

gentic

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POWERED BY THE GENTIC AMAZON MCP SERVER

Build Your Amazon Analyst Agent

Turn your Amazon Seller data into an AI teammate you can just ask.

Amazon Account



Gentic MCP Server



Your AI Agent

Infra for e-commerce agents.

FOR AMAZON BRANDS

This deck is for Amazon brands who want answers, not dashboards.

What it can do

What an Amazon analyst agent can do for your business.

Why it wins

Why it beats logging into Seller Central and exporting CSVs.

Which tools

The nine tools you get, and what each one unlocks.

How to go live

Connect your Amazon account and go live in an afternoon.

THE BIG IDEA

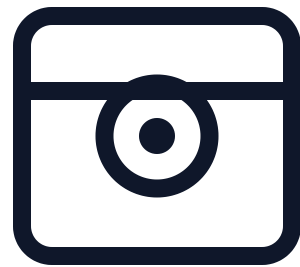
An Amazon analyst agent is an AI assistant you can just ask – and it pulls your real Amazon data to answer.

"How did units trend this week vs last?"

"Which ASIN is about to stock out?"

"What are customers complaining about on the cordless model?"

You ask in plain English. It does the data work.



DATA LOCKED IN SELLER CENTRAL

THE PROBLEM

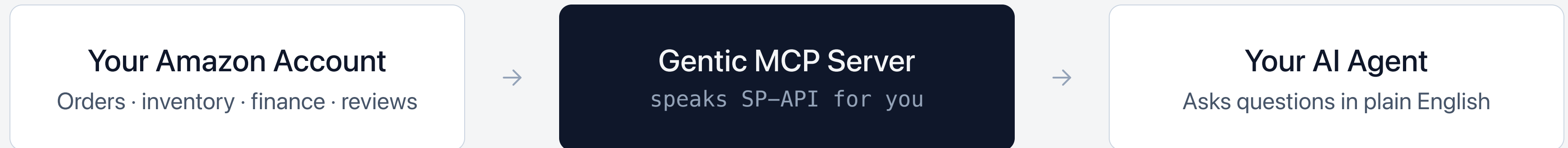
Every Amazon seller sits on a wealth of data – and can't get at it.

- Orders, inventory, settlements, search-term rankings, customer sentiment.
- All locked behind Seller Central dashboards, CSV exports you download and forget, and an API that takes engineers weeks to integrate.
- So questions that should take seconds take days – or never get answered.

THE GENTIC AMAZON MCP SERVER

The bridge between your Amazon account and your AI agent.

Connect once. Every report and data feed Amazon exposes becomes something your agent can pull, store, and reason over on demand.



No glue code. No scheduled export jobs. No brittle scrapers.

WHAT YOU ACTUALLY GET

Six outcomes, one connection.



True profit per product

Join sales, fees, and inventory to see real margin.



Stockout protection

See what's running out before it costs you the Buy Box.



Real SEO & keyword data

Brand Analytics search terms, not third-party guesses.



Finance reconciliation

Tie settlements back to the orders that drove them.



Voice of the customer

What's hurting your star rating, in customers' own words.



Your data, your GenticDB lakehouse

Every field kept, queryable, and yours.

