

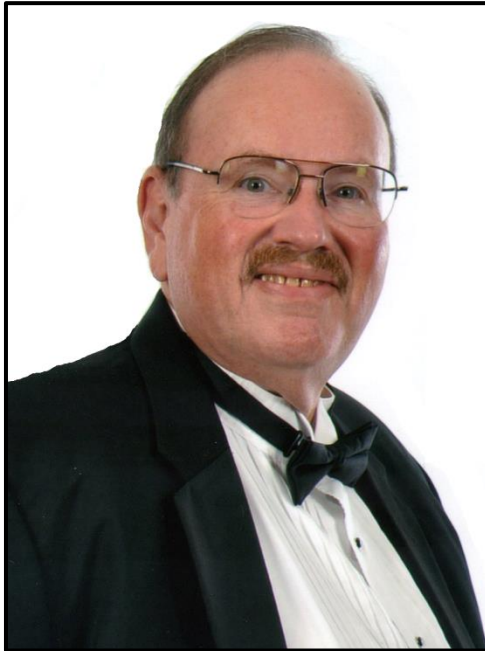
# **Pivot Tables for Tracking Self-Published Authors' ~~Profits~~ Unit Sales**

**Summing Up Sales on Amazon and More**

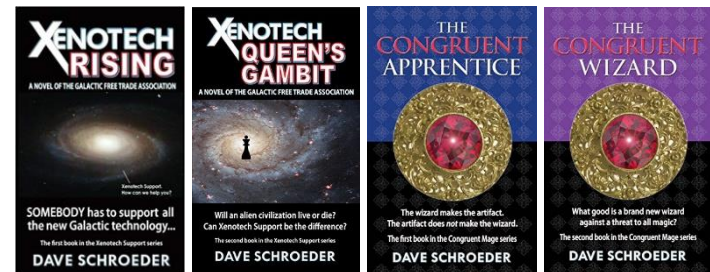
**Dave Schroeder**

**<http://www.daveschroeder.com/pivottables.pdf>**

# Who is Dave Schroeder?



- Author of the Xenotech Support science fiction humor series and the Congruent Mage fantasy series
- Owner of Spiral Arm Press
- Former corporate Chief Information Officer
- Atlanta Radio Theatre Company member
- Successful Self-published Author / Publisher
- Excel user since 1985 when it first came out



# How I Track My Unit Sales

## SALES STATISTICS: MAY-09-2015 to MAY-31-2022

Sum of Net Units Sold	Title														
Marketplace	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Xenotech First Contact Day	Xenotech Man Who Sold	No More	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	Grand Total	
Amazon.ca	9	6	4	2	3	3		69	34	20	9	2		161	
Amazon.co.uk	16	9	8	7	1	0		42	21	14	6	4	2	130	
Amazon.com	674	364	287	189	106	75	20	3,097	1,922	947	408	222	63	8,374	
Amazon.fr	2	1	1	1				2	1					8	
Amazon.it	1													1	
Amazon.com.au	11	10	10	7	2	1	1	231	158	80	39	17	3	570	
Amazon.de	4	2	2	2	1			17	10	4	2	1		45	
Amazon.nl	1	1	1	1				1			1			6	
Amazon.com.br								6	3	1	1			11	
Amazon.in					1			2	5	2				10	
Amazon.co.jp								1	1					1	
<b>Grand Total</b>	<b>718</b>	<b>393</b>	<b>313</b>	<b>209</b>	<b>114</b>	<b>79</b>	<b>21</b>	<b>3,467</b>	<b>2,155</b>	<b>1,068</b>	<b>466</b>	<b>246</b>	<b>68</b>	<b>9,317</b>	

Sum of Kindle Edition Normalized Pages (KENP) Read	Title													
Marketplace	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Xenotech First Contact Day	Xenotech Man Who Sold	No More	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	
Amazon.ca	6,290	4,928	3,728	3,397	284	66		97,628	62,710	10,382	4,706	340		194,459
Amazon.co.uk	8,126	7,616	5,285	4,067	126	242		77,502	49,221	20,542	7,793	5,933	893	187,346
Amazon.com	328,990	295,148	190,260	152,617	9,771	3,246	94	3,402,522	2,466,942	909,739	334,856	138,218	19,377	8,251,780
Amazon.de	3,072	2,537	1,241	0	0			14,124	9,107	3,990	2,657	661		37,389
Amazon.fr	2,183	1,158	0	22		89		807	196					4,455
Amazon.it	508	1	1	1	1			557	1					1,070
Amazon.com.au	15,060	13,447	9,097	6,946	548	0	22	171,094	126,681	45,974	15,011	4,684	1,477	410,041
Amazon.co.jp	36							533						569
Amazon.in	4,885	4,441	2,195	2,156	231			103,843	82,307	36,737	9,049	4,125		249,969
Amazon.es	539							1,066	654	200				2,459
Amazon.com.br								5,568	3,187	1,376	675			10,806
Amazon.com.mx								711	659	106				1,476
	<b>369,689</b>	<b>329,276</b>	<b>211,807</b>	<b>169,206</b>	<b>10,961</b>	<b>3,643</b>	<b>116</b>	<b>3,875,955</b>	<b>2,801,665</b>	<b>1,029,046</b>	<b>374,747</b>	<b>153,961</b>	<b>21,747</b>	<b>9,351,819</b>

