

# AUTOMOTIVE - AMAZON OVERVIEW DASHBOARD 2024

\*Sample data

## Filters

Niche

All

Product Number

All

Campaign Form

All

Market

All

Total Sales

\$1,131,095

+94.3% | +\$548,945

vs Last Year

Ad Sales

\$591,926

+52.33% | +\$203,357

vs Last Year

Spends

\$185,857

+44.99% | +\$57,670

vs Last Year

ACoS

31.40%

-4.82% | -1.59%

vs Last Year

ROAs

3.185

+5.07% | +0.15

vs Last Year

Orders

63,216

+69.23% | +25,860

vs Last Year

Units Sold

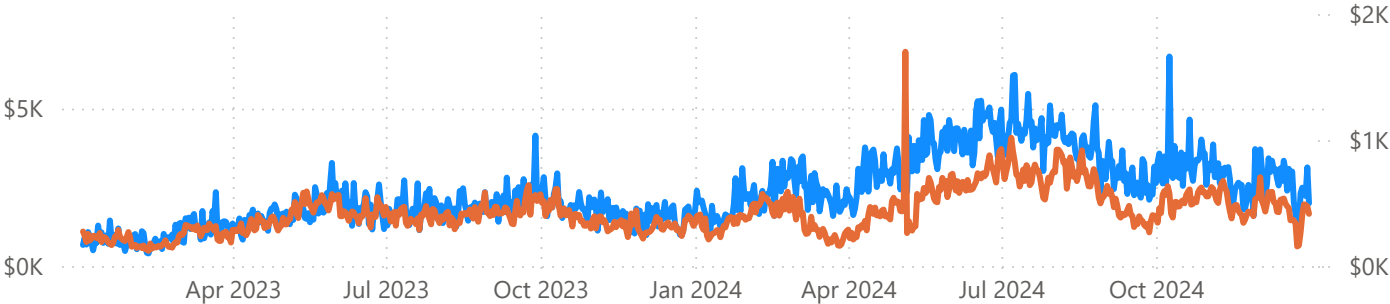
67,720

+75.46% | +29,124

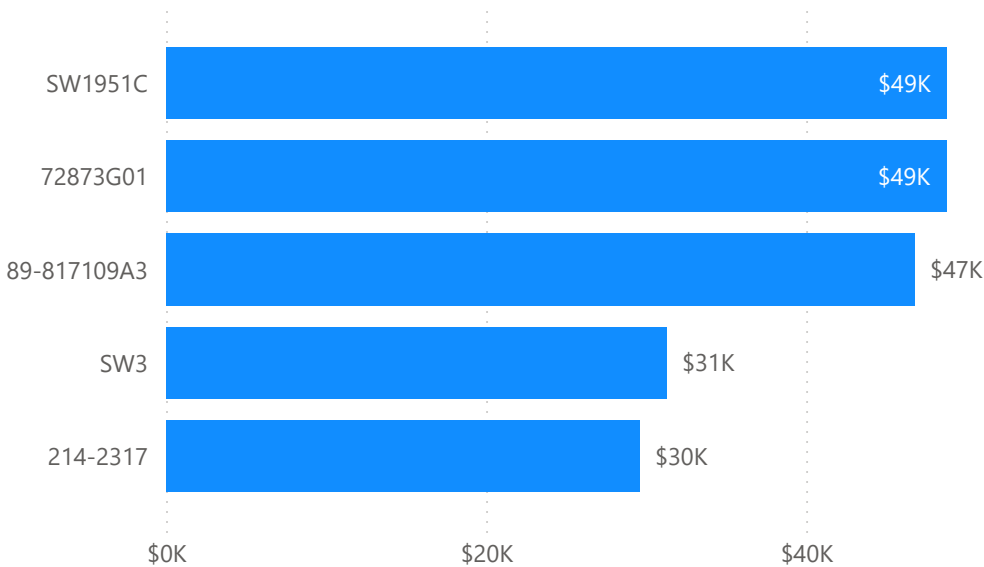
vs Last Year