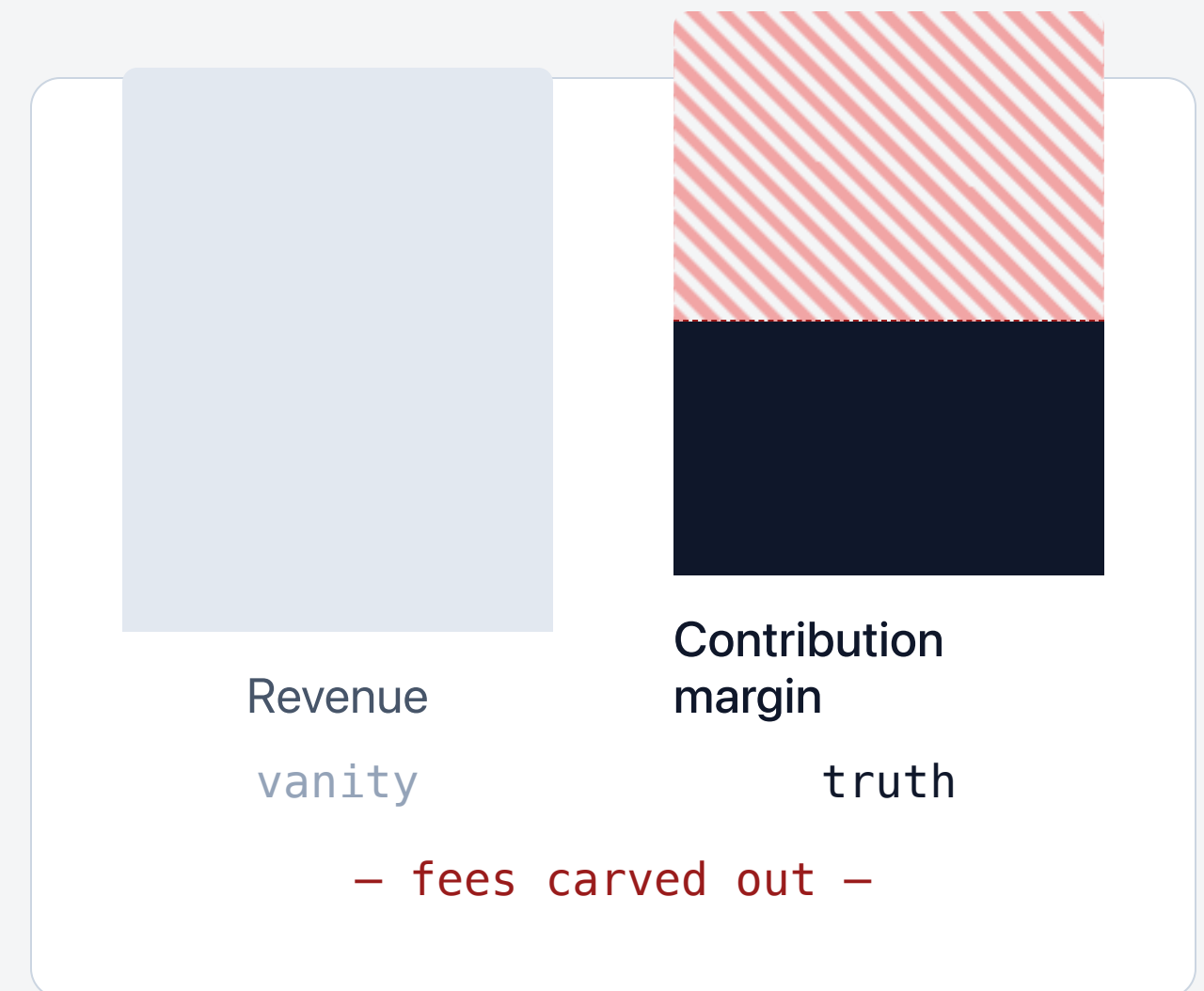
VALUE 01 · PROFIT

Know your true profit per ASIN.

The agent joins order metrics, Amazon fees, and inventory cost to compute real contribution margin per ASIN – automatically.

“Which products actually make money after fees?”

“What did FBA and referral fees eat last month?”



VALUE 02 · INVENTORY

Never get caught stocked out.

The agent watches fulfillable and inbound quantities and flags reorders before you run dry – proactive, not reactive.

| "Which SKUs will stock out in the next 2 weeks?"

| "What's stuck in receiving right now?"

FULFILLABLE

12 units



Reorder now

~5 days of cover left

Win Amazon SEO & keyword research with real data.

Through Brand Analytics, the agent surfaces the exact queries driving impressions, clicks, and purchases for your products – Amazon's own data, not third-party estimates.

| "What search terms convert best for my top ASIN?"

| "Where am I getting clicks but losing the sale?"