Kindle Unlimited Copies	655	676	401	251	93	40	10	7,272	4,251	1,470	551	232	29	
<b>Total Kindle Copies</b>	<b>1,373</b>	<b>1,069</b>	<b>714</b>	<b>460</b>	<b>207</b>	<b>119</b>	<b>31</b>	<b>10,739</b>	<b>6,406</b>	<b>2,538</b>	<b>1,017</b>	<b>478</b>	<b>97</b>	
KDP & CreateSpace Trade Paperbacks	47	21	16	8	7	0	0	26	18	11	4	0	0	Δ 116
Author Sold Trade Paperbacks	724	117	94	66	119	14	0	220	43	27	21	12	0	
Audiobooks on Audible & Author Sold	95	0	0	0	0	-	-	4,176	2,830	1,703	859	559	0	
<b>Grand Total XS=5,270 CM=30,638</b>	<b>2,239</b>	<b>1,207</b>	<b>824</b>	<b>534</b>	<b>333</b>	<b>133</b>	<b>31</b>	<b>15,161</b>	<b>9,297</b>	<b>4,279</b>	<b>1,901</b>	<b>1,049</b>	<b>97</b>	<b>37,085</b>

# How I Analyze Unit Sales

SALES STATISTICS: MAY-09-2015 to MAY-31-2022

By Title

Sum of Net Units Sold	Title	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Xenotech First Contact Day	Xenotech Man Who Sold	No More	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	Grand Total
Kindle by Marketplace															
Amazon.ca		9	6	4	2	3	3		69	34	20	9	2		161
Amazon.co.uk		16	9	8	7	1	0		42	21	14	6	4	2	130
Amazon.com		674	364	287	189	106	75	20	3,097	1,922	947	408	222	63	8,374
Amazon.fr		2	1	1	1				2	1					8
Amazon.it		1													1
Amazon.com.au		11	10	10	7	2	1	1	231	158	80	39	17	3	570
Amazon.de		4	2	2	2	1			17	10	4	2	1		45
Amazon.nl		1	1	1	1				1			1			6
Amazon.com.br									6	3	1	1			11
Amazon.in						1			2	5	2				10
Amazon.co.jp									1	1					1
Grand Total		718	393	313	209	114	79	21	3,467	2,155	1,068	466	246	68	9,317

Sum of Kindle Edition Normalized Pages (KENP) Read	Title	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Xenotech First Contact Day	Xenotech Man Who Sold	No More	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	
Kindle Unlimited															
Amazon.ca		6,290	4,928	3,728	3,397	284	66		97,628	62,710	10,382	4,706	340		194,459
Amazon.co.uk		8,126	7,616	5,285	4,067	126	242		77,502	49,221	20,542	7,793	5,933	893	187,346
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Amazon.co.jp		36							533						569
Amazon.in		4,885	4,441	2,195	2,156	231			103,843	82,307	36,737	9,049	4,125		249,969
Amazon.es		539				0			1,066	654	200				2,459
Amazon.com.br									5,568	3,187	1,376	675			10,806
Amazon.com.mx									711	659	106				1,476
		369,689	329,276	211,807	169,206	10,961	3,643	116	3,875,955	2,801,665	1,029,046	374,747	153,961	21,747	9,351,819

Kindle Unlimited Copies	655	676	401	251	93	40	10	7,272	4,251	1,470	551	232	29		
Con Sales, Audiobooks, Etc.															
Total Kindle Copies	1,373	1,069	714	460	207	119	31	10,739	6,406	2,538	1,017	478	97		
KDP & CreateSpace Trade Paperbacks	47	21	16	8	7	0	0	26	18	11	4	0	0	Δ 116	
Author Sold Trade Paperbacks	724	117	94	66	119	14	0	220	43	27	21	12	0		
Audiobooks on Audible & Author Sold	95	0	0	0	0	-	-	4,176	2,830	1,703	859	559	0		
Grand Total	2,239	1,207	824	534	333	133	31	15,161	9,297	4,279	1,901	1,049	97	37,085	

# What this presentation is about:

- Tracking sales across multiple titles, markets, formats, and publishers  
Using templates & techniques I will demonstrate
- Primarily focused on self-published sales through Amazon using Excel pivot tables  
But works for hybrid publishing, too
- It's NOT about tracking revenue, just units  
Exchange rates rapidly get too complex
- It's NOT for authors using publishers  
Just self-published and hybrid authors

# Start with your KDP reports:

## Old-style KDP Reports

<https://kdp.amazon.com/reports-old>

Royalties Earned (What's this?)

