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The Monday Review

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A 15-minute weekly review that ends in three decisions — the template, the prompt and the action tracker.

The idea

Dashboards show everything and decide nothing. A review only counts if something changes because of it. Fifteen minutes, every Monday, before chats and email.

The numbers to paste (last week vs the week before)

- Sales (RM) and orders
- Ad spend and orders from ads
- Top 5 SKUs by sales
- Chats received, and anything unusual in them
- Returns / cancellations

Copy them from your own Seller Centre reports. Same numbers, same order, every week.

The prompt

> Here are last week's numbers and the week before.
> 1. List the three biggest changes.
> 2. For each, give me two questions I should check to find the cause, and the data I'd need to answer them.
> 3. Don't guess the cause.
> 4. End with three possible actions, smallest first.

The 15 minutes

MINUTES	WHAT
0–3	Check last week's three actions: done / not done / what happened
3–6	Paste numbers, run the prompt
6–12	Answer the check-questions from your own data
12–15	Pick three actions, write them in the tracker

The action tracker

WEEK	ACTION	OWNER	DONE?	WHAT CHANGED

After a month you have twelve changes you can trace back to a number.

The trap

Don't ask AI why sales dropped. It can't see your ads account, a competitor's price cut, or a public holiday — but it will still give you a confident reason. Ask for questions to check, then check them.