sellerboard MCP

Six content angles for exploring sellerboard data with AI.

Explore profit changes with your AI assistant

Use when: Revenue looks healthy, but the seller wants to understand a change in profitability.

Show or explain: Compare profit, costs and expenses for two equal periods with an MCP-compatible AI assistant. Follow up on the biggest changes, then check the figures in sellerboard.

Pain points to address:

Revenue can hide a changing cost mix. An AI summary focuses the investigation; it does not prove the cause.

Headline starters:

- More sales, but how much profit?
- Ask a better question about your profit
- Let AI help you explore a profit change

Turn PPC data into AI-assisted review ideas

Use when: A seller has campaign data but is unsure what to investigate next.

Show or explain: Review a selected campaign or portfolio with AI. Explore search terms and bid history, then check one optimization idea against the underlying data. Keep dates and scope visible.

Pain points to address:

AI can suggest where to look, but the seller decides whether to change a campaign.

Headline starters:

- What should you investigate in your PPC data?
- From campaign metrics to a focused review
- Use AI to narrow your next PPC review

An AI stock summary before your next reorder

Use when: A seller is preparing a purchasing decision and needs context beyond current stock.

Show or explain: Summarize stock history, Inventory Planner data, FBA shipments and purchase orders with AI. Verify the context before reordering.

Pain points to address:

Current stock can leave out incoming inventory. A summary supports a decision; it does not place orders or guarantee forecasts.

Headline starters:

- What should you check before your next reorder?
- Read the stock story, not just the stock count
- Put inventory context into your AI conversation

Group unresolved Amazon alerts with MCP and AI

Use when: Unresolved Amazon alerts have accumulated and the seller needs a starting point.

Show or explain: Have AI list products with unresolved Amazon alerts and group them by marketplace and priority. Open an issue in sellerboard to investigate within your permitted data.

Pain points to address:

Grouping organizes the review. It does not resolve alerts or establish their business impact.

Headline starters:

- Which product alerts need a closer look?
- Turn an alert list into a review plan
- A clearer alert review with your AI assistant

Make sense of FBM shipping costs with AI

Use when: A merchant-fulfilled seller wants to understand the configured shipping costs for a product.

Show or explain: Use AI to explain a SKU's shipping profile, zones, rates and per-SKU costs. Compare with sellerboard; distinguish configured costs from an actual carrier invoice.

Pain points to address:

MCP explains the existing profile. It cannot edit the profile or prove that a carrier billed correctly.

Headline starters:

- What shipping costs are set for this SKU?
- Look beyond the product cost in your FBM review
- Explore configured shipping costs through MCP

Spot return patterns in CSV reports using AI

Use when: A seller has a Refunds report and wants to identify patterns worth investigating.

Show or explain: Use a finished Refunds CSV report and an AI assistant that can open web links. Summarize the top return reasons, then inspect supporting rows. Shorten the period for large reports.

Pain points to address:

AI can reveal recurring patterns. A return-reason label alone does not prove a product defect or its cause.

Headline starters:

- What do your return reasons have in common?
- Turn a Refunds report into questions worth asking
- Use AI to summarize recurring return reasons