



Dated: 25 novamber 2020

Garden Category Data from Amazon

IDENTIFICATION OF PROMISING E_COMMERCE AQUISITION TARGETS



country_code

All

PAGE 1

PAGE 2

PAGE 3

TOTAL SELLERS

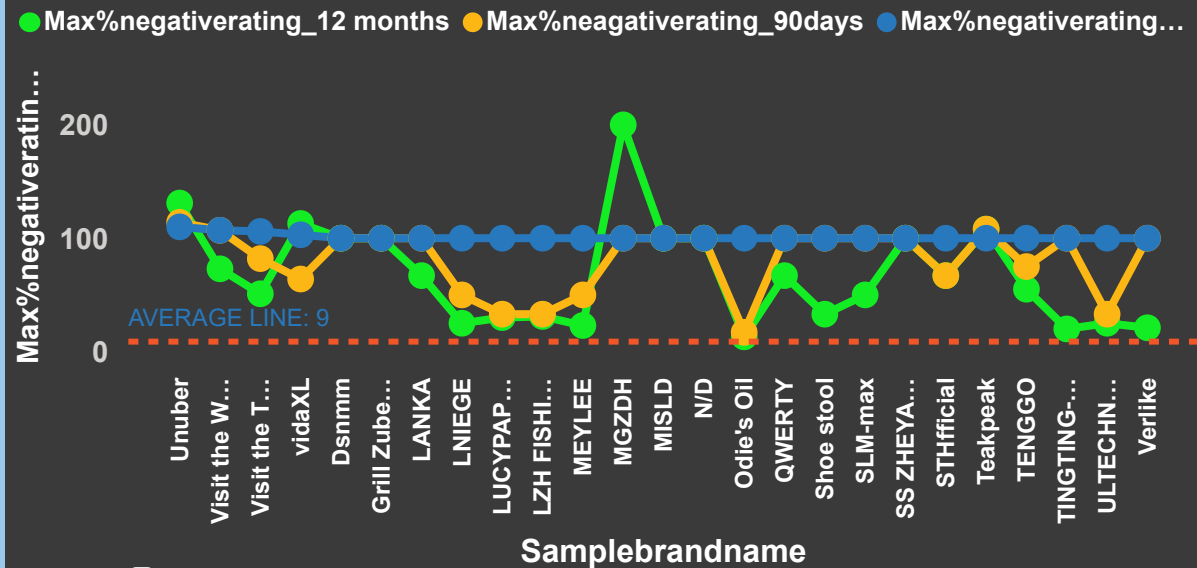
1839

NO. OF SELLERS AFTER
DATA CLEANING

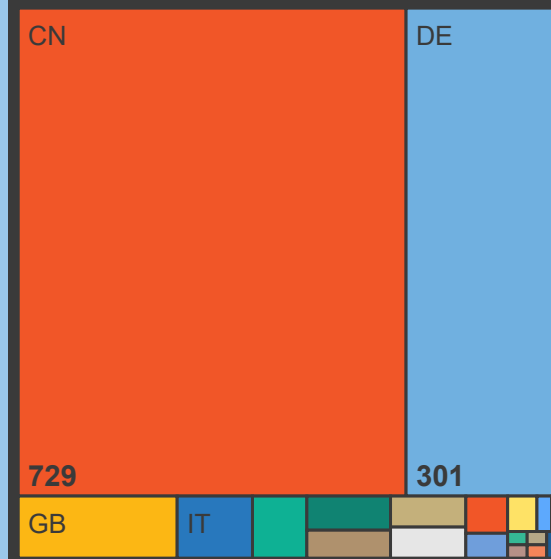
1161

NO. OF COUNTRIES

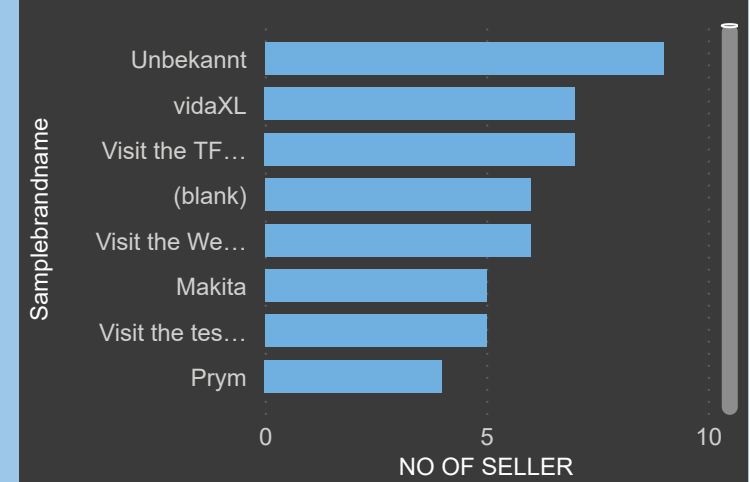
20



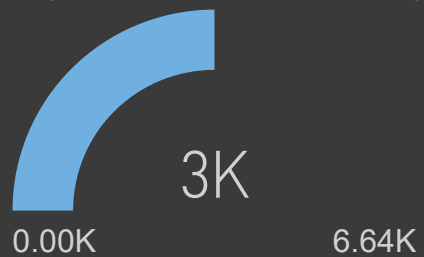
No. Sellers by country_code



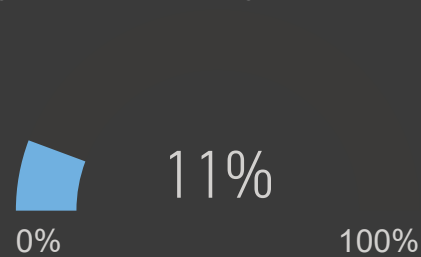
NO OF SELLER by Samplebrandname



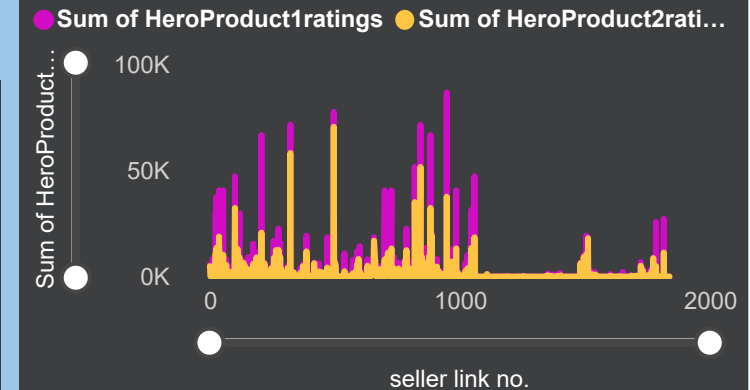
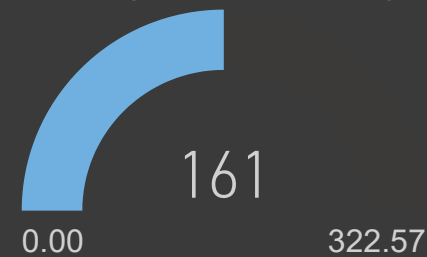
Avg of hero product rating



Avg. of sum of negative rating %



Average of sellerratings





-SELECTION CRITERIA
-SELLER BUSINESS NAME-COUNT OF SELLER BRANDS
-SUMMARY OF REPORT



SELECTION CRITERIA FOR BEST SELLERS

) #Seller ratings#

>>First filter all blank seller rating records.
>> Sort seller rating in descending to get top ratings at first.

2) #Hero product 1 and 2 ratings#

>> For this we add hero product 1 and 2 ratings.
>>Apply top 100 Filter to seller ratings by hero products ratings sum.

3) # Negative ratings#

>>For calculation purpose and for simplicity, we find percentage of sum of all three types of negative rating percent. This gives consistent performance of seller without losing any data.

>>After performing all above steps you will find, the sellers with minimal percentage of negative ratings has been filtered.

sellerbusinessname	Sum of Countofsellerbrands
ABS Werbestudio	3
AD-ACCESS-Zündholz Riesa GmbH	8
Alexander Kuhnigk	8
Alexander Stripling	16
Alexandra von der Lancken	14
AN HUI YING ZHEN WU ZI MAO YI YOU XIAN GONG SI	15
Andreas Burkart	5
Andrej Göhring	13
AngelSoftware	14
anhuirunqingshangmaoyouxiangongsi	14
Anja Bourgeois	15
aquapro2000 GmbH	16
Argofield Limited	15
