

# Overview

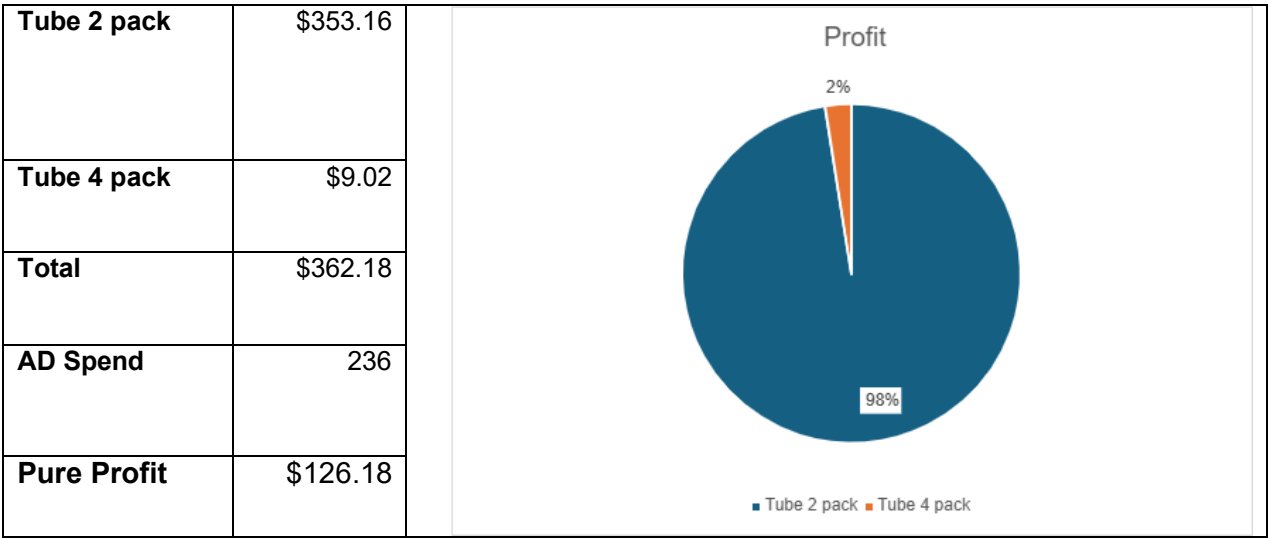
This outlines costs, Amazon FBA fees, and profit margins for two SKUs (2-pack and 4-pack of "Tube Trash Bag").

## Objective

Launch and promote a household utility product on Amazon with the goal of achieving profitability over 3 months.

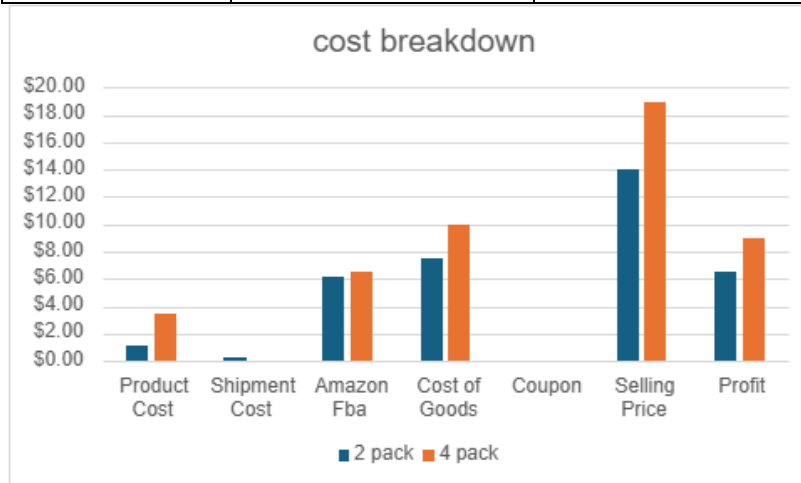
## Strategy

- Developed 2 SKUs (2-pack and 4-pack), analyzed product costs and pricing to maximize margin.
- Launched a daily KPI tracking dashboard and Amazon ad campaigns.
- Ran Lightning Deals and optimized listing content and targeting based on daily performance.