## Total Sales & Spends Trend

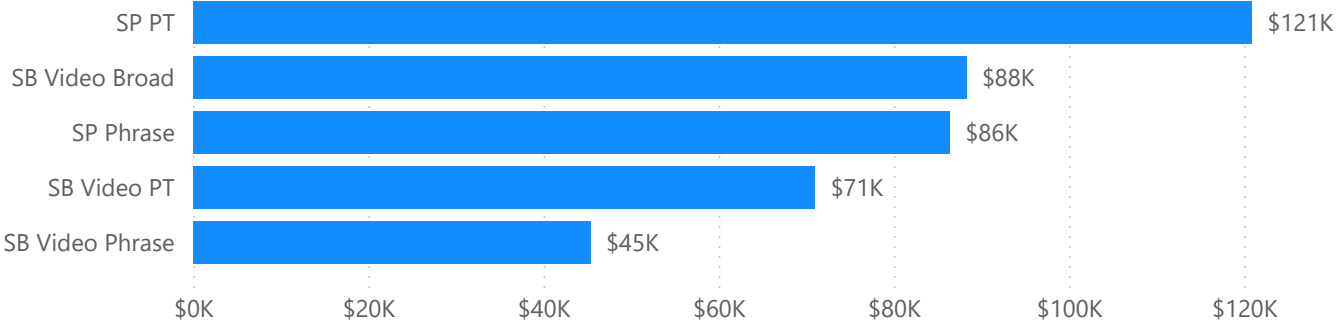
Total Sales Spends



## Top 5 Best Selling Products



## Top 5 Best Ad Campaign Form



# AUTOMOTIVE - SALES ANALYSIS DASHBOARD 2024

\*Sample data

## Filters

Niche

All

Product Number

All

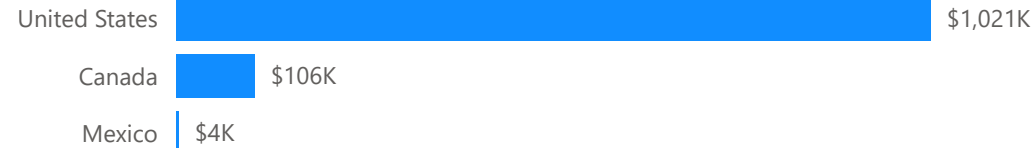
SKU

All

Market

All

## Total Sales by Market



## Total Sales

**\$1,131,095**

**+94.3% | +\$548,945**

vs Last Year

## Average Order Value

**\$17.89**

**+14.81% | +\$2.31**

vs Last Year

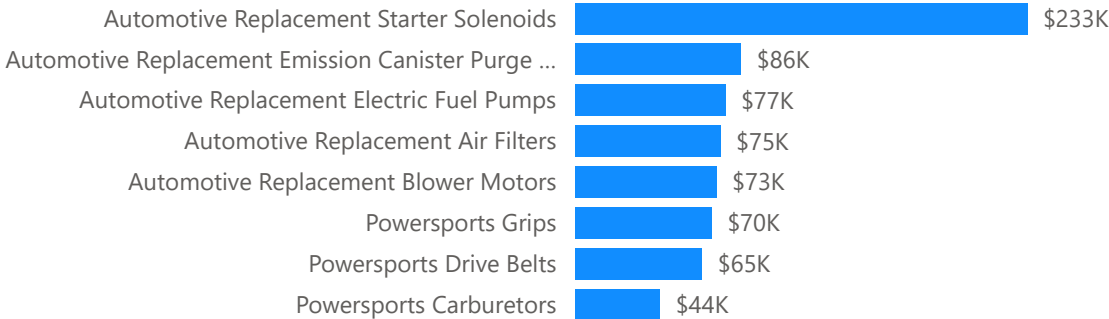
## Unit per Order

**1.07**

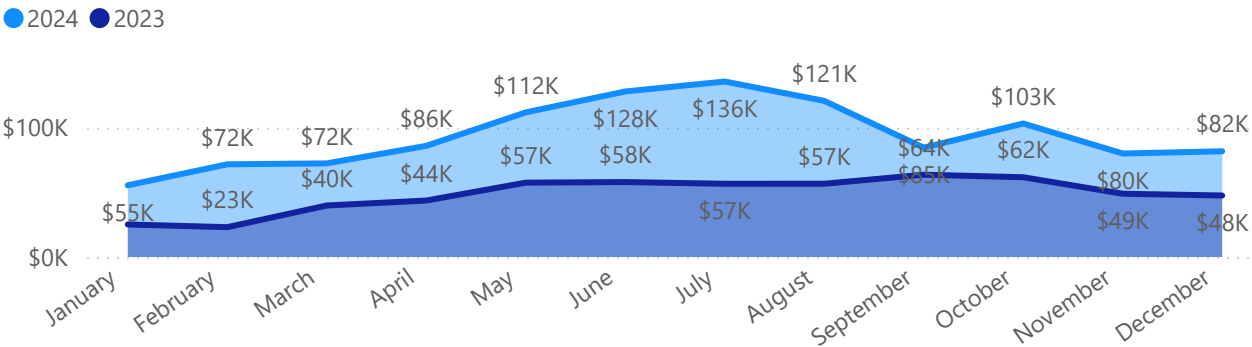