SEARCH QUERY	PURCHASES
cordless vacuum	1,284
handheld vacuum	906
car vacuum cordless	742
vacuum for pet hair high clicks, low conv.	
stick vacuum	388

SOURCE · BRAND ANALYTICS SQP

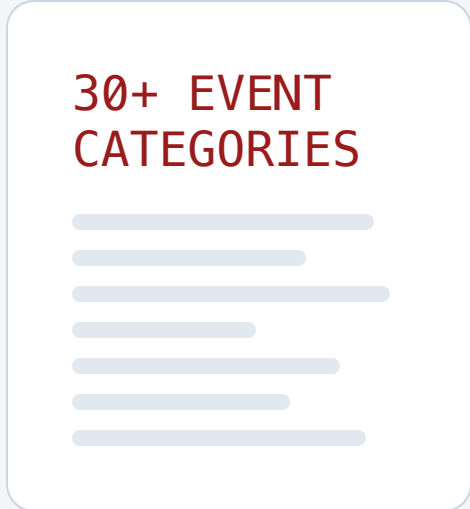
VALUE 04 · MONEY

Reconcile your money automatically.

Amazon's Finances feed has 30+ event categories per shipment, refund, fee, and adjustment. The agent pulls them and ties settlements back to orders.

- | "Where is my margin actually going?"
- | "Reconcile last settlement against orders."

30+ EVENT CATEGORIES



CATEGORY	NET
Referral fees	-\$4,210
FBA fees	-\$2,880
Refunds	-\$640
Proceeds	\$28,140

Hear your customers.

The agent pulls Amazon's distilled review topics for each product – positive and negative themes, mention counts, star-rating impact, representative quotes – searchable in plain English.

| "What do customers dislike about the cordless model?"

| "What do people praise most?"

Strong suction +0.4★ · 312 mentions

"Picks up everything on the first pass."

Battery life -0.6★ · 188 mentions

"Dies before I finish one room."

AGGREGATED TOPICS · NOT RAW REVIEWS

VALUE 06 · YOUR DATA, PERSISTED VERBATIM

It's not a dashboard. It's a foundation.

Ads

Listings

Finance

Reviews

Inventory

Orders



Your queryable GenticDB lakehouse

Every source field kept – nothing summarized away.

Re-pulling a report replaces that window in place. Clean, idempotent.

Privacy-respecting: buyer PII deliberately left out.

THE TOOLBOX

Nine tools, four jobs.

Everything the agent can do, grouped by what sellers care about.

CONNECTION

amazon_connection_status

Sales & orders

get_amazon_orders
get_amazon_order_metrics

Inventory

get_amazon_fba_inventory

Money

get_amazon_financial_events

Voice of customer

sync_amazon_reviews
search_amazon_reviews

The export engine request_amazon_report + get_amazon_report

Connection

Sales

Inventory

Money

Export

Customers

amazon_connection_status

"Am I connected, and what can I see?"

A clean health check: whether your account is linked, which marketplaces you participate in, store name, currency, and whether any listings are suspended.

- The first call any workflow makes.
- Fails gracefully: a disconnected account returns a tidy "not connected," not a cryptic error.

● Connected

store	Northwind Home
marketplaces	US · CA · MX
currency	USD
suspended	0 listings

Connection

Sales

Inventory

Money

Export

Customers

get_amazon_orders

Order-level detail, on demand.

Lists orders by date window and status – Pending, Unshipped, Shipped, Canceled – or drills into a single order's line items: ASINs, SKUs, quantities, item prices, and tax.

- Best for order audits and fulfillment tracking.