MarketPlace	Currency	eBook Royalty	Paperback Royalty	Hardcover Royalty	Total Royalty
Amazon.com	USD	491.82	18.71	0.00	510.53
Amazon.co.uk	GBP	25.15	0.00	0.00	25.15
Amazon.de	EUR	0.00	0.00	0.00	0.00
Amazon.fr	EUR	0.00	0.00	0.00	0.00
Amazon.es	EUR	0.00	0.00	0.00	0.00
Amazon.it	EUR	0.00	0.00	0.00	0.00
Amazon.nl	EUR	0.00	0.00	0.00	0.00
Amazon.pl	PLN	0.00	0.00	0.00	0.00
Amazon.se	SEK	0.00	0.00	0.00	0.00
Amazon.co.jp	JPY	0.00	0.00	0.00	0.00
Amazon.in	INR	0.00	0.00	0.00	0.00
Amazon.ca	CAD	0.00	0.00	0.00	0.00
Amazon.com.br	BRL	0.00	0.00	0.00	0.00
Amazon.com.mx	MXN	0.00	0.00	0.00	0.00
Amazon.com.au	AUD	22.20	0.00	0.00	22.20
CreateSpace US	USD	0.00	0.00	0.00	0.00
CreateSpace UK	GBP	0.00	0.00	0.00	0.00
CreateSpace DE	EUR	0.00	0.00	0.00	0.00
CreateSpace JP	JPY	0.00	0.00	0.00	0.00

Generate Report (What's this?)

Start by downloading the reports you want...

## New Kindle/Trade/Hard Cover Report

<https://kdpreports.amazon.com/reports/orders>

### Orders

This report shows orders (paid and free) of your books. Totals are calculated based on the time zone where orders are recorded. The report is updated when eBook orders are placed and when paperback orders are shipped. [Learn more about the Orders report.](#)

Choose a date: This month

Filters: All authors  Books (10)  All market...  All formats  All pricing  All distrib...  Reset filters

Reporting view: All books   Compare books  Download report

Units ordered  
**74** 10 selected books  
Jun 1 - 12, 2022

## New Kindle Unlimited Pages Read (KENP)

<https://kdpreports.amazon.com/reports/kenpc>

### Kindle Edition Normalized Pages Read

This report shows Kindle Edition Normalized Pages (KENP) read by customers who borrow your book from Kindle Unlimited (KU) and the Kindle Owners' Lending Library (KOLL). [Learn more about the KENP Read report.](#)

Choose a date: This month

Filters: All authors  Books (10)  All marketplaces  All formats  Reset filters

Reporting view: All books   Compare books  Download report

Pages read  
**123,643** 10 selected books  
Jun 1 - 12, 2022

# For Old-style KDP reports:

Open the downloaded report that should show up on your screen in Excel and enable editing...

Focus on two tabs:  
1. Combined Sales  
2. KENP Read

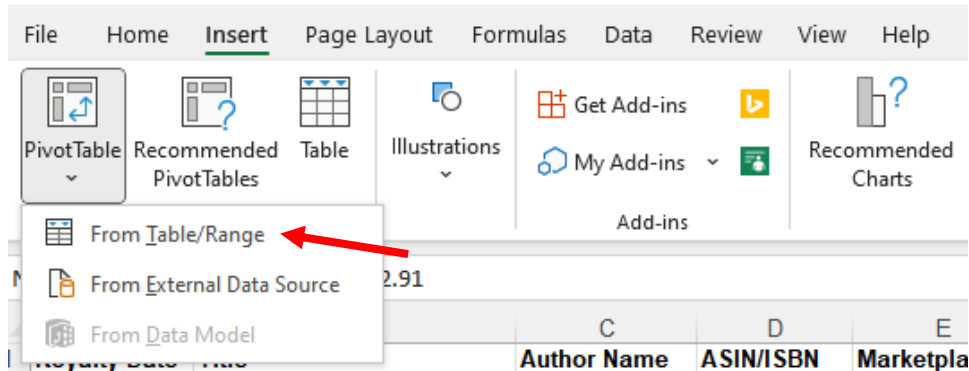
PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View.