## Cost Breakdown:

B08T75TJYY	2 pack	4 pack
Product Cost	\$1.05	\$3.50
Shipment Cost	\$0.30	
Amazon Fba	\$6.10	\$6.47
Cost of Goods	\$7.45	\$9.97
Coupon		
Selling Price	\$13.99	\$18.99
Profit	\$6.54	\$9.02



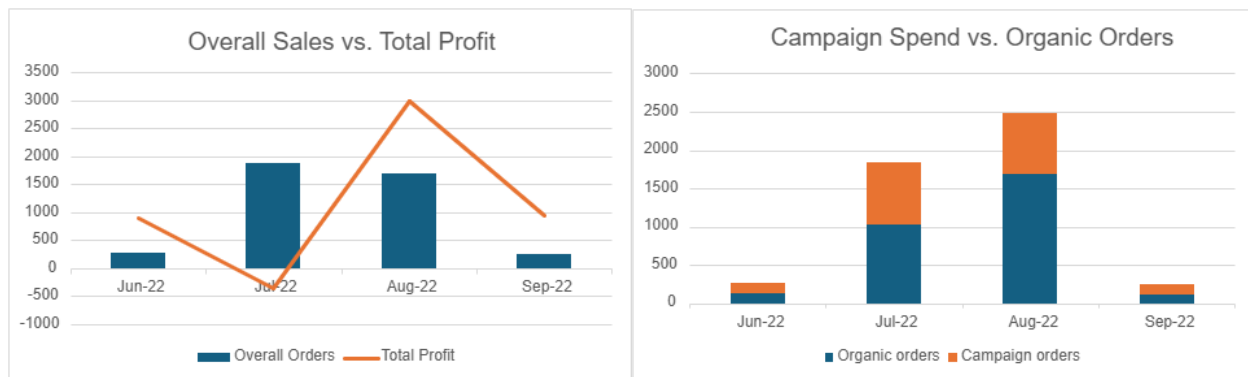
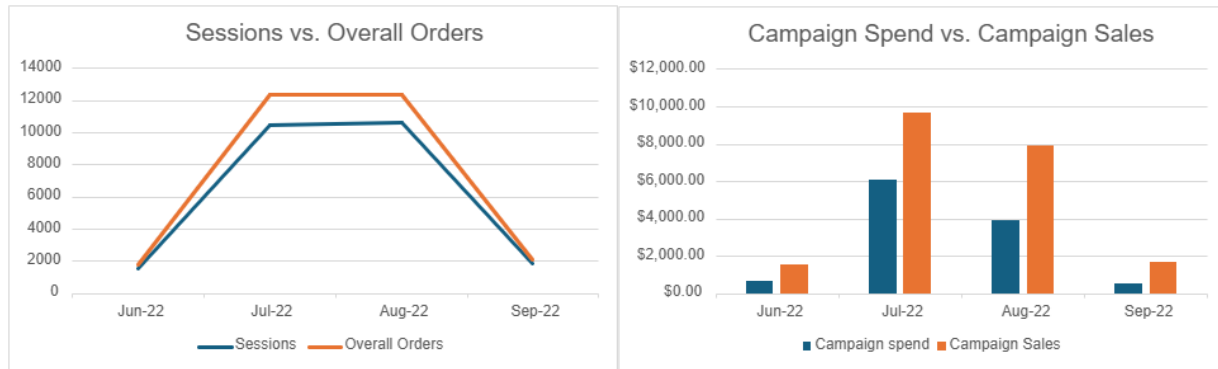
## Goal:

Analyze cost structure and margins across product variants to identify the more profitable bundle (2-pack yielded significantly higher profit margin)

## KPI Tracking:

Areas of KPI	Jun-22	Jul-22	Aug-22	Sep-22
Sessions	1526	10,506	10,658	1,837
Conversion percentage	27.76%	41.79%	1,684	27.77%
Overall Orders	269	1,874	27.20%	254
Organic orders	129	1,028	914	119
% of Organic Sales	47.40%	53.74%	46.70%	47.14%
True ACOS	20.85%	58.56%	24.10%	18.72%
Campaign spend	\$664.11	\$6,092.19	\$3,932	\$550.75

<b>Campaign orders</b>	140	807	805	135
<b>Campaign Sales</b>	\$1,520.07	\$9,674.68	\$7,912	\$1,675.55
<b>Overall Sales</b>	\$3,267.31	\$17,932.83	\$15,933.00	\$3,115.27
<b>Total Profit</b>	\$897	(\$346.93)	\$2,990.00	\$944.15



KPI	Trend & Analysis
<b>Sessions</b>	Massive jump in July & August due to likely campaign push. The drop in Sept may reflect spending cut.
<b>Conversion Rate</b>	Performance stable except July spike.
<b>Overall Orders</b>	Strongest order volume in July. August is still high. Sept returns to June level.
<b>Organic Orders</b>	Organic performance held ~50% share. Healthy unpaid reach.
<b>% Organic Sales</b>	Stable – shows strong brand visibility beyond ads.
<b>Campaign Spend</b>	Big July push, scaled back in Aug and Sept — Budget rebalancing
<b>Campaign Orders</b>	Excellent ad efficiency in August and September despite lower spend.
<b>Campaign Sales</b>	Very strong sales for modest spend in August and September. Solid ROAS.
<b>Overall Sales</b>	July–August were peak months; September dips back to June range.