Shipped

Unshipped

Pending

#114-2049

Shipped

B07XYZ · qty 2

\$59.98

B09ABC · qty 1

\$24.00

#114-2051

Shipped

#114-2052

Shipped

Connection

Sales

Inventory

Money

Export

Customers

`get_amazon_order_metrics`

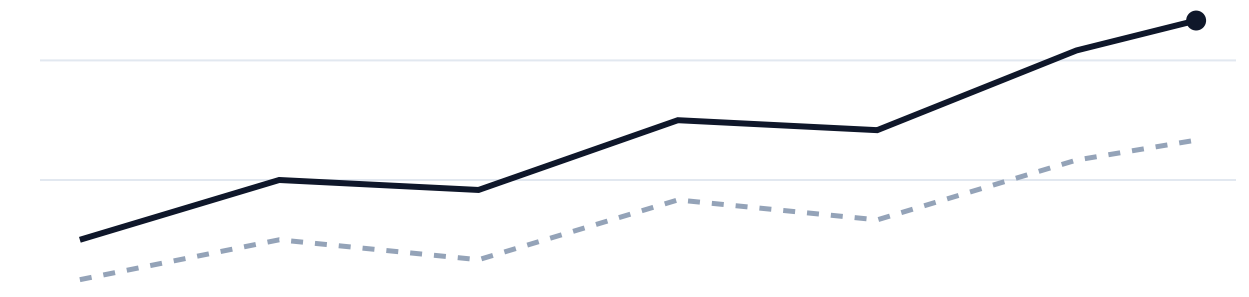
Your real-time sales pulse.

Aggregated revenue: ordered units, order count, total sales, average unit price – bucketed by hour, day, week, month, year, or a single total.

“How did units trend this week vs last?” – answered in one call.

UNITS · WEEK OVER WEEK

+18%



— this week

- - last week

Connection

Sales

Inventory

Money

Export

Customers

get_amazon_fba_inventory

Restock decisions without logging into Seller Central.

FBA inventory summaries per SKU and ASIN, with the breakdown that drives reorders.

SKU	Fulfillable	Inbound	Reserved	Researching
NW-CORD-01	12	240	8	0
NW-STICK-02	418	0	22	3
NW-HAND-03	96	150	4	0

– Spot stockout risk before it costs you the Buy Box.

Connection

Sales

Inventory

Money

Export

Customers

get_amazon_financial_events

The money trail, decoded.

Pulls Amazon's dense Finances events over any window – 30+ categories for shipments, refunds, fees, adjustments, and ad charges. Returns a per-category count summary and the raw events.

- Foundation for reconciliation and fee analysis.
- Pair it with the export engine for a flat settlement table.

CATEGORY COUNTS

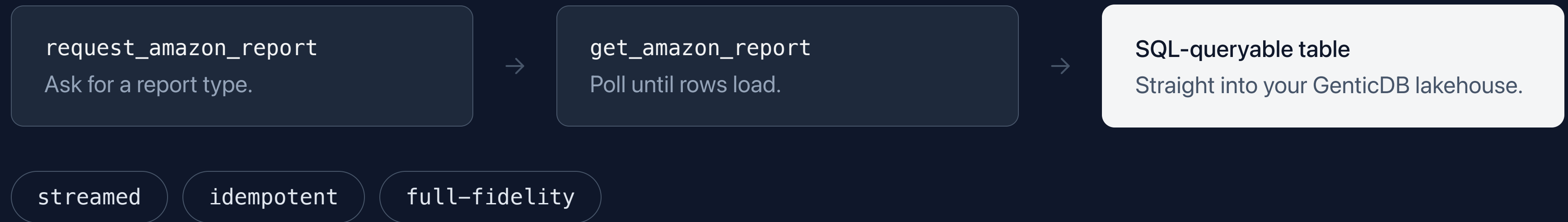
<u>Shipment</u>	820
<u>Refund</u>	64
<u>Service fee</u>	40
<u>Adjustment</u>	12

RAW EVENTS

```
{ type:
"Shipment",
  order: "114-
2049",
  fee: -3.10 }
{ type: "Refund",
  order: "114-
1888",
  amt: -24.00 }
```

Amazon's richest data lives in reports.

Amazon's best data isn't real-time – it's in reports you request, wait for, and download. Gentic turns that multi-step, multi-megabyte dance into two calls.



Reports you can pull today.

REPORT	WHAT IT GIVES YOU
Brand Analytics – Search Query Performance	Per-ASIN, per-week queries driving impressions, clicks, purchases. The core of Amazon SEO.
Brand Analytics – Search Catalog Performance	Catalog-level search performance across your ASINs.
Brand Analytics – Search Terms	Brand-wide top search terms – what shoppers type, and which products win.
All Orders (by order date)	Complete flat-file order history over an exact range.
All Orders (by last-update date)	Same data windowed by last-modified – Amazon's pick for incremental syncs.
Merchant Listings – All Data	Full catalog snapshot: every listing, price, quantity, status.

