E-Commerce Acquisition Targets - Garden Category

Country Code
All

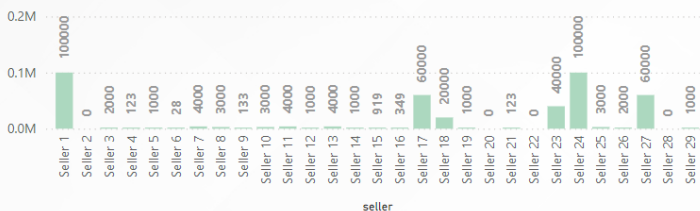| Avg +ve ⭐ Percentage	Avg of +ve ⭐ Count	Avg of Neg ⭐ - last 30...	Avg of Neg ⭐ - last 90...	Avg of Neg ⭐ - last 12...
80.98	202.06	5.81	7.63	12.31

Sum of ProductCount by seller

Avg of Hero Product 1 ⭐	Product Count
1399.75	0 — 200000

Avg of Hero Product 2 ⭐	Positive Rating Percentage
765.17	0 — 100

Positive Rating Count by seller
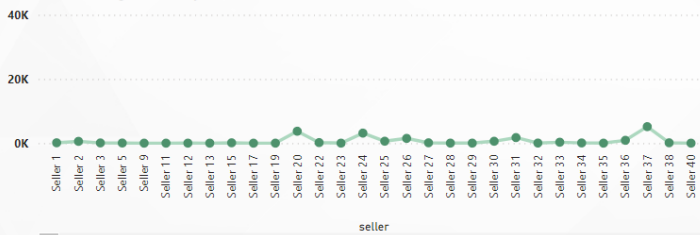
seller	Positive ⭐%	Neg ⭐% - last 30 days	Neg ⭐%- last 90 days	Neg ⭐%- last 12 mon
Seller 9	100	0	0	0
Seller 11	100	0	0	0
Seller 17	100	0	0	0
Seller 23	100	0	0	0
Seller 40	100	0	0	0
Seller 47	100	0	0	0
Seller 51	100	0	0	0

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seller

- Seller 1
- Seller 2
- Seller 3
- Seller 4
- Seller 5
- Seller 6
- Seller 7
- Seller 8
- Seller 9
- Seller 10
- Seller 11
- Seller 12
- Seller 13
- Seller 14
- Seller 15
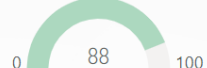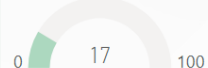
Positive ⭐	Neg ⭐ - last 30 days	Neg ⭐ - last 90 days	Neg ⭐ - last 12 months
0 — 88 — 100	0 — 17 — 100	0 — 11 — 100	0 — 12 — 100

Hero Product 1 Rating ⭐	Hero Product 2 Rating ⭐
5873	4957

Business Name   Lohas Living Inc
Mobile No.   10022-6630
Email   jadgemaello@gmail.com
Country Code   US
Seller Details

Seller Details
Lohas Living Inc James Mazzello US 845 3RD Ave Fl 6 New York NY
10022-6630 +1208-964-6807 Email Address:jadgemaello@gmail.com
James Mazzello US 845 3RD Ave Fl 6 New York NY 10022-6630

Business Add.

Business Address
411 THEODORE FREMD AVESTE 206 SOUTHRyeNY10580-1410US

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Product Count by Country Code

seller	Positive ⭐	Negative ⭐ - last 30 days	Negative ⭐ - last 90 days	Negative ⭐ - last 12 months	Hero Product 1 ⭐	Hero Product 2 ⭐
Seller 1	88	17	11	12	5873	4957
Seller 2	90	2	2	9	0	0
Seller 3	85	0	25	12	164	162
Seller 4		0	0	0	0	0
Seller 5	81	0	31	15	224	113
Seller 6		0	0	0	3284	2944
Seller 7		0	0	0	18	1
Seller 8		0	0	0	0	0
Seller 9	100	0	0	0	65	9
Total	**114268**	**10682**	**14036**	**22643**	**2574132**	**1407154**

Link:

https://app.powerbi.com/view?r=eyJrIjoiZGE1OGVkN2UtMjUzNi00ODcxLWJhMjMtZDgwO
GFlZGI0NTAxIiwidCI6ImUxNGU3M2ViLTUyNTEtNDM4OC04ZDY3LThmOWYyZTJkNWE0NiIsI
mMiOjEwfQ%3D%3D

Insights:

1. Highest product count is 2,00,000 – seller 713
2. Average hero product 1 rating for 100% positively rated seller are 787.23
3. Average hero product 2 rating for 100% positively rated seller are 389.23

Selection Criteria:

To identify the best sellers, we will consider four key parameters: Hero product ratings, positive ratings, negative ratings (last 12 months), and product count. These parameters will be weighted according to the company's priorities.

1. Each company may analyze these parameters differently, but for our purposes, we will assign the highest weight to Hero product ratings (5), followed by positive ratings (4), negative ratings (3), and product count (1).

Total weight is 14.

With a total weight of 14, we calculate the score for each seller using the following formula:

5/14 * hero product rating + 4/14 * postive ratings + 3/14 * negative rating + 2/14 * product count.

The sellers with the highest scores are considered the best candidates for acquisition.