coffee	JJ_DR_POD_24pk_FBA	PartialUpdate	Joe Java	12345678910	UPC	Coffee Pod	ground-coffee	ropical 18 to	ffee in the	JJ_DR_POD_24pk	Joe's Java			19.9
16	coffee	BB_RTD	PartialUpdate	Beanz Bubbles			es Ready to	ground-coffee							
17	coffee	BB_DD_12oz_12pk_FBA	PartialUpdate	Beanz Bubble	12345678910	UPC	o Drink Coffe	ground-coffee	ropical 18 to	ffee in the	BB_DD_12oz_12pk	Joe's Java			19.9
18	coffee	BB_VV_12oz_12pk_FBA	PartialUpdate	Beanz Bubble	12345678910	UPC	Drink Coffee	ground-coffee	ropical 18 to	ffee in the	BB_VV_12oz_12pk	Joe's Java			19.9
19	coffee	BB_DD_12oz_24pk_FBA	PartialUpdate	Beanz Bubble	12345678910	UPC	o Drink Coffe	ground-coffee	ropical 18 to	ffee in the	BB_DD_12oz_24pk	Joe's Java			19.9
20	coffee	BB_VV_12oz_24pk_FBA	PartialUpdate	Beanz Bubble	12345678910	UPC	Drink Coffee	ground-coffee	ropical 18 to	ffee in the	BB_VV_12oz_24pk	Joe's Java			19.9
21	coffee	BB_DD_12oz_Single_FBA	PartialUpdate	Beanz Bubble	12345678910	UPC	Drink Coffee	ground-coffee	ropical 18 to	ffee in the	BB_DD_12oz_Single	Joe's Java			19.9
22	coffee	BB_DD_12oz_Single_FBA	PartialUpdate	Beanz Bubble	12345678910	UPC	ink Coffee -	ground-coffee	ropical 18 to	ffee in the	BB_DD_12oz_Single	Joe's Java			19.9
23	coffee	JJ_RoastedBeans	PartialUpdate	Joe Java				ground-coffee							
24	coffee	JJ_DR_8oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Da	ground-coffee	ropical 18 to	ffee in the	JJ_DR_8oz	Joe's Java			19.9
25	coffee	JJ_DR_16oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Da	ground-coffee	ropical 18 to	ffee in the	JJ_DR_16oz	Joe's Java			19.9
26	coffee	JJ_LG_8oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Lig	ground-coffee	ropical 18 to	ffee in the	JJ_LG_8oz	Joe's Java			19.9
27	coffee	JJ_LG_16oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Lig	ground-coffee	ropical 18 to	ffee in the	JJ_LG_16oz	Joe's Java			19.9
28	coffee	JJ_MD_8oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Med	ground-coffee	ropical 18 to	ffee in the	JJ_MD_8oz	Joe's Java			19.9
29	coffee	JJ_MD_16oz_FBA	PartialUpdate	Joe Java	12345678910	UPC	Joe Beans Med	ground-coffee	ropical 18 to	ffee in the	JJ_MD_16oz	Joe's Java			19.9
30	coffee	JJ_SinglePods	PartialUpdate	Joe Java			Single Serve C	ground-coffee							
31	coffee	JJ_LR_POD_12pk_FBA	PartialUpdate	Joe Java	12345678910	UPC	Coffee Pod	ground-coffee	ropical 18 to	ffee in the	JJ_LR_POD_12pk	Joe's Java			19.9
32	coffee	JJ_LR_POD_24pk_FBA	PartialUpdate	Joe Java	12345678910	UPC	Coffee Pod	ground-coffee	ropical 18 to	ffee in the	JJ_LR_POD_24pk	Joe's Java			19.9
33	coffee	JJ_DR_POD_12pk_FBA	PartialUpdate	Joe Java	12345678910	UPC	Coffee Pod	ground-coffee	ropical 18 to	ffee in the	JJ_DR_POD_12pk	Joe's Java			19.9
34	coffee	JJ_DR_POD_24pk_FBA	PartialUpdate	Joe Java	12345678910	UPC	Coffee Pod	ground-coffee	ropical 18 to	ffee in the	JJ_DR_POD_24pk	Joe's Java			19.9

# Flat Files vs. Reports



# FLAT FILES

- Customizable templates.
- Require data inputs to function.
- Allow you to manage, modify, and upload information to your catalog and inventory.
- Catalog-specific.
- Help you solve problems related to your inventory or catalog.

# REPORTS

- Provide a status update on your business.
- Grant information that can't be changed.
- Display data for a specific period of time.
- Different kinds of reports for different areas of Amazon, such as payments, sales, orders, returns, inventory, etc.