Royalty Date	Title	Author Name	ASIN/ISBN	Marketplace	Royalty Type	Transaction Type	Units Sold
2022-06-12	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	70%	Standard	1
2022-06-12	The Congruent Mage	Dave Schroeder	B0B1M2KY53	Amazon.com	70%	Standard	3
2022-06-12	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	70%	Standard	1
2022-06-11	The Congruent Wizard	Dave Schroeder	B078LNV9YH	Amazon.com	70%	Standard	1
2022-06-11	Xenotech Rising	Dave Schroeder	B00XD6KXGO	Amazon.com	70%	Standard	1
2022-06-11	The Congruent Mage	Dave Schroeder	B0B1M2KY53	Amazon.com	70%	Standard	1
2022-06-11	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	70%	Standard	1
2022-06-10	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.com	70%	Standard	1
2022-06-09	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	70%	Standard	1
2022-06-09	The Congruent Mage	Dave Schroeder	B0B1M2KY53	Amazon.com	70%	Standard	1
2022-06-09	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	70%	Standard	1
2022-06-09	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	70%	Standard	3
2022-06-09	The Congruent Mage	Dave Schroeder	B0B1M2KY53	Amazon.com	70%	Standard	1
2022-06-09	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	70%	Standard	1
2022-06-09	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	70%	Standard	0
2022-06-09	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	70%	Standard	0
2022-06-09	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.com	70%	Standard	1
2022-06-09	The Congruent Wizard	Dave Schroeder	B078LNV9YH	Amazon.com	70%	Standard	1
2022-06-09	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	70%	Standard	0
2022-06-08	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	70%	Standard	1
2022-06-08	The Congruent Mage	Dave Schroeder	B0B1M2KY53	Amazon.com	70%	Standard	2
2022-06-08	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	70%	Standard	3
2022-06-08	The Congruent Mage	Dave Schroeder	B0B1M2KY53	Amazon.com	70%	Standard	1
2022-06-08	The Congruent Wizard	Dave Schroeder	B078LNV9YH	Amazon.com	70%	Standard	1
2022-06-08	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.com	70%	Standard	1
2022-06-07	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	70%	Standard	1
2022-06-07	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	70%	Standard	1
2022-06-07	The Congruent Mage	Dave Schroeder	B0B1M2KY53	Amazon.com	70%	Standard	2
2022-06-07	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	70%	Standard	1
2022-06-07	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.com	35%	Standard	1
2022-06-07	The Congruent Wizard	Dave Schroeder	B078LNV9YH	Amazon.com	35%	Standard	1
2022-06-07	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	70%	Standard	1

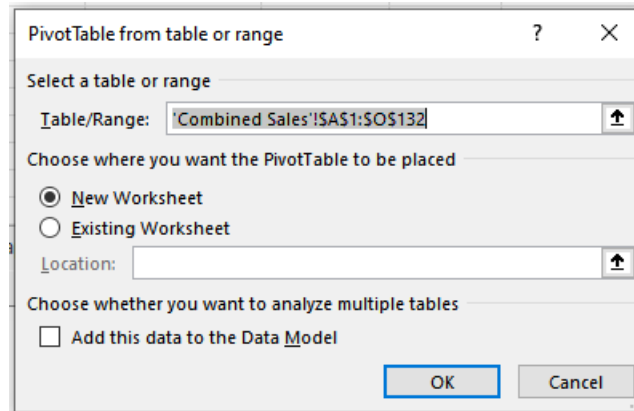
Combined Sales eBook Royalty Paperback Royalty Hardcover Royalty Orders **KENP Read**

# Use the Pivot Table Wizard:

## Select PivotTable From Table/Range



**Select all the rows on your Combined Sales tab and choose New Worksheet for where to place your PivotTable**





# Build your First Pivot Table:

Specify the Columns, Rows, Values, and Filters of your Pivot Table

The screenshot shows the Microsoft Excel interface with the PivotTable Fields task pane open. The task pane is titled "PivotTable Fields" and contains a list of fields to be added to a report. The fields are: Royalty Date, Title, Author Name, ASIN/ISBN, Marketplace, Royalty Type, Transaction Type, Units Sold, Units Refunded, and Net Units Sold. The "Marketplace" field is currently in the Rows area, and "Net Units Sold" is in the Values area. The "Title" field is in the Columns area. The task pane also has a search bar and a "Defer Layout Update" checkbox.

Click on Checkbox then drag and drop on the sections below

Title

Marketplace

Net Units Sold

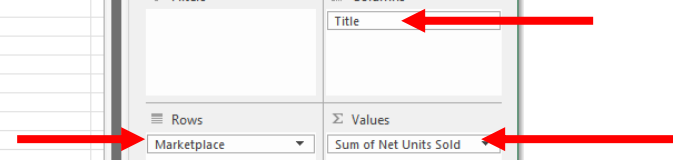
# Build your First Pivot Table:

The screenshot shows the Microsoft Excel interface with a PivotTable and the PivotTable Fields task pane. The PivotTable is located in the range A3:D8 and displays the sum of net units sold for different marketplaces across three titles. The PivotTable Fields task pane is open on the right, showing the configuration of the PivotTable. The task pane has four sections: Filters, Columns, Rows, and Values. The 'Columns' section contains the field 'Title', and the 'Values' section contains the field 'Sum of Net Units Sold'. The 'Rows' section contains the field 'Marketplace'. The 'Filters' section is currently empty. The PivotTable data is as follows:

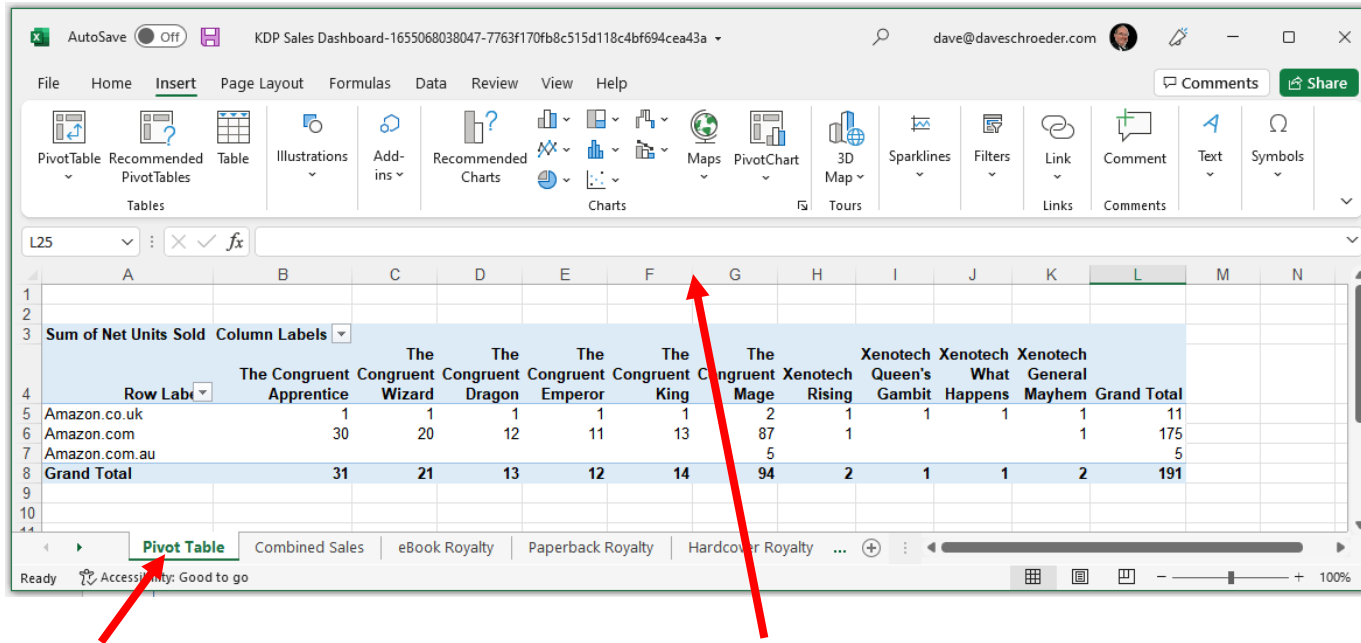
Sum of Net Units Sold	Column Labels			
Row Labels	The Congruent Apprentice	The Congruent Dragon	The Congruent Emperor	Total
Amazon.co.uk	1	1	1	3
Amazon.com	30	12	11	53
Amazon.com.au				
Grand Total	31	13	12	56

The Wizard will build your table using the fields you've specified

This is the Pivot Table area

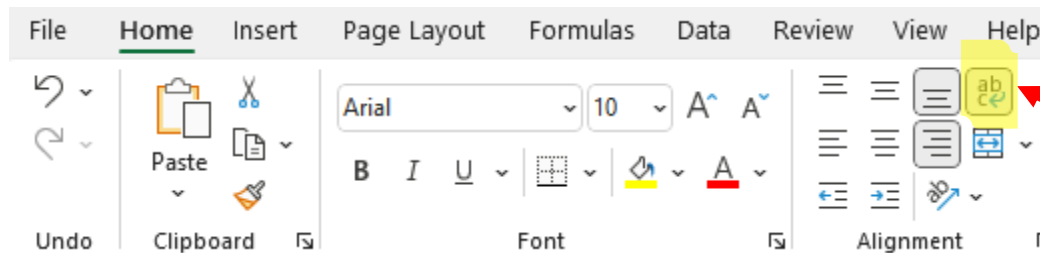


# Clean Up your Pivot Table:



**Name the Pivot Table Worksheet**

**Make the Columns Narrower**



**Specify Wrap Text to keep titles readable**

# Reorder Columns if needed:

The screenshot shows a PivotTable with the following data:

	Congruent Mage	Xenotech Rising	Queen's Gambit
1	2	1	1
3	87	1	
	5		
4	94	2	1

The context menu is open over the 'Congruent Mage' column label. The 'Move' option is selected, and the sub-menu is visible. A red arrow points to the 'Move Up' option.