**+3.68% | +0.04**

vs Last Year

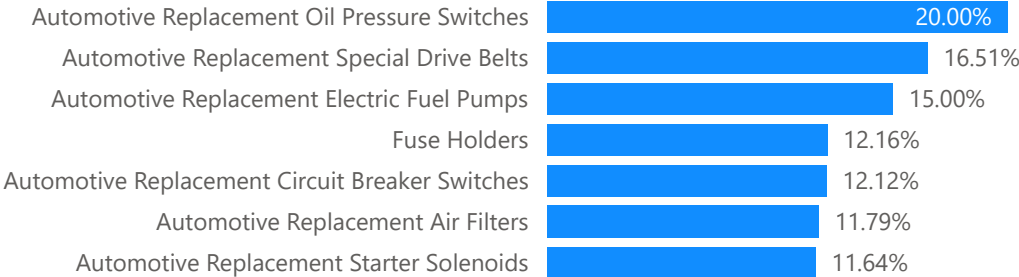
## Total Sales by Niche



## Total Sales Trend (Monthly)



## Ad Conversion Rate by Niche



## Product Details

Product	Total Sales	Ads Sales	Unit	CVR	TACoS
SW1951C	\$48,805	\$25,583	3226	10.38%	15.12%
72873G01	\$48,771	\$25,086	3990	20.72%	10.43%
89-817109A3	\$46,749	\$22,054	2924	17.69%	9.45%
SW3	\$31,250	\$18,039	2100	10.36%	16.06%
214-2317	\$29,562	\$6,665	1662	6.41%	11.47%
XA10486	\$27,489	\$13,738	2052	17.04%	15.47%
Total	\$1,131,095	\$591,926	67720	7.47%	18.33%