# FLAT FILES

## Examples:

- Price & Qty
- Inventory Loader File

# REPORTS

## Examples:

- Fulfillment
- FBA Grade & Resell Report
- Inventory Ledger
- Global FBA Inventory
- Restock Inventory

# CATEGORY LISTING REPORT

# Different Uses for a Flat File

Fix issues



Create families



Add and change backend information



See all of your catalog data



# Category Listing Report



# What is the CLR?



**The Category Listing Report is Amazon's SECRET WEAPON.**

**With this report, you can access highly detailed information about every product in your catalog.**

Through the Category Listing Report, you can access all the information you have already input into your listings.

This file can contain more than 300 columns with fields available to input product information. The fields are color-coded according to their theme, and those that don't need to be filled are in lead gray.

One significant advantage of this file is having all your product information in one place, allowing you to modify or complete it as needed.

# What are the Category Listing Report's key features?

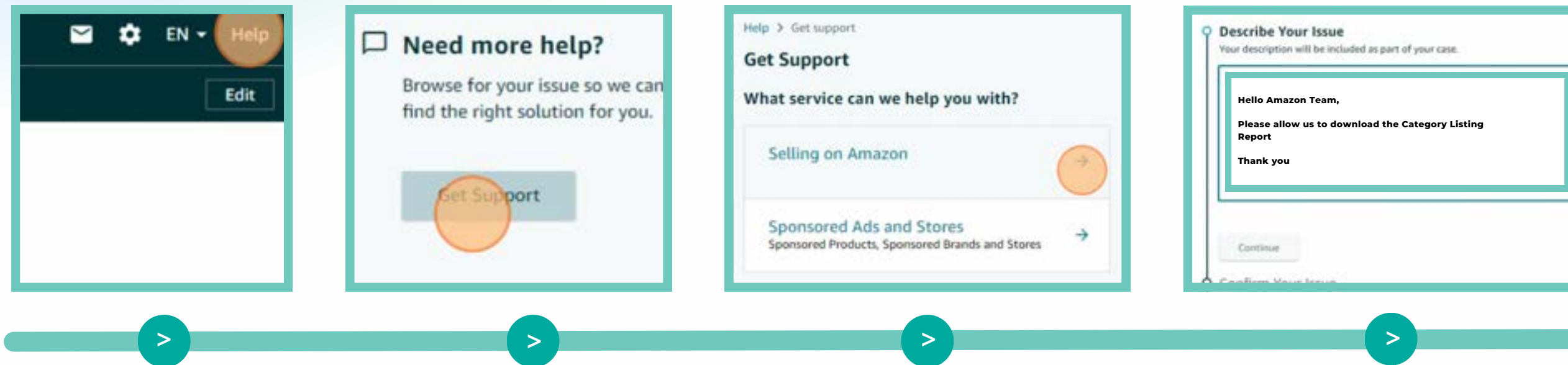
**Let's take a closer look at the Category Listing Report, a powerful tool that combines the benefits of both Flat Files and Reports.**

Here are some key features:

- Customizable: you can add or remove attributes.
- Complete catalog information: you can access all your listing's attributes and your contributions.
- Catalog troubleshooting: works as a health checker for your listings when used to get the Processing Report.
- Brand protection: combines attributes from all categories in your inventory for more robust listings.
- Access: some accounts may require a case to be opened to access this report.

# Requesting access to the Category Listing Report

## Step-by-step



Go to Seller Support and find the "Help" section > Need more help > Get Support > Selling on Amazon

