

Advanced Analytics for Growth

Advanced Analytics for Growth

Beyond Basic Metrics

To grow beyond basic performance, you need to track advanced analytics that reveal deeper insights about your business.

- Unit economics by SKU: Know your true profit margin per product
- Advertising efficiency: ROAS by campaign, keyword, and product
- Customer acquisition cost: How much you spend to acquire each customer
- Lifetime value signals: Repurchase rates and review engagement
- Market share estimates: Your sales relative to category totals

Building Your Analytics Dashboard

Create a centralized view of your most important metrics.

- Pull data from Seller Center, Walmart Connect, and third-party tools
- Track weekly trends rather than just point-in-time snapshots
- Set alerts for metrics that fall below your target thresholds
- Review analytics weekly with your team to inform strategy
- Use data to prioritize optimization efforts on highest-impact areas