Asia Pacific Elite Ltd	13
AST Media&Event GmbH&Co.KG	16
AUTOBROKER GROUP	2
AUTOCULTURE LTD	16
Autoteile Jakobs GmbH	15
Axel Straube	16
Baby Kooky Ltd	14
BaoDeXianJuanZiBaiHuoMenShi	8
Baoding Chaopeng Shangmaoyouxiangongsi	13
baodingbaigoukugepijuyouxiangongsi	2
baodingbaigouxinchengchufuxiangbaoxiaoshoubu	3
baodingbaigouxinchengleifufuzhuangdian	12
baodingbaigouxinchengqingtianriyongpinxiaoshoubu	5
Bargain Online Ltd	15
Bei Jing An Hua Jia Tai Ke Ji You Xian Gong Si	6
bei jing zheng xing jian ye ke ji you xian gong si	15
bei lina zhong cheng lina vuan duo li mao yi you xian gong si	3
Total	10826

SUMMARY ABOUT VISUALS

1) There was total 1839 sellers data available before cleaning and filtering the data.

2) Sellers from 22 different countries.

3) Total 13000 sellers brands are available.

4) Average seller rating is 161.

7) Seller product count varies from 3 to 200K.

8) Maximum Sellers are from China that is 729.

9) Negative ratings avg is 11%.

10) Avg of Sum of Hero product ratings is 3000.

11) Using filters you can search for seller details and check performance parameters.



ABS Werbestudio

Shenzhen Shiyuan Baisheng Electronics Co., Ltd.
Verkäufer: qinghui_1498440360Ma1558y
Agu 16dong 902shi

seller link no.	Sum of sellerratings	Sum of SUM_NEAGATIVE_RATINGS%	Sum of SUM_OF_HEROPROD._RATINGS
1008	7465	3%	1041
727	7242	9%	53992
475	6204	4%	3686
883	6086	4%	99196
37	5150	8%	59593
54	4189	5%	51023
572	3634	7%	7625
744	3557	10%	1538
101	3416	3%	79757
1496	3279	5%	19519
24	3134	12%	41321
1815	3075	7%	1102
1047	2950	2%	8408
140	2698	6%	11794
1785	2630	2%	30781
435	2541	2%	6374
882	2333	1%	770
713	2251	20%	24774
314	2112	2%	6740
655	2032	3%	2992
994	1802	3%	3141
31	1739	1%	1363
110	1706	4%	706
244	1699	0%	1428
805	1681	4%	9978
494	1584	2%	9102
916	1549	10%	5380
166	1512	4%	1111