1. Open a case with the Seller Support team.
2. Request access to download the Category Listing Report.

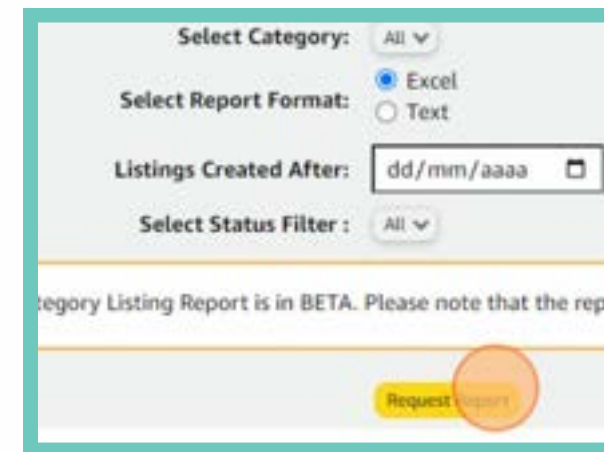
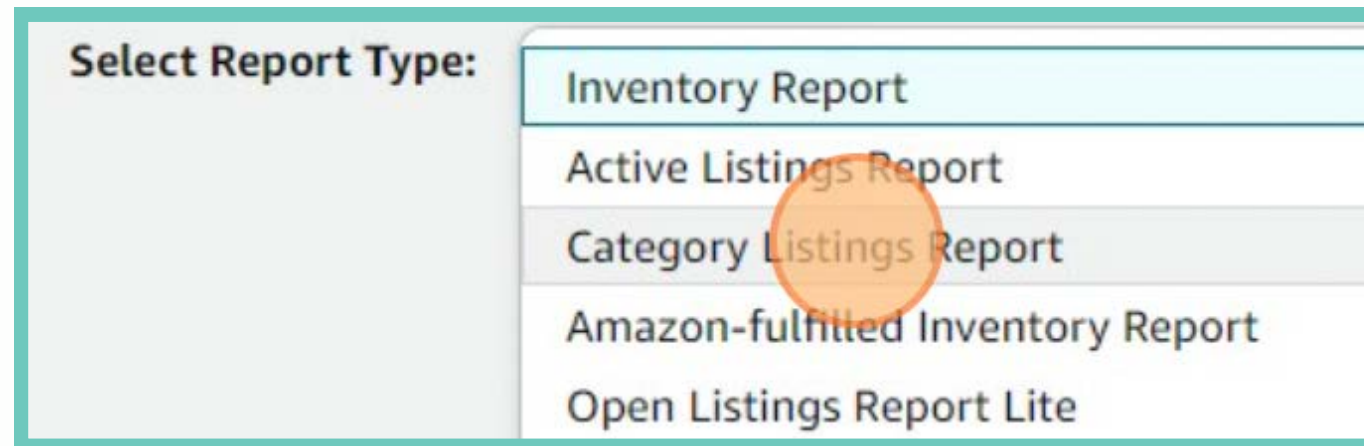
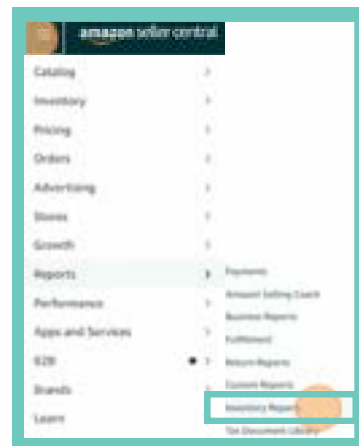
**TIP:** To request the Category Listing Report, you can address your issue with the following text:  
"Hello Amazon Team, Please allow me to download the Category Listing Report. Thank you."

# Requesting access to the Category Listing Report

## Step-by-step

3. Once the Amazon Team grants you access, download the Category Listing Report located in the Inventory section of the platform.

