

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

#### Inventory & Fulfillment

- 1 ☐ Is your inventory status field synced in real time with warehouse fulfillment data?
- 2 ☐ Does a stock-available report ever show not deliverable for any live SKU?
- 3 ☐ Can you trace which specific field caused an inactive out-of-stock flag?
- 4 ☐ Are fulfillment center receipts confirmed before marking a SKU as sellable?
- 5 ☐ Do you audit inactive listings weekly to confirm they are not falsely flagged?

#### SKU Integrity

- 6 ☐ Does every SKU in your catalog map to exactly one variant, no duplicates?
- 7 ☐ Have you cross-checked new SKU uploads against existing catalog ASINs first?
- 8 ☐ Does each size or color variant carry its own distinct SKU code?
- 9 ☐ Can your system flag which SKU caused a batch upload error, by name?
- 10 ☐ Do two products ever share a SKU when both are in stock simultaneously?

#### Variation & Backend

- 11 ☐ Do your parent-child variation fields match the marketplace's structure rules exactly?
- 12 ☐ Have you separated listings where packaging differences risk suppression flags?
- 13 ☐ Is item\_package\_quantity updated every time packaging configuration changes?
- 14 ☐ Is product\_tax\_code populated correctly for every active SKU?
- 15 ☐ Is country\_of\_origin field completed for every SKU before it goes live?

#### Listing Completeness

- 16 ☐ Does every listing include images, category data, and price-per-unit fields?
- 17 ☐ Have you audited suppressed listings for missing required data fields this month?
- 18 ☐ Does your product title field contain any special characters that could break tracking?
- 19 ☐ Have you verified analytics tracking fires correctly on every product page?
- 20 ☐ Do inventory decisions ever rely on analytics data without confirming tracking accuracy?

#### Shipping & Scale

- 21 ☐ Has any SKU's weight field been verified against actual carrier re-measurement?
- 22 ☐ Do you audit freight invoices monthly for retroactive weight correction charges?
- 23 ☐ Is any SKU's listed weight higher than its actual measured shipping weight?
- 24 ☐ Can in-house staff keep pace with data entry across your full SKU count?
- 25 ☐ Have you calculated margin erosion from inflated weight fields across all orders?

#### SCORING GUIDE

| Score    | Level    | What it means                                            |
|----------|----------|----------------------------------------------------------|
| 0 to 11  | CRITICAL | Structural failures are actively destroying margin       |
| 12 to 19 | MODERATE | Gaps in two or three areas that need immediate attention |
| 20 to 25 | STRONG   | Systems are solid, focus on optimization                 |

Book a free data audit at [modonix.com/service](https://modonix.com/service). We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com