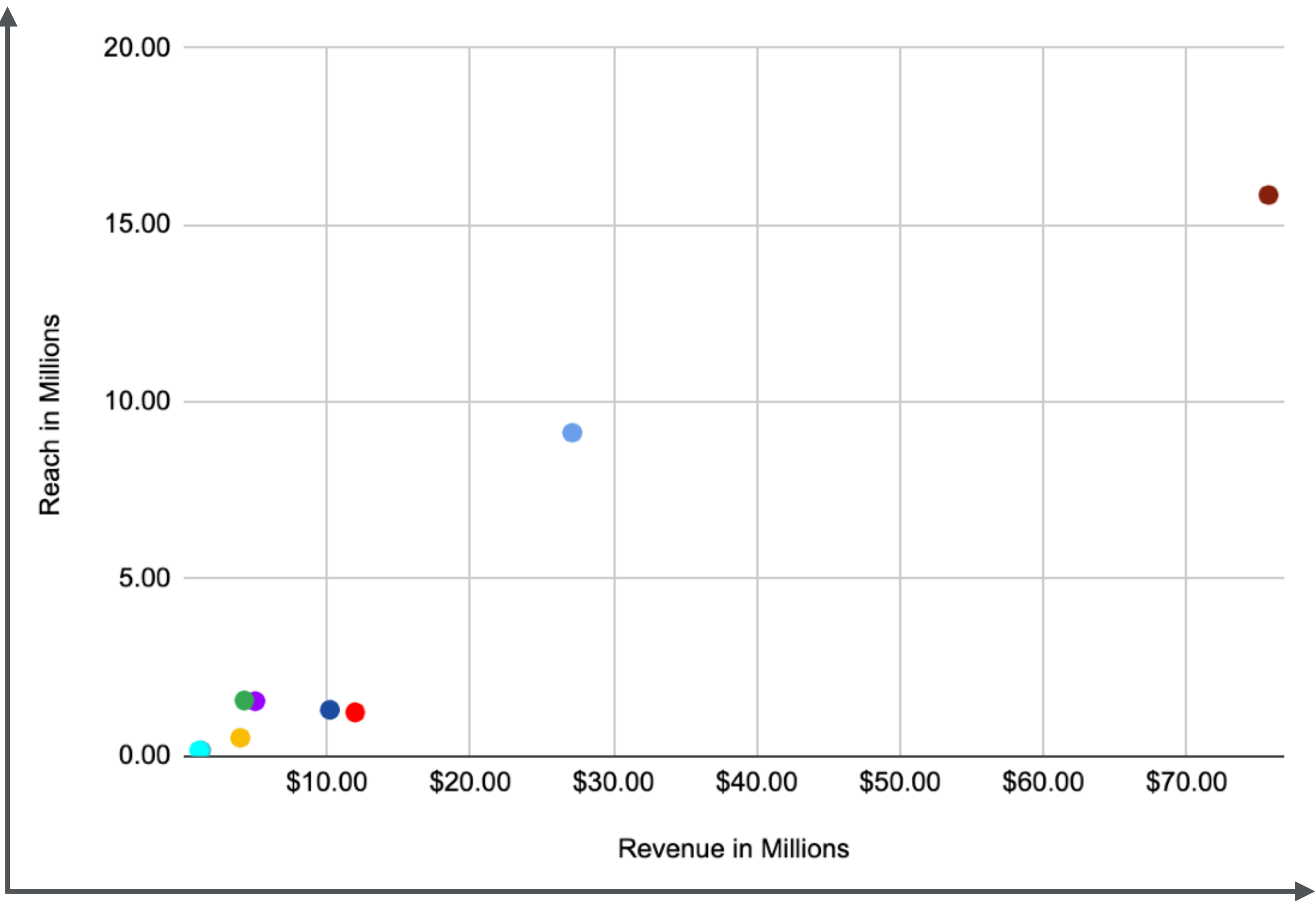


Objective

- This audit will cover our **top selling products and Powerstep brand on Amazon**, along with our direct competitor, **Superfeet**.
- In particular, we will look at the **market, finances, reach, product content, images, paid strategy, organic searchability**.
- Identify **strengths, weaknesses, opportunities, and threats** as the main objective of the analysis.

Market Share

Revenue vs Reach Scatter Chart



Legend

Brand	Revenue	Reach
Market	\$75.72M	15.84M
Dr. Scholl's	\$27.12M	9.13M
Superfeet	\$11.96M	1.23M
Powerstep	\$10.21M	1.3M
WalkHero	\$4.99M	1.55M
Easyfeet	\$4.23M	1.57M
Timberland	\$3.94M	0.51M
Samurai Insoles	\$1.23M	0.16M
Walkfit Platinum	\$1.08M	0.16M