Go to Reports > Inventory Reports > Select Report Type > Category Listings Reports > Request Report.



**TIP:** The Category Listing Report can only be downloaded within a period of 7 days.

# Processing Report



**90% of the time**  
we don't see catalog errors in Seller  
Central, so we need to contact Seller  
Support for help.

# What is the Processing Report?

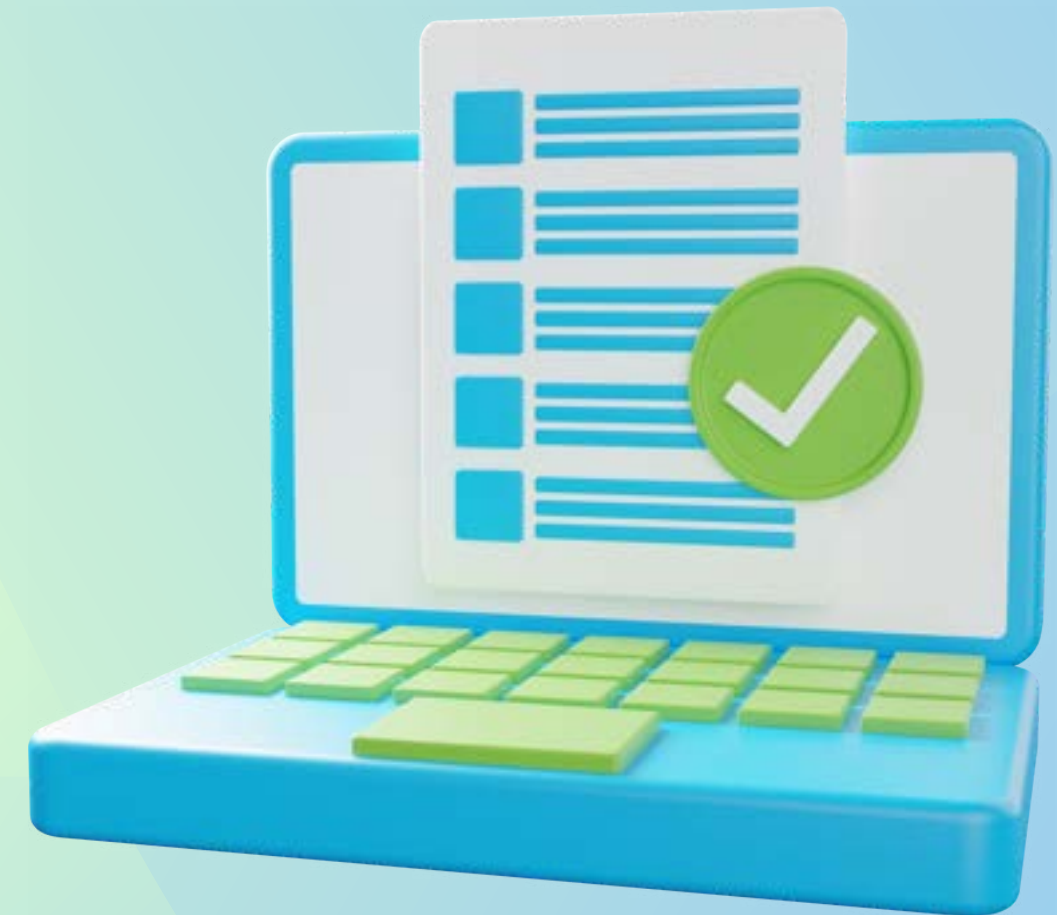
One way to save time and effort when troubleshooting errors in the catalog is to download the Processing Report of the template with your problematic listings.