Connection

Sales

Inventory

Money

Export

Customers

sync_amazon_reviews

Pull your customers' themes – honestly.

Amazon doesn't expose individual reviews via API, but it does expose something arguably more useful: aggregated review topics, distilled over a rolling ~6-month window.

- Positive & negative topics and subtopics.
- Mention counts and % of reviews touching each.
- Impact on your star rating, plus representative snippets.

Easy setup

+0.3★ · 420

Quiet operation

+0.2★ · 256

Battery life

-0.6★ · 188

TOPICS, NOT RAW REVIEWS

Connection

Sales

Inventory

Money

Export

Customers

search_amazon_reviews

Ask your customers a question.

Natural-language search over those review topics.

Optional filters: sentiment, ASIN, mention count, star-rating impact.

Product, listing, and roadmap decisions grounded in evidence – not anecdote.

🔍 complaints about battery life

Battery life · negative

188 mentions · -0.6★

Charge time · negative

74 mentions · -0.2★

PUT IT TO WORK

Five plays you can run from day one.

Each of the next slides gives you a copy-paste prompt – drop it into your agent and go. These are starting points; your agent can combine tools however you ask.

01

Weekly restock check

02

True margin per ASIN

03

Amazon SEO &
keyword research

04

Finance reconciliation

05

Voice-of-customer
scan

RECIPE 01

Weekly restock check

Goal: catch stockouts before they cost you sales.

COPY-PASTE PROMPT

```
"Check my FBA inventory. List every SKU where fulfillable plus inbound stock will run out within the next 14 days at last week's sales rate. Show current fulfillable, inbound, and estimated days of cover. Flag the urgent ones."
```

Tools used

get_amazon_fba_inventory

+

get_amazon_order_metrics

RECIPE 02

True margin per ASIN

Goal: see which products actually make money.

COPY-PASTE PROMPT

```
"For each of my top 10 ASINs by units last month, pull total sales and average unit price, then pull the Amazon fees and refunds from financial events for the same period. Show contribution margin per ASIN, sorted worst to best."
```

Tools used

get_amazon_order_metrics

+

get_amazon_financial_events

RECIPE 03

Amazon SEO & keyword research

Goal: find the search terms worth bidding on and optimizing for.

COPY-PASTE PROMPT

```
"Request the Brand Analytics Search Query Performance report for my top ASIN for the last 4 weeks. Once it's loaded, show the top 20 search queries by purchases, with their impressions, clicks, and click-to-purchase rate. Highlight queries with high clicks but low conversion."
```

Tools used

request_amazon_report

+

get_amazon_report

may take a few minutes

RECIPE 04

Finance reconciliation

Goal: know where your margin is actually going.

COPY-PASTE PROMPT

```
"Pull all financial events from my last settlement period. Summarize total fees by category, total refunds, and net proceeds. Then tie the largest fee categories back to the ASINs driving them."
```

Tools used

get_amazon_financial_events

+

get_amazon_orders

RECIPE 05

Voice-of-customer scan

Goal: find what's hurting your star rating.

COPY-PASTE PROMPT

```
"Sync my Amazon review topics, then tell me the top negative themes across my catalog by mention count and star-rating impact. For the worst one, show representative snippets and suggest a listing or product fix."
```

Tools used

sync_amazon_reviews

+

search_amazon_reviews

GET STARTED

From zero to your first answer: four steps.

01

Get SP-API credentials

From Seller Central.

02

Sign up at gentic.co

Create your organization.

03

Connect Amazon

Paste your credentials in
Integrations.

04

You're live

Point your agent at the MCP
endpoint.

01 · Credentials

02 · Sign up

03 · Connect

04 · Live

STEP 1 (a)

Register for developer access in Seller Central.

You need a Professional selling account, then developer access.

- 1 Sign in to Seller Central.
- 2 Go to Apps & Services → Develop Apps.
- 3 Accept the Amazon Developer Terms and complete the developer profile.
- 4 Amazon reviews and approves your registration.

STEP 1 (b)

Create your SP-API app and grab the keys.

