

# SKU Gap Analysis Worksheet for Manufacturers

Identify What's Missing | What Needs Cleaning | What's PIM-Ready

## Why Use This Worksheet?

Manufacturers often struggle with incomplete, inconsistent, or unstructured product data, leading to delays, errors, and lost revenue. This worksheet helps you pinpoint data gaps, ensuring efficient SKU onboarding and PIM-readiness for better scalability.

## Step 1: Assess Your Product Data Readiness

Fill in the table below to evaluate the status of your SKU data.

Product Data Element	Missing Data? (Yes/No)	Need Cleaning? (Yes/No)	PIM-Ready? (Yes/No)	Notes / Action Plan
SKU Number				
Product Name				
Short Description				
Long Description				
Product Category				
Technical Specifications				
Attributes & Variants				
Unit of Measure				
Compliance & Certifications				
Image & Digital Assets				
GTIN/UPC/EAN				
SEO-Optimized Content				
Compatibility & Cross Sell Data				
Distributor-Specific Formatting				

*Tip: If more than 50% of your data is incomplete or inconsistent, you need a structured SKU onboarding process.*

## Step 2: Identify Gaps & Prioritize Standardization

Use this checklist to highlight areas requiring cleanup and data standardization.

Common SKU Data Issues	Needs Fixing (Yes/No)	Clean Up Strategy
Inconsistent Naming Conventions		Standardize Product Titles & Formats
Duplicate or Redundant SKUs		Merge Duplicates, Remove Redundancies
Misaligned Category Mapping		Re-map to Correct Categories
Missing Technical Data		Gather Manufacturer-Approved Specs
Low-Resolution or Missing Images		Upload HD Images (min. 3 per SKU)
SKU Codes Not Matching Standards		Update to Comply With GTIN/UPC
Lack of Product Relationships		Establish Parent-Child SKU Links

*Pro Tip:* Messy SKU data leads to slow onboarding. Clean data accelerates marketplace approvals, distributor adoption, and customer trust.

## Step 3: Determine PIM Readiness – Are You Ready to Scale?

If your SKU data is fragmented, hard to manage, or causing fulfillment errors, it's time to centralize your product data with a PIM solution.

PIM Readiness Criteria	Current Status (Yes / No)
Struggling with inconsistent SKU data across channels?	
Taking weeks to onboard new products into distributor systems?	
Manually entering data across multiple platforms?	
Receiving frequent errors in distributor submissions?	
Lacking real-time data syncing with ERP & eCommerce?	
Unable to track SKU performance & content gaps?	

*If you checked 3 or more boxes, you're losing efficiency and revenue due to disorganized SKU data. It's time to consider a PIM system like Bluemeteor SupplierBridge for automated, error-free onboarding.*

## Next Steps: Optimize Your SKU Data for Growth

- If your SKU data is mostly complete → you're ready to streamline bulk onboarding.
- If you have missing or inconsistent data → you need to focus on cleanup and standardization.
- If you're struggling with data management at scale → you need a PIM system to automate SKU workflows.

Want to optimize your SKU onboarding? [Book a free consultation](#) with Bluemeteor to explore how [SupplierBridge](#) can streamline your product data.