This report will identify the error and minimize the need to contact Seller Support, reducing headaches and wait times.

This self-sufficient approach is a significant advantage of using Flat Files instead of relying on the Seller Central user interface or Seller Support.

**TIP: Download your Category Listing Report and upload it without making any changes. This will help you diagnose underlying issues in your catalog when you get the Processing Report.**

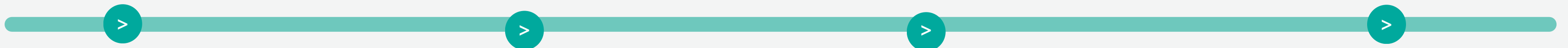
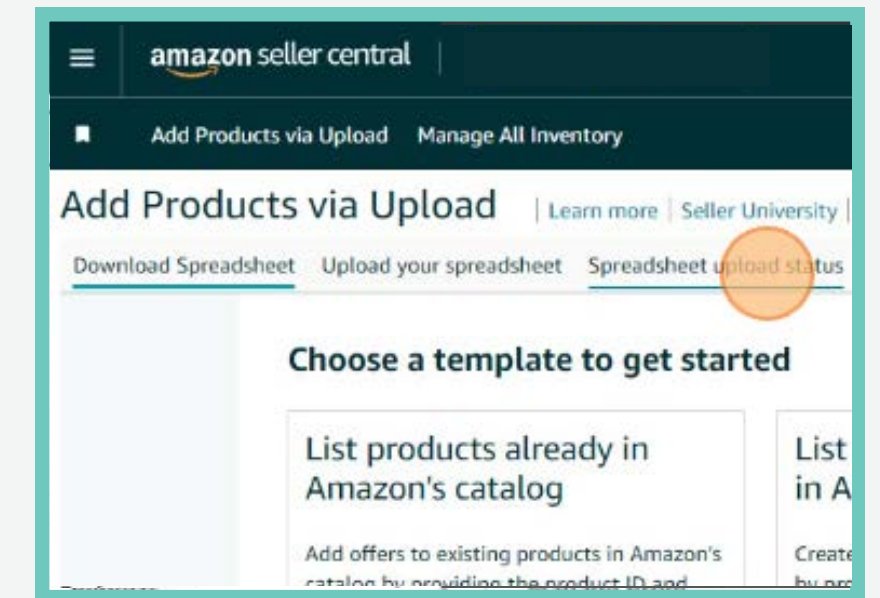
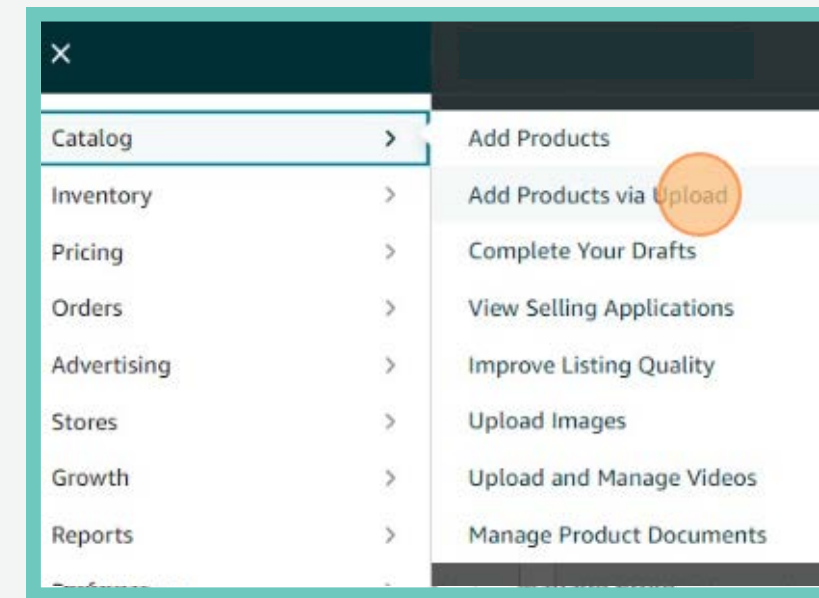
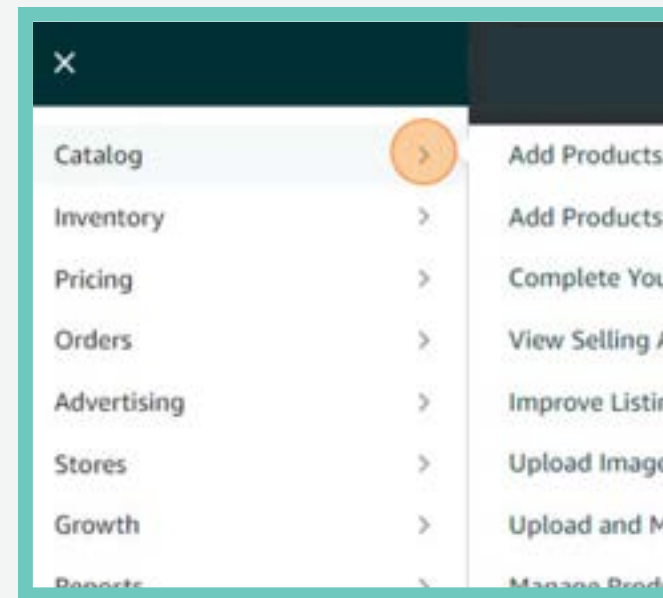
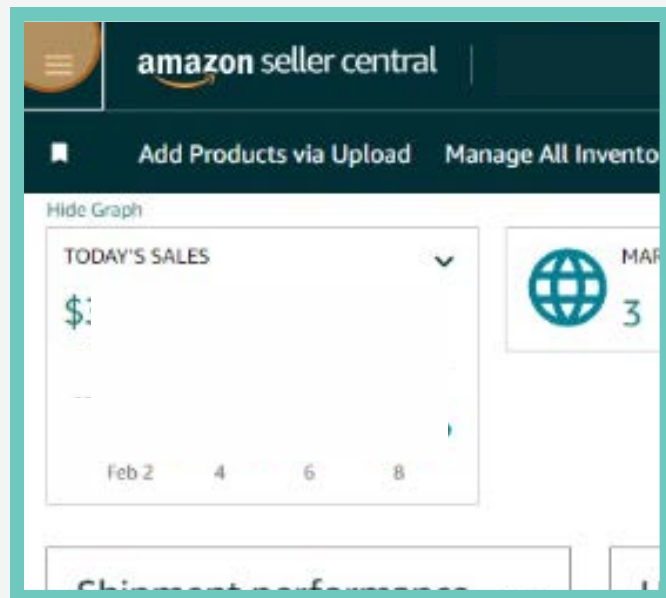
# Download and Read the Processing Report



# Downloading the Processing Report

## Step-by-step

1. Go to Catalog > Add Products Vía Upload > Spreadsheet Upload Status.
2. On the last column of your submission, go to the "Actions" drop-down menu