Total Profit	Negative profit in July despite high sales due to high ad spend. Strong recovery in August and September.
--------------	---

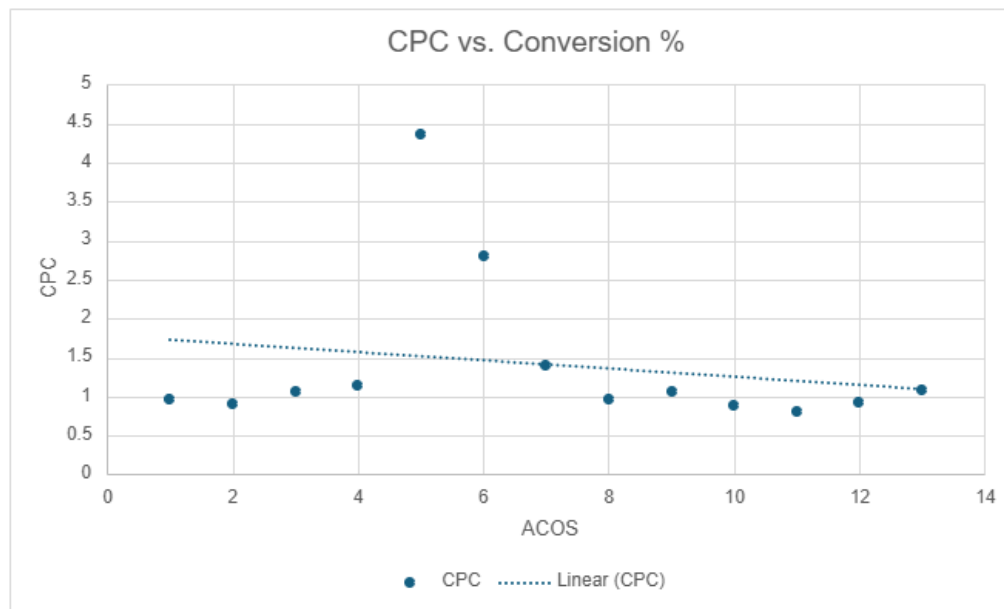
### Key Takeaways

- August was your most efficient month, with high sales, controlled ad spends, and strong profits.
- Organic sales stayed around 47–53%, showing strong brand retention and keyword visibility.
- ACOS improved significantly in Aug & Sept, proving your campaign optimization worked.
- July had great visibility but poor return — ensure less spending

### Ad Insight

Period	Impres sions	CTR	Spend	Orders	Sales	ROAS	ACOS	Conv %
26 Jun – 30 Jun	19.8 k	<b>0.73 %</b>	\$140	16	\$201	<b>1.43×</b>	69.9 %	11.0 %
1 Jul – 3 Jul	53.6 k	<b>0.52 %</b>	\$253	27	\$380	<b>1.50×</b>	66.7 %	9.7 %
4 Jul – 10 Jul	112.7 k	<b>0.88 %</b>	\$1 016	134	\$1,812	<b>1.78×</b>	56.1 %	13.5 %
11 Jul – 17 Jul	234.7 k	<b>1.09 %</b>	\$2 786	420	\$5,134	<b>1.84×</b>	54.3 %	16.4 %
18 Jul – 24 Jul	238.1 k	<b>0.59 %</b>	\$2 073	338	\$3,269	<b>1.58×</b>	63.4 %	24.1 %
25 Jul – 31 Jul	147.9 k	<b>0.63 %</b>	\$1 340	151	\$2,138	<b>1.60×</b>	62.6 %	16.2 %
1 Aug – 7 Aug	63.9 k	<b>0.57 %</b>	\$506	66	\$848	<b>1.68×</b>	59.7 %	18.3 %
8 Aug – 14 Aug	79.6 k	<b>0.65 %</b>	\$500	108	\$1,359	<b>2.72×</b>	36.8 %	20.8 %
15 Aug – 21 Aug	178.6 k	<b>0.79 %</b>	\$1 508	367	\$3,423	<b>2.27×</b>	44.1 %	26.1 %