- 1 Click Add new app client.
- 2 Name it (e.g. "Gentic Analyst").
- 3 Select the API roles you want (see next slide).
- 4 Save. Amazon issues your Client ID and Secret.
- 5 Click Authorize to generate a Refresh Token.

You'll walk away with three credentials

- ✓ LWA Client ID
amzn1.application-oa2-client...
- ✓ LWA Client Secret
.....
- ✓ SP-API Refresh Token
Atzr|...

Marketplace is chosen inside Gentic at connect time – not fetched from Amazon.

STEP 1 (c)

Which roles to grant – and what to skip.

Pricing / Selling Partner Insights	connection & store info
Inventory and Order Tracking	orders, metrics, FBA
Finance and Accounting	financial events
Brand Analytics	search reports
Amazon Fulfillment / Reports	the export engine



You do NOT need PII roles.

Gentic deliberately omits buyer names and addresses – so you keep the connection lean and privacy-safe.

01 · Credentials

02 · Sign up

03 · Connect

04 · Live

STEP 2

Sign up at gentic.co.

- 1 Go to gentic.co and sign up.
- 2 Land in your organization dashboard – home base for every Gentic integration, not just Amazon.

01 · Credentials

02 · Sign up


03 · Connect

04 · Live

STEP 3

Connect Amazon in Integrations.

Paste the three credentials from Step 1. The form has exactly four fields.

 Client secret and refresh token are AES-256-GCM encrypted at rest and never returned to the browser.

Connect Amazon

LWA Client ID

amzn1.application-oa2-client...

LWA Client Secret

Paste the LWA client secret

SP-API Refresh Token

Atzr|...

Default marketplace

Amazon US (ATVPDKIKX0DER) ▼

Connect

01 · Credentials

02 · Sign up

03 · Connect

04 · Live

STEP 4

You're live.

Point your agent at your new Amazon tools. The docs carry full tool descriptions, skill files, and setup references.

Region: North America – US · CA · MX.

MCP ENDPOINT

`mcp.gentic.co/amazon`

DOCUMENTATION

`gentic.co/amazon/docs`



Scan for docs
in the downloadable deck.

SANITY CHECK

Confirm you're connected.

COPY-PASTE PROMPT · `amazon_connection_status`

```
"Check my Amazon connection status and tell me my  
store name, marketplaces, currency, and whether  
any listings are suspended."
```

✓ **Connected**

If it comes back with your store details, you're ready to run every recipe in this deck.

REFERENCE & CLOSE

Built for trust.



Your data, verbatim

No columns projected away. Full-fidelity source of truth, raw record included.



Idempotent

Re-pulling a report window replaces it in place. No duplicate cleanup, no drift.



Privacy-respecting

Order reads return non-PII fields; buyer names and addresses deliberately omitted.



Honest about limits

Where Amazon gives aggregates (reviews), we surface aggregates clearly – not fake raw rows.

gentic

Infra for e-commerce agents.

YOU NOW KNOW HOW TO

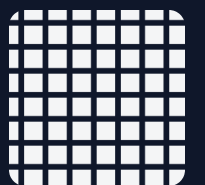
See real profit, protect inventory, mine search terms, reconcile finance, and hear your customers – and connect your Amazon account to run your first agent in an afternoon.

Put your Amazon data to work.

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gentic.co/amazon

gentic.co/amazon/docs



Nine tools, at a glance.

#	TOOL	JOB	ONE-LINER
1	amazon_connection_status	Connection	Is it linked? Store, marketplaces, currency, suspensions.
2	get_amazon_orders	Sales	Orders by date/status, or one order's line items.
3	get_amazon_order_metrics	Sales	Aggregated units/sales/AOV by hour→year.
4	get_amazon_fba_inventory	Inventory	Fulfillable / inbound / reserved per SKU & ASIN.
5	get_amazon_financial_events	Money	30+ fee/refund/adjustment categories + raw events.
6	request_amazon_report	Export	Kick off a report (SQP, Search Terms, All Orders, Listings...).
7	get_amazon_report	Export	Poll & load report rows into your GenticDB lakehouse.
8	sync_amazon_reviews	Customers	Pull aggregated review topics (~6-month window).
9	search_amazon_reviews	Customers	Natural-language search over review topics, with filters.