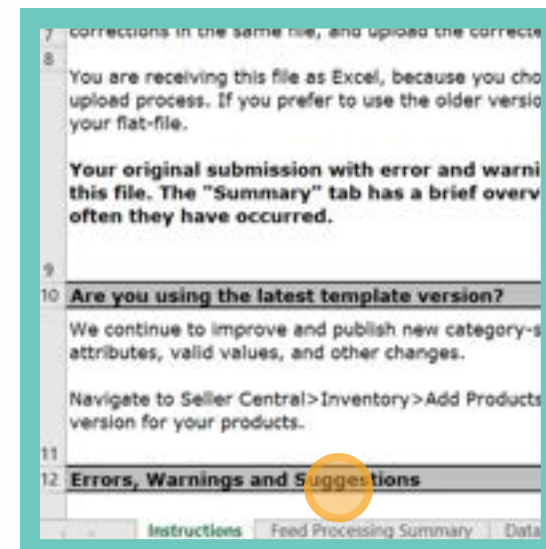
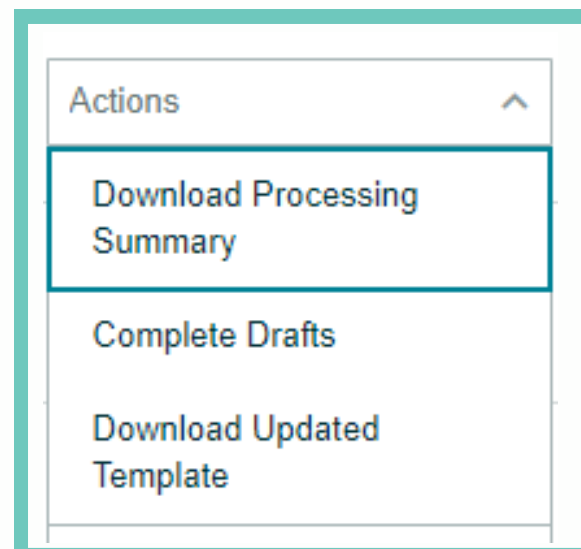


# Downloading the Processing Report

## Step-by-step

3. Click on the "Download Processing Report" button.
4. Once the report has finished downloading, open it.
5. Go to the "Feed Processing Summary" sheet to view a report of the detected errors.

Once you have gone through the process and identified the errors, you can then make the necessary corrections to your original Flat File and re-upload it.



A screenshot of a spreadsheet titled "Feed Processing Summary". It shows a summary of errors and a table of error details.

Type of error	Error message example	Affected Attribute Names (Excel Column)	Number of errors
8541	The SKU data provided is different from what's already in the Amazon catalog. The item_id data provided matches ASIN B123456789, but the following data is different from what's already in the Amazon catalog: manufacturer (Merchant: 'Amazon' / Amazon: 'Joe's Java'). If this is the right ASIN for your product, update your data to match what's in the Amazon catalog. If it's not the right ASIN, make sure that your data for item_id is correct.		1
Total number of errors			1
Total errors and warnings			1

**TIP:** You can repeat this process as many times as needed until all the errors are resolved. So, don't stress if you don't get it right the first time!

1	<b>Processing Report Instructions</b>
2	<b>Introducing the new Amazon Processing Report</b>
3	Welcome to the new version of Inventory File processing reports!
4	
5	The new processing report adds information and formatting directly to the file submitted, and provides alerts about the errors and warnings that occur while processing of the uploaded files. You can make necessary corrections in the same file, and upload the corrected file for creating or updating your listings on Amazon.
6	
7	
8	You are receiving this file as Excel, because you chose to receive feedback in an Excel format during the upload process. If you prefer to use the older version of the report, please click "Text" option when uploading your flat-file.
9	
10	<b>Your original submission with error and warning messages can be found in the Template tab of this file. The "Summary" tab has a brief overview of the errors and warnings received, and how often they have occurred.</b>
11	
12	<b>Are you using the latest template version?</b>
13	We continue to improve and publish new category-specific Inventory File Templates which include new attributes, valid values, and other changes.
14	Navigate to Seller Central>Inventory>Add Products via Upload>Download template, to download the latest version for your products.
15	
16	<b>Errors, Warnings and Suggestions</b>
17	
18	In the Template tab of the checked file, the columns A and B have the following fields:
19	
20	<b># of attributes with errors</b> The number of errors found for a specific SKU/row. These errors will block your listings from being created on Amazon.
21	Review the entire row to identify errors, which are highlighted in orange and shown in a comment box. To read the message in the comment box, hover your cursor over the highlighted cell, and expand the comment box to read the entire message.
22	
23	<b># of attributes with other suggestions</b> The number of warnings or suggestions found for a specific SKU/row. Warnings or suggestions will not block your listings from being created on Amazon.com. However, fixing warnings or suggestions, makes your products easily discoverable by the customers.
24	Review the entire row to identify the warnings and suggestions. Warnings are highlighted in yellow and shown in a comment box. We may also suggest changes to your file based on the data provided. These suggestions are highlighted in blue and the details are provided in a comment box. To read the message in the comment box, hover your cursor over the highlighted cell and expand the comment box to read the entire message.
25	
26	<b>After reviewing and correcting the file</b>
27	When you have finished making corrections to your file, you can save the file as a Text (tab-delimited) (*.txt) file. Excel saves the active sheet only.
28	This is your inventory file that you will upload through inventory>Add Products via upload in the Seller Central.
29	
30	<b>Still have questions?</b>
31	See seller Help.

