



# PROFIT SOURCERY

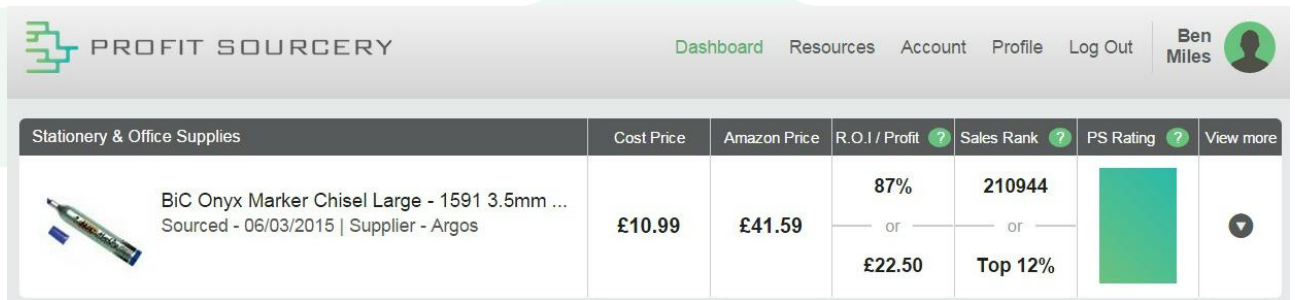
## The ProfitSourcery Metrics

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When you sign in to your ProfitSourcery account to view your opportunities for the day you will see lots of information related to each product. The metrics we offer will be crucial in helping you to identify the right products to start selling. This guide will take you through the information available to you and help you understand how you should use it to make the right buying decisions.

*Our metrics are accurate at the time of posting, but it's worth remembering that prices shown on Amazon are constantly changing, usually by just a few percentage points each day but occasionally more. Quite simply there are too many external factors outside of our control that can influence profit margins, so use the profit metrics as a guide to where profitable opportunities lie.*

## The ProfitSourcery Metrics



The screenshot shows the ProfitSourcery dashboard interface. At the top, there is a navigation bar with the logo, 'PROFIT SOURCERY', and links for 'Dashboard', 'Resources', 'Account', 'Profile', and 'Log Out'. A user profile for 'Ben Miles' is visible on the right. Below the navigation bar is a table with columns for 'Stationery & Office Supplies', 'Cost Price', 'Amazon Price', 'R.O.I / Profit', 'Sales Rank', 'PS Rating', and 'View more'. The table contains one row for 'BiC Onyx Marker Chisel Large - 1591 3.5mm ...'. The 'Cost Price' is £10.99 and the 'Amazon Price' is £41.59. The 'R.O.I / Profit' is 87% (or £22.50) and the 'Sales Rank' is 210944 (or Top 12%). The 'PS Rating' is represented by a green bar. A 'View more' dropdown arrow is visible on the right side of the row.

Stationery & Office Supplies	Cost Price	Amazon Price	R.O.I / Profit	Sales Rank	PS Rating	View more
 BiC Onyx Marker Chisel Large - 1591 3.5mm ... Sourced - 06/03/2015   Supplier - Argos	£10.99	£41.59	87% or £22.50	210944 or Top 12%		▼

Across the page from left to right you will see an image of the product taken from Amazon.co.uk. This includes the product name and the date we sourced the data. You will also see the name of the retailer you can buy this product from.

Next you will see the cost price (buy price) and the Amazon selling price so you know how much the item will cost and what it is currently selling for on Amazon. These will advise the estimated return on investment shown as a percentage and an actual figure. This number is estimated using the current buy and sell prices taking into account our estimates of Amazon and FBA fees.

*Note: Estimated profits do not include any shipping fees levied by the seller, or onward postage costs to send to the Amazon warehouses.*



Next to the ROI tab you can see the sales rank. We'll show you the current sales rank number and also show it as a percentage.

Finally you will see the ProfitSourcery (PS) Rating; this is our unique formula to help you make faster smarter buying decisions. The PS Rating takes into account profit margins and sales rank among other factors to rate each opportunity, which we show via a bar.

Based on the results of our unique formula, the bar will fill to suggest if the product (as a snapshot) is a promising one to invest in. For example, if the bar is almost full then the product is well worth a serious look for you to invest in. If the bar isn't full this doesn't mean the product is 'bad', it simply means the product needs closer consideration.

Please note that the ProfitSourcery rating indicates how good an opportunity could potentially be based on its current factors. Even if a product has a full bar next to it there are no guarantees, we still advise you do some research on each opportunity to make sure it is right for you.





Once you've found a product you like, you can click on it to reveal additional product information (see below).

