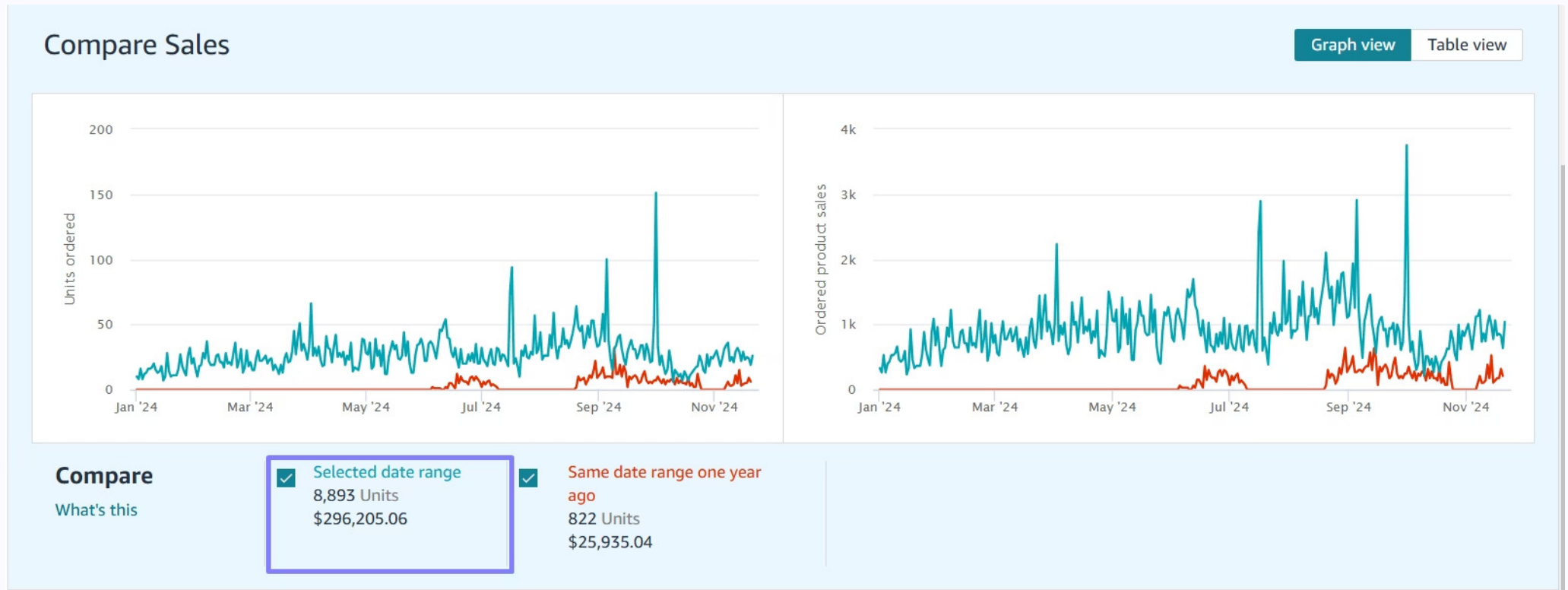




Amazon Case Study – Melissa & Doug

Focus: Sales Growth | Performance Optimization | Campaign & Listing Improvements

Project Overview



Worked on analyzing sales trends and improving overall performance through listing and campaign optimizations within a competitive category.

