**Asin Conversion Rate** = Orders/Page Views \* 100.

**Avg Conversion Rate** = Total number of orders/Total Page views \* 100.

**Avg Asin Impressions** = Average impressions of all Asin’s.

**Avg Asin Page Views** = Average Page Views of all Asin’s.

Optimal Zone

To add items in **optimal zone** below conditions should match.

1. **Asin Conversion Rate** is not less than 0.2 %.
2. **Asin Impressions** is equal or greater than (3 \* **Avg Asin Impressions).**
3. **Asin Page Views** is equal or greater than (3 \* **Avg Page Views).**

Opportunity Zone.

To add items in **Opportunity Zone** below conditions should match.

1. **Asin Conversion Rate >= Avg Conversion Rate.**

Work in Progress Zone.

To add items in **Work in Progress Zone** below conditions should match.

1. **Asin Conversion Rate < Avg Conversion Rate.**