22 Aug – 28 Aug	153.6 k	<b>0.64 %</b>	\$859	186	\$2,377	<b>2.77×</b>	36.2 %	19.0 %
29 Aug – 4 Sep	133.6 k	<b>0.57 %</b>	\$613	149	\$1,872	<b>3.05×</b>	32.8 %	19.6 %
5 Sep – 12 Sep	133.1 k	<b>0.71 %</b>	\$877	215	\$2,653	<b>3.02×</b>	33.1 %	22.7 %
13 Sep – 19 Sep	236.0 k	<b>0.56 %</b>	\$1 423	245	\$3 058	<b>2.15×</b>	46.6 %	18.7 %



### Key Takeaways

- **CTR vs. ROAS:** Click-through rates stayed under 1 %, but once CTR rose above 0.6 % (Aug 8 onward) ROAS doubled to > 2.5×, proving small creative tweaks delivered cheaper, higher-quality clicks.
- **ACOS Improvement:** July peaks (≈ 60 %) fell to the 30-35 % range in late August after pausing low-intent keywords and shifting budget to high-converting search terms.
- **Efficiency Play:** Despite Spend dropping 43 % from mid-July to late August, Orders dipped only 20 %, showing leaner, more profitable scaling.
- **Next Steps:** Maintain “sweet-spot” CPC ≈ \$0.90, test fresh creatives to push CTR above 0.8 %, and cap ACOS at 35 % by auto-pausing terms that exceed the target over a 7-day window.

## Lightening Deal

8 September 2022- 11:05 AM - 11:05 PM			
	Goal	Plan	Deal Price
Tube Trash Bag	Planned to improve the Organic Rank of keywords & to achieve good conversion rate	Increased the bid of Good SV Keyword	2 Pack- \$ 8.46 4 Pack- \$16.14
		To work on negative target from search team report	
		To optimize the campaign to reduce wastage	

	Before	After
<b>Sales</b>	\$455.00	\$745.00
<b>Average AD Spend</b>	\$100.00	\$131.00
<b>ACOS (For 7 Days)</b>	40.97%	32%

CAMPAIGN KEYWORDS		
KWS RANK	BEFORE DEAL	AFTER DEAL
Rank 1-5	7	19
Rank 6-10	14	19
Rank 11-15	10	16
Rank 16-20	11	17
Rank 21-30	27	33
Rank 31-50	20	59
Total	89	163

CEREBRO		
KWS RANK	BEFORE DEAL	AFTER DEAL
Rank 1-5	58	55
Rank 6-10	89	93
Rank 11-15	88	80

Rank 16-20	109	106
Rank 21-30	216	205
Rank 31-50	330	332
Total	890	871

		<b>2 Pack</b>	<b>4 Pack</b>
<b>Business Analysis</b>	<b>Deal Price</b>	8.46\$	16.14\$
	<b>Total units sold on deal</b>	60	2
	<b>Deal charge</b>	\$150	
	<b>Total spend on advertising</b>	\$135	
	<b>COG</b>	\$6.58	
	<b>Profit through deal</b>	<b>\$216</b>	<b>-\$259</b>

23 September 2022- 09:30 AM - 09:30 PM			
<b>Tube Trash Bag</b>	<b>Goal</b>	<b>Plan</b>	<b>Deal Price</b>
	Intended to make better changes in Organic Rank of keywords with low bid for better conversion.	Increased the bid of Good SV Keyword which will convert in a good manner	2 Pack- \$ 8.46 4 Pack- \$16.14
		To work on negative target from search team report	
		To optimize the campaign to reduce wastage	

	<b>Before</b>	<b>After</b>
<b>Sales</b>	\$222.72	\$270.70
<b>Average AD Spend</b>	\$128.00	\$161.38
<b>ACOS (For 7 Days)</b>	57.65%	59%

CAMPAIGN KEYWORDS		
<b>KWS RANK</b>	<b>BEFORE DEAL</b>	<b>AFTER DEAL</b>
Rank 1-5	12	28
Rank 6-10	22	33

Rank 11-15	16	30
Rank 16-20	11	22
Rank 21-30	36	45
Rank 31-50	44	66
Total	141	224

CEREBRO		
KWS RANK	BEFORE DEAL	AFTER DEAL
Rank 1-5	65	62
Rank 6-10	78	75
Rank 11-15	103	106
Rank 16-20	112	105
Rank 21-30	207	222
Rank 31-50	380	370
Total	945	940

		<b>2 Pack</b>	<b>4 Pack</b>
<b>Business Analysis</b>	<b>Deal Price</b>	8.46\$	16.14\$
	<b>Total units sold on deal</b>	57	4
	<b>Deal charge</b>	\$150	
	<b>Total spend on advertising</b>	\$207	
	<b>COG</b>	\$6.58	
	<b>Profit through deal</b>	<b>\$119</b>	<b>-\$299</b>