# Instructions



Instructions

Feed Processing Summary

Data Definitions

Template

Valid Values

+

1	<b>处理报告说明</b>
2	<b>新版库存文件处理报告简介</b>
3	欢迎使用新版库存文件处理报告！
4	
5	新版处理报告直接在您提交的文件中添加信息和格式。提示在处理上传文件过程中发生的错误和警告。您可以在同一文件中进行修改，然后再上传修改后的文件，来创建或更新您在亚马逊网站上的商品信息。
6	
7	您之所以收到此 Excel 文件，是因为您在上传过程中选择了接收 Excel 电子表格形式的反馈。如果您倾向于使用旧版报告，请在上传库存文件时点击“文本”选项。
8	您可以在此文件的“模板”选项卡中找到最初提交的、收到错误和警告消息的库存文件内容。“汇总”选项卡是对收到的错误和警告的简要概述，包括发生的次数。
9	
10	<b>您使用的模板是最新版本吗？</b>
11	我们会持续优化各商品分类的库存文件模板，并发布最新版本，包括新的属性、有效值和其他变更。
12	您可以前往卖家平台 > 库存 > 批量上传商品 > 下载库存文件模板，为您的商品下载最新版本的库存文件模板。
13	
14	<b>错误、警告和建议</b>
15	
16	在此 Excel 文件的“模板”选项卡中，A 列和 B 列包含以下字段：
17	
18	<b>错误属性数量</b>
19	从一个 SKU 或者一行数据中所发现的错误数量。这些错误会阻碍在亚马逊网站上创建您的商品信息。
20	请检查整行数据以确定错误所在。错误属性会以橙色突出显示，错误消息则会在备注框中显示。要阅读备注框中的消息，请将您的鼠标悬停至突出显示的单元格，展开备注框并阅读整条消息。
21	
22	<b>警告/建议属性数量</b>
23	从一个 SKU 或者一行数据中所发现的警告或建议的数量。警告或建议不会阻碍在亚马逊网站上创建您的商品信息。但是，根据警告或建议修改商品信息，可以让买家更容易找到您的商品。
24	请检查整行数据以确定警告和建议。警告属性会以黄色突出显示，警告消息则会在备注框中显示。我们还可能根据您的数据为您提供文件修改建议。建议属性会以蓝色突出显示，建议消息则会在备注框中提供。要阅读备注框中的消息，请将您的鼠标悬停至突出显示的单元格，展开备注框并阅读整条消息。
25	
26	<b>检查并修改文件后</b>
27	当您在“模板”选项卡中修改完商品数据后，请单击“保存”按钮。系统将仅将活动工作表（“模板”选项卡）保存为 Excel 文件。
28	这就是您要通过卖家平台 > 库存 > 批量上传商品 > 上传库存文件来上传的库存文件。
29	
30	<b>如果仍有其他问题，</b>
31	请参阅卖家平台的相关帮助内容。

TIP: If you need additional assistance before getting started with your Processing Report, make sure to check out the "Instructions" tab.

### Feed Processing Summary

Number of records processed	19
Number of records with errors	1
Number of records with warnings	0

Type of error	Error message example	Affected Attribute Names (Excel Column)	Number of errors
8541	The SKU data provided is different from what's already in the Amazon catalog. The item_id data provided matches ASIN B123456789, but the following data is different from what's already in the Amazon catalog: manufacturer (Merchant: 'Amazon' / Amazon: 'Joe's Java'). If this is the right ASIN for your product, update your data to match what's in the Amazon catalog. If it's not the right ASIN, make sure that your data for item_id is correct.		1
<b>Total number of errors</b>			1
<b>Total errors and warnings</b>			1



### Feed Processing Summary



If there is an error in your Flat File, here is where you will find the error code, its definition, and the cell where the error is located.

# Understanding the Processing Report

When working with Flat Files, it's possible to make mistakes filling out the information or creating discrepancies with the information already on the catalog. Fortunately, you can easily resolve almost any issues using the Processing Report as a guide to diagnosing the root cause.

There are three main terms that will help you understand what's happening:

- Type of Error: Code associated with the error.
- Error Message Example: Brief explanation of the error.
- Affected Attribute Names: Indicates in which column or columns of the Excel file the error is located.

If you encounter an issue with no obvious solution or explanation message, you might need to contact Seller Support and ask for help.

When you identify errors in the Processing Report, it's important that you make the changes and fixes in the original Flat File. If you make changes in the Processing Report Template sheet and upload that file, the system won't recognize it as a valid template and will give you errors.

# Identifying errors with the Processing Report

## Feed Processing Summary

Number of records processed	19
Number of records with errors	1
Number of records with warnings	0

NOTE: Make sure to apply the necessary changes to the original file, not the Feed Processing Summary.