**Right Click on a Column Label (Title) and Use the Move options to reorder the Columns, in this case to keep the books in my series in order**

# Reorder Rows if needed:

The screenshot shows an Excel PivotTable with the following data:

Sum of Net Units Sold	Column Labels	The Congruent Dragon	The Congruent Emperor	
Amazon.com	30	20	12	11
Amazon.	1	1	1	1
Amazon.				
Grand Total	31	21	13	12

The context menu is open over the 'Amazon.com' row label, and the 'Move' option is selected. The sub-menu options are:

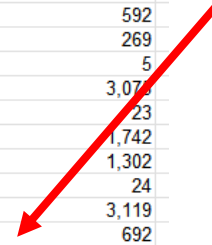
- Move "Amazon.com" to Beginning
- Move "Amazon.com" Up
- Move "Amazon.com" Down
- Move "Amazon.com" to End
- Move "Marketplace" to Beginning
- Move "Marketplace" to Left
- Move "Marketplace" to Right
- Move "Marketplace" to End
- Move "Marketplace" to Columns

Right Click on a Row Label (Marketplace) and Use the Move options to reorder the Rows, in this case to put U.S. sales at Amazon.com on top

# Now a Kindle Unlimited Pivot:

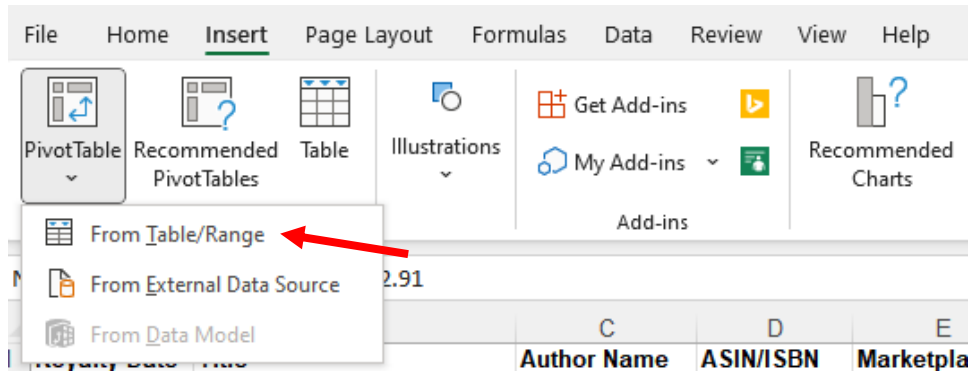
	A	B	C	D	E	F
1	Date	Title	Author Name	ASIN	Marketplace	Kindle Edition Normalized Page (KENP) Read
2	2022-06-12	The Congruent Wizard	Dave Schroeder	B078LNV9YH	Amazon.com	1,817
3	2022-06-12	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.com	457
4	2022-06-12	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	464
5	2022-06-12	Xenotech Rising	Dave Schroeder	B00XD6KXGO	Amazon.com	128
6	2022-06-12	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	2,929
7	2022-06-12	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	965
8	2022-06-12	The Congruent Mage	Dave Schroeder	B0B1MZKY53	Amazon.com	256
9	2022-06-12	Xenotech Queen's Gambit	Dave Schroeder	B016RL10EK	Amazon.com	218
10	2022-06-11	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.com	592
11	2022-06-11	The Congruent Wizard	Dave Schroeder	B078LNV9YH	Amazon.com	2,166
12	2022-06-11	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	1,517
13	2022-06-11	Xenotech Rising	Dave Schroeder	B00XD6KXGO	Amazon.com	367
14	2022-06-11	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	4,083
15	2022-06-11	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	2,546
16	2022-06-11	The Congruent Mage	Dave Schroeder	B0B1MZKY53	Amazon.com	1,225
17	2022-06-10	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.com	1,752
18	2022-06-10	The Congruent Wizard	Dave Schroeder	B078LNV9YH	Amazon.com	3,608
19	2022-06-10	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	432
20	2022-06-10	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	2,991
21	2022-06-10	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	2,013
22	2022-06-10	The Congruent Mage	Dave Schroeder	B0B1MZKY53	Amazon.com	619
23	2022-06-09	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	3,994
24	2022-06-09	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.co.uk	295
25	2022-06-09	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	1,708
26	2022-06-09	The Congruent Mage	Dave Schroeder	B0B1MZKY53	Amazon.com	1,682
27	2022-06-09	The Congruent Mage	Dave Schroeder	B0B1MZKY53	Amazon.com.au	4
28	2022-06-09	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	592
29	2022-06-09	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.com	269
30	2022-06-09	The Congruent Emperor	Dave Schroeder	B07QWF2S1Z	Amazon.co.uk	5
31	2022-06-09	The Congruent Wizard	Dave Schroeder	B078LNV9YH	Amazon.com	3,078
32	2022-06-08	The Congruent King	Dave Schroeder	B088X228H6	Amazon.ca	23
33	2022-06-08	The Congruent Dragon	Dave Schroeder	B07FRPB7N4	Amazon.com	1,742
34	2022-06-08	The Congruent Mage	Dave Schroeder	B0B1MZKY53	Amazon.com	1,302
35	2022-06-08	The Congruent Mage	Dave Schroeder	B0B1MZKY53	Amazon.com.au	24
36	2022-06-08	The Congruent Apprentice	Dave Schroeder	B074CPK4PD	Amazon.com	3,119
37	2022-06-08	The Congruent King	Dave Schroeder	B088X228H6	Amazon.com	692

