Google Merchant Center product inventory table schema

Product inventory table schema

Best sellers data helps merchants understand the most popular brands and products in Shopping ads and unpaid listings. For more information about best sellers, see the description in Supported reports (/bigquery-transfer/docs/merchant-center-transfer#supported_reports).

The data is written to a table named `BestSellers_TopProducts_Inventory_`*`merchant_id`* if you are using an individual Merchant ID, or `BestSellers_TopProducts_Inventory_`*`aggregator_id`* if you're using an MCA account.

The `BestSellers_TopProducts_Inventory_` table has the following schema:

Column	BigQuery data type	Description
`rank_id`	`STRING`	Rank identifier to join against the Top Products (/bigquery-transfer/docs/merchant-center-top-products-schema) table
`product_id`	`STRING`	Content API's REST ID of the product in the form `channel:content_language:target_country:offer_id`.
`merchant_Id`	`INTEGER`	Merchant account ID.
`aggregator_id`	`INTEGER`	Aggregator account ID for multi-client accounts.

Example

The example below demonstrates how the `BestSellers_TopProducts_Inventory_` table provides a mapping to your products for all target countries in the `Products_` table.

Top Products

product_title	rank_id:	ranking_country	ranking_category	rank
Example Backpack	2020-03-14:AU:5181:40:product	AU	5181	40

Product inventory table

rank_id	product_id
2020-03-14:AU:5181:40:product	online:en:AU:666840730
2020-03-14:AU:5181:40:product	online:en:US:666840730