Type of error	Error message example	Affected Attribute Names (Excel Column)	Number of errors
8541	The SKU data provided is different from what's already in the Amazon catalog. The item_id data provided matches ASIN B123456789, but the following data is different from what's already in the Amazon catalog: manufacturer (Merchant: 'Amazon' / Amazon: 'Joe's Java'). If this is the right ASIN for your product, update your data to match what's in the Amazon catalog. If it's not the right ASIN, make sure that your data for item_id is correct.		1
<b>Total number of errors</b>			<b>1</b>
<b>Total errors and warnings</b>			<b>1</b>

	A	B	C	D	E	F	G	H	
1	TemplateType=pscustom	Version=2022.0930	TemplateTy	Version=2022.1109	TemplateSignat	settings=attr	Use ENGLISH to fill this template.The top 3 rows are		
2	Number of attributes with error	Number of attributes with other suggestions	Product Type	Contribution SKU	Record Action	Brand Name	External Pro	External Product ID Type	Item Name
3	feed_product_type	feed_product_type	feed_produ	item_sku	update_delete	brand_name	external_pro	external_product_id_typ	item_name
4	SUCCESS		coffee	U_RoastedBeans	PartialUpdate	Joe Java			
5	1	0	coffee						
6	SUCCESS		coffee					UPC	Joe's Java
7	SUCCESS		coffee					UPC	Joe's Java
8	SUCCESS		coffee					UPC	Joe's Java
9	SUCCESS		coffee					UPC	Joe's Java C
10	SUCCESS		coffee					UPC	Joe's Java C
11	SUCCESS		coffee						Joe's Ja
12	SUCCESS		coffee					UPC	e's Java Single S
13	SUCCESS		coffee					UPC	e's Java Single S
14	SUCCESS		coffee					UPC	e's Java Single S
15	SUCCESS		coffee					UPC	e's Java Single S
16	SUCCESS		coffee						Beanz B
17	SUCCESS		coffee					UPC	anz Bubbles Rea
18	SUCCESS		coffee					UPC	z Bubbles Read
19	SUCCESS		coffee					UPC	anz Bubbles Rea
20	SUCCESS		coffee	BB_VV_12oz_24pk_FB					
21	SUCCESS		coffee	BB_DD_12oz_Single_					
22	SUCCESS		coffee	BB_DD_12oz_Single_					

The SKU data provided is different from what's already in the Amazon catalog. The item\_id data provided matches ASIN B123456789, but the following data is different from what's already in the Amazon catalog: manufacturer (Merchant: 'Amazon' / Amazon: 'Joe's Java'). If this is the right ASIN for your product, update your data to match what's in the Amazon catalog. If it's not the right ASIN, make sure that your data for item\_id is correct.

Here you will find detailed information about the issue. Green cells indicate successful changes, while orange cells highlight errors that need attention.

TIP: Click on the orange cell to view the explanation of the issue.

# Optimizing your Listing's Backend



# Benefits of Optimizing your Flat Files

## PROTECT YOUR LISTINGS

Filling out your Flat Files with rich keywords and accurate information can protect your listings from hijackers and ensure your product is represented correctly. Filling out all the attributes on your template will protect your listings from unwanted contributions.

## BOOST YOUR VISIBILITY

Including relevant and high-traffic keywords in your Flat Files can make your listings more appealing to Amazon's algorithm, resulting in increased visibility and searchability.

## HIGHER CONVERSIONS

Combining protection and visibility can lead to higher conversions as your products become more accessible and trustworthy to potential buyers.



**Need help optimizing your Flat Files?**  
At Online Seller Solutions we offer the [Listing Backend Enhancement service](#), tailored to help you maximize protection, visibility, and conversions.

# Conclusions



**Throughout this eBook, we have explored how Amazon Flat Files can be a valuable asset for your business.**

**Let's summarize the key points:**

1. Flat Files are customizable Excel templates that allow you to store, input, and modify information about different aspects of your account.
2. The most significant advantage of Amazon Flat Files is their versatility as a database, problem-solving, and brand protection tool. They allow you to manage attributes not found in the front end and are customizable for each function.
3. Amazon Flat Files can help create, modify, and eliminate data in three main areas: Catalog, Inventory, and Advertising.
5. The general structure of Amazon Flat Files consists of sheets, template schema, and fields where you can add, change, and delete data. Keep in mind that the schema and required fields shouldn't be modified.
6. Flat Files differ from reports because they can be customized and allow data inputs, whereas reports cannot be customized as they only display data for a specific period.
7. Filling your Flat Files with as much rich information as possible may increase your listings' protection and visibility, ultimately leading to higher conversions.



# Congratulations!

Now you are ready to optimize your data with the power of Amazon Flat Files



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