Select the KENP Read worksheet

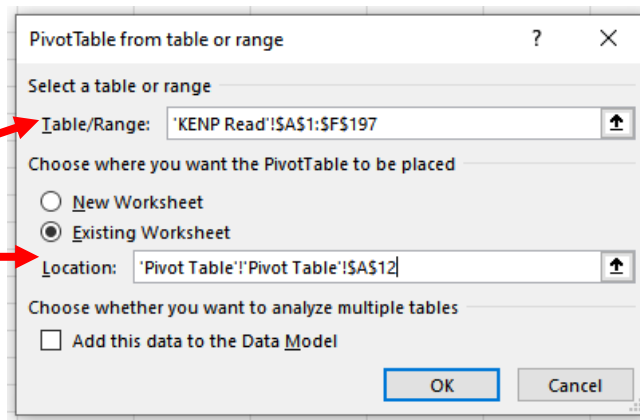


# Use the Pivot Table Wizard again:

## Select PivotTable From Table/Range



Select all the rows on your KENP Read tab and choose Existing Worksheet for where to place your PivotTable



# You should have two pivot tables:

One above the other: Book Sales and Kindle Unlimited Page Counts...

3	Sum of Net Units Sold	Column Labels	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Grand Total
4		Row Labels											
5	Amazon.com		30	20	12	11	13	87	1			1	175
6	Amazon.co.uk		1	1	1	1	1	2	1	1	1	1	11
7	Amazon.com.au							5					5
8	Grand Total		31	21	13	12	14	94	2	1	1	2	191
9													
10	Sum of Kindle Edition Normalized Page Counts	Column Labels	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Grand Total
11		Row Labels											
12	Amazon.com		50167	38590	21590	14213	12952	40821	945	218	500	620	180616
13	Amazon.com.au		857	555		677	660	1532					4281
14	Amazon.in		24										24
15	Amazon.ca		73				23						96
16	Amazon.co.uk				703	124	641	1065					2533
17	Grand Total		51121	39145	22293	15014	14276	43418	945	218	500	620	187550

But how do we convert KENP into whole book equivalents?



# Finding KENPC for each book

Select Bookshelf



Bookshelf | Reports | Community | Marketing

Pick a Kindle Book and Choose KDP Select Info from the “...” menu

The screenshot shows the KDP dashboard for the book "The Congruent Mage" by Dave Schroeder. The book is part of the "The Congruent Mage" series. The dashboard displays the Kindle eBook and Paperback versions, their prices, and submission dates. A red arrow points to the "KDP Select Info" option in the menu that appears when the "..." button is clicked.

Format	Price	ASIN
Kindle eBook	\$4.99 USD	B0B1M2KY53
Paperback	\$18.99 USD	0997831979

## Earn royalties from the KDP Select Global Fund

Earn your share of the KDP Select Global Fund when customers read your books from Kindle Unlimited. You'll be paid for each page individual customers read of your book, the first time they read it. To determine a book's page count in a way that works across genres and devices, we've developed the Kindle Edition Normalized Page Count (KENPC) v3.0. [Learn more](#)

"The Congruent Mage"

Kindle Edition Normalized Page Count (KENPC) v3.0: 744

Scroll down to find  
Kindle Edition Normalized  
Page Count (KENPC)

# Finding KENPC for each book

Select Bookshelf



Bookshelf | Reports | Community | Marketing

Pick a Kindle Book and Choose KDP Select Info from the “...” menu

The screenshot shows the KDP dashboard for the book 'The Congruent Mage' by Dave Schroeder. The book is part of the 'The Congruent Mage' series. The dashboard displays the Kindle eBook and Paperback versions, their prices, and submission dates. A red arrow points to the 'KDP Select Info' option in the menu that appears when clicking the three-dot menu icon next to the Kindle eBook listing.

## Earn royalties from the KDP Select Global Fund

Earn your share of the KDP Select Global Fund when customers read your books from Kindle Unlimited. You'll be paid for each page individual customers read of your book, the first time they read it. To determine a book's page count in a way that works across genres and devices, we've developed the Kindle Edition Normalized Page Count (KENPC) v3.0. [Learn more](#)

"The Congruent Mage"

Kindle Edition Normalized Page Count (KENPC) v3.0: 744

Scroll down to find  
Kindle Edition Normalized  
Page Count (KENPC)

# Divide total KENPCs by book KENPCs

One above the other...