# AUTOMOTIVE - AMAZON ADVERTISING ANALYSIS DASHBOARD 2024

\*Sample data

## Filters

Niche

All

Product Number

All

Campaign Form

All

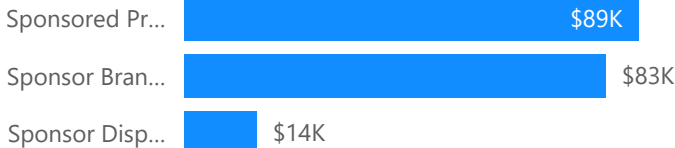
Market

All

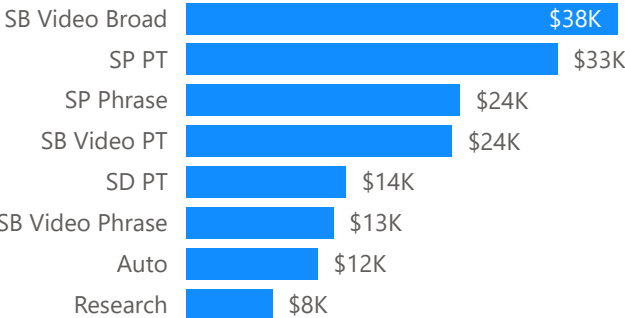
Month

All

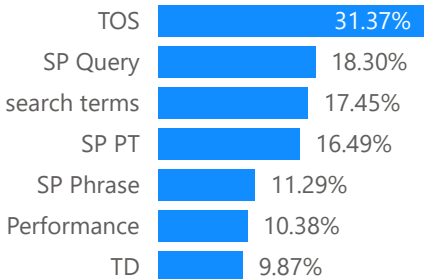
## Spends by Campaign Type



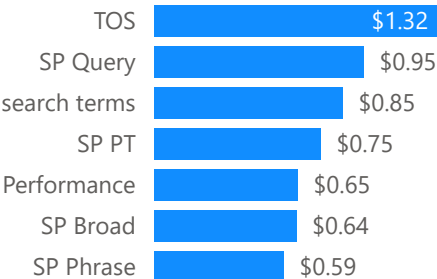
## Spend by Campaign Form



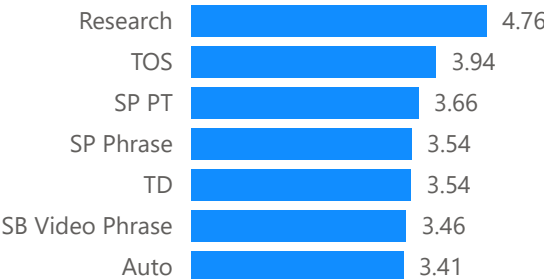
## CVR by Campaign Form



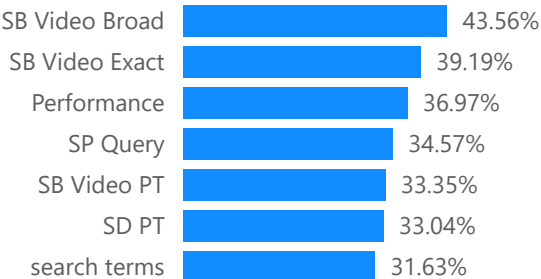
## CPC by Campaign Form



## ROAs by Campaign Form



## ACoS by Campaign Form



## Spends

\$185,857

+44.99% | +\$57,670

vs Last Year

## ACoS

31.40%

-4.82% | -1.59%

vs Last Year

## CPC

\$0.41

+9.35% | +\$0.04

vs Last Year

## ROAs

3.185

+5.07% | +0.15

vs Last Year

## Ad Conversion Rate

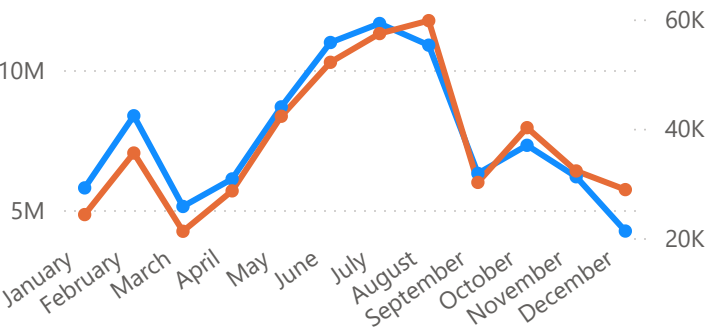
7.47%

+6.32% | +0.44%

vs Last Year

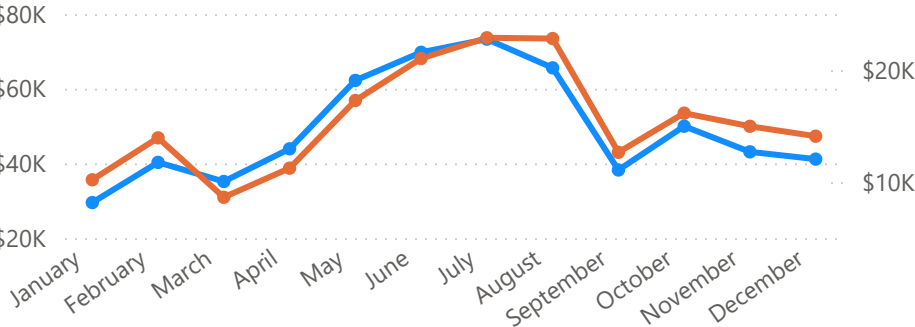
## Impressions & Clicks Trend 2024

Impressions Clicks



## Ad Sales & Spends Trend 2024

Ad Sales Spends



# AUTOMOTIVE - AMAZON YEAR OVER YEAR CHANGE DASHBOARD 2024

\*Sample data

## Filters

Niche

All

Product Number

All

Campaign Form

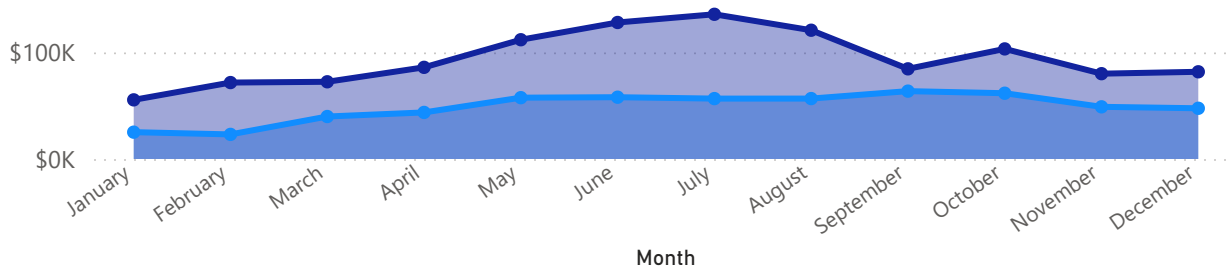
All

Market

All

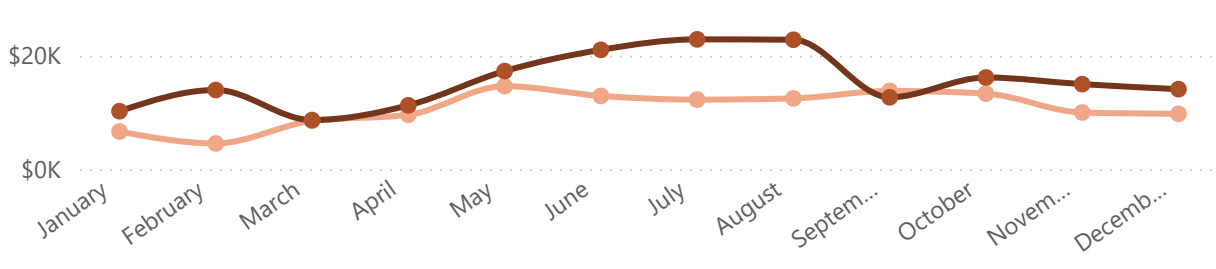