Work Done

Sales Trend Analysis

Sales trend analysis and performance review

Listing Optimization

Listing optimization and content refinement

Campaign Optimization

Campaign optimization and adjustments

Conversion Improvement

Conversion improvement strategies

Ongoing Monitoring

Ongoing monitoring and performance tracking

Performance Snapshot

8,893

Units Sold

\$296K

Total Sales

\$296,205.06

822

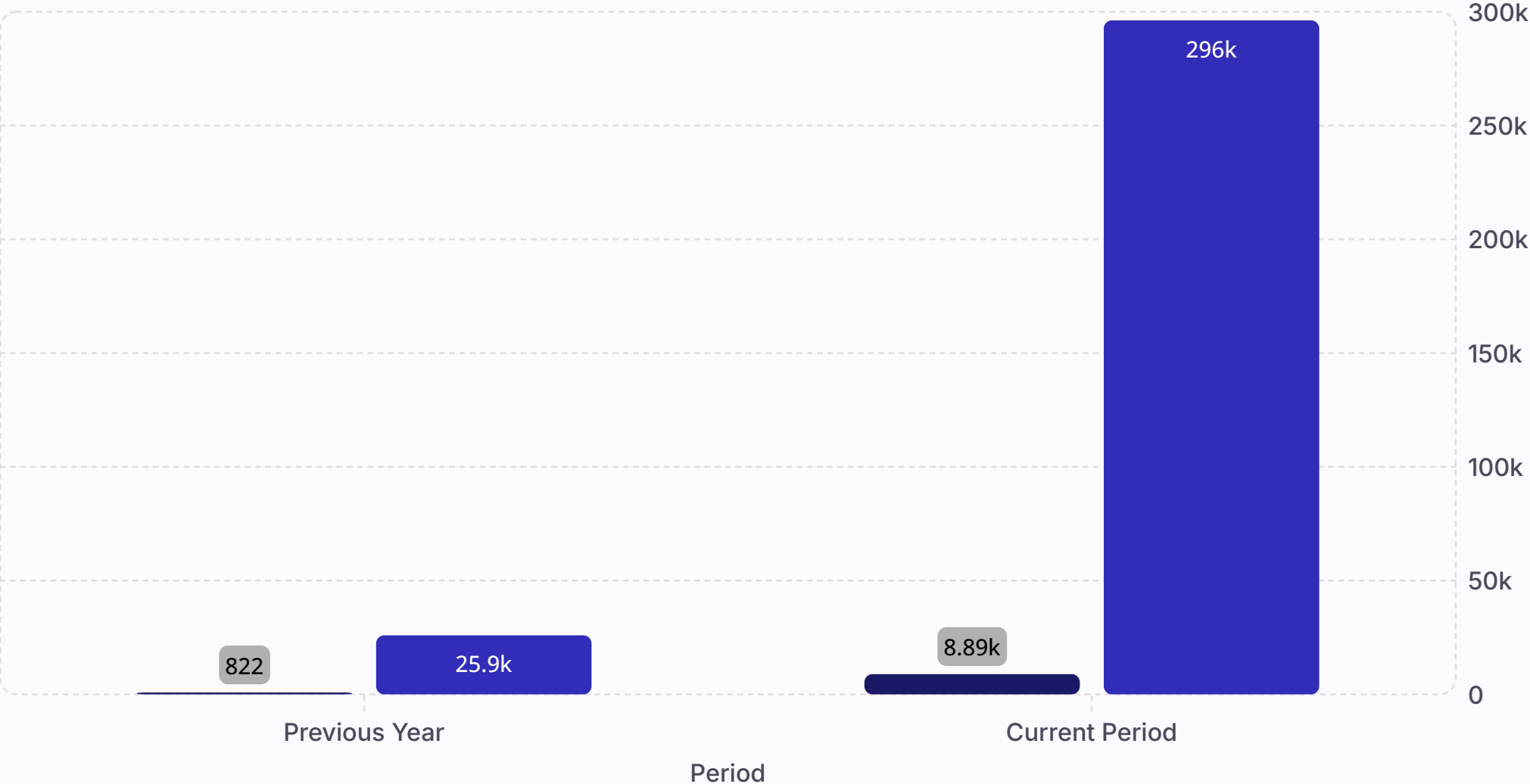
Previous Year Units

\$25K

Previous Year Sales

\$25,935.04

Units Sold Total Sales (\$)



Key Insights

Significant improvement in sales and units compared to the previous period, indicating stronger performance and better market positioning.

Conclusion

Focused on consistent optimization and data-driven decisions to improve sales performance and maintain growth momentum.