

Amazon Case Study – Lavazza

Sales Dashboard

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7/1/20247/31/2024

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

Sales Snapshot

taken at 9/27/2024, 4:36:15 AM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
19,310	20,540	\$644,249.50	1.06	\$33.36

Focus: SEO Optimization | Organic Ranking | Performance Improvement

Project Overview

Worked on improving organic visibility and ranking through SEO optimization and keyword refinement within a competitive coffee category.

Work Done

- Keyword research and targeting
- Listing SEO optimization (titles, bullets, backend)
- Organic ranking improvements
- Ongoing testing and keyword adjustments
- Performance monitoring

Performance Snapshot

19,310

Total Orders

20,540

Units Sold

\$644K

Total Sales

\$644,249.50

\$33.36

Avg Order Value

Key Outcomes

Keyword Positioning Improved keyword positioning	Organic Visibility Increased organic visibility
Sales Performance More consistent sales performance	Search Presence Stronger product presence in search results

📌 **Conclusion:** Focused on long-term SEO improvements and continuous testing to enhance organic growth and maintain stable performance.