## Total Sales YoY

● 2023 ● 2024



## Spend YoY

● 2023 ● 2024



Campaign Form Spends Change Ad Sales Change

SB Video Broad	21,290.11	\$54,354
SP PT	13,379.41	\$36,133
SB Video PT	11,856.05	\$40,147
Auto	7,146.48	\$24,510
SP Phrase	6,261.07	\$27,579
SB Video Exact	1,747.14	\$4,373
Research	1,607.21	\$11,582
TD	955.30	\$3,320
SD PT	101.19	(\$3,944)
SP Query	76.70	\$556
SP Broad	6.44	\$0
SB	-75.39	\$10,057
search terms AC	-132.58	(\$167)
Performance	-340.58	(\$1,302)
SB Video Phrase	-818.73	\$5,966
Total	57,670.16	\$203,357

Product Total Sales Change Spends Change Ad Sales Change Total Sales Growth

SW1951C	\$39,907	4,751.89	\$19,978	
72873G01	\$32,605	2,971.17	\$16,850	
89-817109A3	\$26,311	1,898.59	\$9,603	
HandGrips_1in_22mm_24mm PO2	\$25,985	7,259.39	\$21,147	
Chrome_Grips_1in_22mm_24mm PO2	\$19,717	4,452.65	\$12,067	
214-2317	\$17,713	-239.98	\$99	
PZ22_Carburetor_Kit	\$15,415	2,790.36	\$8,166	
300A_CB PO3	\$14,690	1,497.07	\$6,619	
350A_9002E_BatterySwitch	\$13,996	1,675.28	\$8,353	
Ninja400_Rear_Mirrors	\$13,651	2,658.56	\$7,195	
250A_48V_M8_BusBar PO2	\$13,358	1,505.79	\$3,743	
1016203 & 101916701	\$12,797	1,087.02	\$5,208	
101916701	\$12,014	932.02	\$4,548	
150A_CB PO3	\$11,460	891.05	\$5,896	
RC601-51352	\$11,201	1,157.56	\$8,040	
Total	\$548,945	57,670.16	\$203,357	