3	Sum of Net Units Sold	Column Label	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Grand Total
4	Row Labels												
5	Amazon.com		30	20	12	11	13	87	1	1	1	1	175
6	Amazon.co.uk		1	1	1	1	1	2	1	1	1	1	11
7	Amazon.com.au							5					5
8	<b>Grand Total</b>		<b>31</b>	<b>21</b>	<b>13</b>	<b>12</b>	<b>14</b>	<b>94</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>191</b>
9													
10	Sum of Kindle Edition Nor	Column Label	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Grand Total
11	Row Labels												
12	Amazon.com		50,167	38,590	21,590	14,213	12,952	40,821	945	218	500	620	180,616
13	Amazon.com.au		857	555		677		1,532					4,281
14	Amazon.in		24										24
15	Amazon.ca		73				23						96
16	Amazon.co.uk				703	124	641	1,065					2,533
17	<b>Grand Total</b>		<b>51,121</b>	<b>39,145</b>	<b>22,293</b>	<b>15,014</b>	<b>14,276</b>	<b>43,418</b>	<b>945</b>	<b>218</b>	<b>500</b>	<b>620</b>	<b>187,550</b>
18	Kindle Unlimited Units		96	59	32	22	22	58	2	-	1	1	293
19													
20													
21													
22													
23													
24	<b>KENPC</b>		<b>533</b>	<b>659</b>	<b>700</b>	<b>680</b>	<b>663</b>	<b>744</b>	<b>564</b>	<b>487</b>	<b>528</b>	<b>675</b>	
25													

**ROW 18 is Row 17 divided by ROW 24**

=ROUND(GETPIVOTDATA("Kindle Edition Normalized Page (KENP) Read",\$A\$10,"Title","The Congruent Apprentice")/B24,0)

# What about other sales types?

Just add in rows to track them by entering them manually or create new worksheets to hold other sales details and generate additional pivot tables...

3	Sum of Net Units Sold	Column Label	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Grand Total
4	Row Labels												
5	Amazon.com		30	20	12	11	13	87	1			1	175
6	Amazon.co.uk		1	1	1	1	1	2	1	1	1	1	11
7	Amazon.com.au							5					5
8	<b>Grand Total</b>		<b>31</b>	<b>21</b>	<b>13</b>	<b>12</b>	<b>14</b>	<b>94</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>191</b>
9													
10	Sum of Kindle Edition Norma	Column Label	The Congruent Apprentice	The Congruent Wizard	The Congruent Dragon	The Congruent Emperor	The Congruent King	The Congruent Mage	Xenotech Rising	Xenotech Queen's Gambit	Xenotech What Happens	Xenotech General Mayhem	Grand Total
11	Row Labels												
12	Amazon.com		50,167	38,590	21,590	14,213	12,952	40,821	945	218	500	620	180,616
13	Amazon.com.au		857	555		677	660	1,532					4,281
14	Amazon.in		24										24
15	Amazon.ca		73				23						96
16	Amazon.co.uk				703	124	641	1,065					2,533
17	<b>Grand Total</b>		<b>51,121</b>	<b>39,145</b>	<b>22,293</b>	<b>15,014</b>	<b>14,276</b>	<b>43,418</b>	<b>945</b>	<b>218</b>	<b>500</b>	<b>620</b>	<b>187,550</b>
18	Kindle Unlimited Units		96	59	32	22	22	58	2	-	1	1	293
19													
20	Author-Sold Trade Paperbacks		26	18	11	4	-	-	724	117	94	66	1,060
21	Audiobooks Sold		4,258	2,886	1,757	888	602		95				10,486
22	<b>Total Books Sold</b>		<b>4,411</b>	<b>2,984</b>	<b>1,813</b>	<b>926</b>	<b>638</b>	<b>152</b>	<b>823</b>	<b>118</b>	<b>96</b>	<b>69</b>	<b>12,030</b>
23													
24	<b>KENPC</b>		<b>533</b>	<b>659</b>	<b>700</b>	<b>680</b>	<b>663</b>	<b>744</b>	<b>564</b>	<b>487</b>	<b>528</b>	<b>675</b>	

Rows highlighted in yellow were added manually, along with a total row.

# Tips and Tricks

- Be careful copying & pasting pivot table formulas  
When totaling up columns you may need to explicitly change what cells refer to rather than automatically cutting and pasting a formula across multiple columns.
- Add new sales details by cutting & pasting  
Insert new rows into Combined Sales and KENP Read worksheets when you run updated sales reports.
- Edit book names to help them fit in columns  
You can Find>Replace Titles in sales reports to help simplify titles, like removing subtitles as needed  
*Xenotech Rising: A Novel of the Galactic Free Trade Association* becomes simply *Xenotech Rising*.

# Other Resources

Here are some resources on creating pivot tables:

**This web tutorial** is from a marketing perspective, which could be useful

<https://blog.hubspot.com/marketing/how-to-create-pivot-table-tutorial-ht>

**Here's a video version** if you prefer that learning style

<https://youtu.be/m0wl61ahfLc>

**Amazon's *new* Kindle Direct Publishing reports**

can feed pivot tables as well using similar techniques

They generate two sales worksheets: **Orders** and **KENP Read** that you can copy to a single workbook and use to create pivot tables

**You *can* use pivot tables to track revenue**

But it's a lot easier if your sales are in a single currency because currency conversions are date-dependent

Q & A