Stationery & Office Supplies	Cost Price	Amazon Price	R.O.I / Profit ?	Sales Rank ?	PS Rating ?	View more
 <p>BiC Onyx Marker Chisel Large - 1591 3.5mm ... Sourced - 06/03/2015   Supplier - Staples</p>	£10.99	£41.59	87% or £22.50	210944 or Top 12%		▼

Amazon Title	BiC Onyx Marker Chisel Large - 1591 3.5mm - 5.5mm Box of 12 - Black	ASIN ?	If products do not match <a href="#">Let us know</a>
Retailer Title	BiC 1591 Onyx Marker, Black (pack 12 each)	B001JKE29A	


 <b>Product Dimensions</b> Useful for shipping	 <b>Product Competition</b> Current prices of top 5 sellers	 <b>Fee Calculator</b> Select fulfillment method	 <b>External Links</b> Reviews, ranks and stock																															
<p>Weight: 440.0 grams</p> <p>Height: 4.4 inches</p> <p>Width: 13.0 inches</p> <p>Length: 14.2 inches</p>	<table border="1"> <tr><td>Seller 1</td><td>£41.59</td><td>Amazon or FBA</td></tr> <tr><td>Seller 2</td><td>£43.00</td><td>Amazon or FBA</td></tr> <tr><td>Seller 3</td><td>£43.70</td><td>Merchant Fulfilled</td></tr> <tr><td>Seller 4</td><td>£44.00</td><td>Merchant Fulfilled</td></tr> <tr><td>Seller 5</td><td>£45.00</td><td>Merchant Fulfilled</td></tr> </table>	Seller 1	£41.59	Amazon or FBA	Seller 2	£43.00	Amazon or FBA	Seller 3	£43.70	Merchant Fulfilled	Seller 4	£44.00	Merchant Fulfilled	Seller 5	£45.00	Merchant Fulfilled	<table border="1"> <tr><td>Selling Price</td><td>£41.59</td></tr> <tr><td>Cost Price</td><td>£10.99</td></tr> <tr><td>'Amazon Referral Fee'</td><td>£6.24</td></tr> <tr><td>'Fulfillment By Amazon Fee'</td><td>£1.86</td></tr> <tr><td>Total Cost</td><td>£19.09</td></tr> <tr><td>Estimated Profit</td><td>£22.50</td></tr> <tr><td>ROI% ?</td><td>87%</td></tr> <tr><td>Margin ?</td><td>79%</td></tr> </table>	Selling Price	£41.59	Cost Price	£10.99	'Amazon Referral Fee'	£6.24	'Fulfillment By Amazon Fee'	£1.86	Total Cost	£19.09	Estimated Profit	£22.50	ROI% ?	87%	Margin ?	79%	<p>Price &amp; Sales Rank History Via CamelCamelCamel</p> <p>Check Product Details Via Amazon</p> <p>Check Availability Via Retailer</p>
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After you click you will see the Amazon title of the product and the retailer's title, you can compare these to make sure the products are matched correctly. We have worked hard to make sure the opportunities you see are real opportunities but occasionally you may see an error which has slipped through.

One example might be that the Amazon listing offers a multipack while the retailer is selling the product individually. If you believe there is an error in the match you can report this to us by clicking on the link on the right hand side of the page.


You can also see the ASIN which is Amazon's unique catalogue number for the product. You can use this to list the product should you choose to buy and you may wish to use it for extra research.

The first column you will see is the product dimensions. You need to be aware of the size and weight of the product as this may affect your buying decision, for example, if you are a Merchant seller, can you easily store the product and is it cheap to ship?

 <b>Product Dimensions</b> Useful for shipping
<b>Weight: 440.0 grams</b>
<b>Height: 4.4 inches</b>
<b>Width: 13.0 inches</b>
<b>Length: 14.2 inches</b>

If you are an FBA seller the measurements will affect storage prices. Amazon will charge more to store larger items so you need to be confident the item will get bought quickly.

The next column you will see is the 'Product Competition'; this shows you the top five current sellers of the product and the price they are listing the item for. You can see whether the seller is Merchant Fulfilled or 'Amazon or FBA' (unfortunately we are currently unable to distinguish between the two). If you would like more information on current sellers of the product you can use the link to the Amazon listing on the right hand side.

 <b>Product Competition</b> Current prices of top 5 sellers		
<b>Seller 1</b>	<b>£41.59</b>	<b>Amazon or FBA</b>
<b>Seller 2</b>	<b>£43.00</b>	<b>Amazon or FBA</b>
<b>Seller 3</b>	<b>£43.70</b>	<b>Merchant Fulfilled</b>
<b>Seller 4</b>	<b>£44.00</b>	<b>Merchant Fulfilled</b>
<b>Seller 5</b>	<b>£45.00</b>	<b>Merchant Fulfilled</b>

Understanding the Amazon prices will help you to set your prices and understand any competition. The lowest Amazon price will help you determine the price you can sell your product for, after all customers always look first for the cheapest option.

*Please note that if you see 'N/A' in the product competition column instead of a price, this means that there is no seller.*

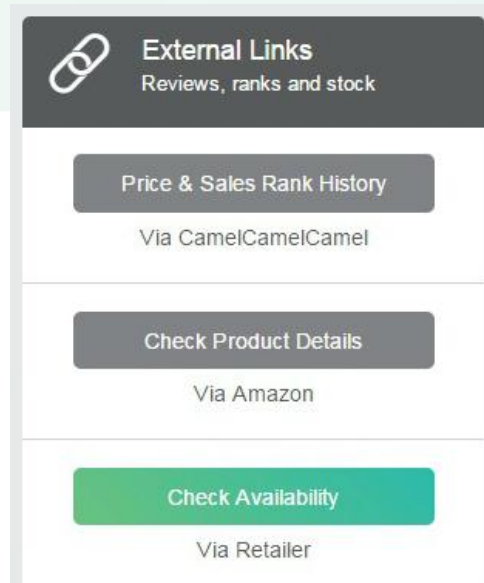
After 'Product Competition' you will see the 'Fee Calculator', these figures are the most exciting found on ProfitSourcery. Ultimately they're what you're interested in; you want to know how profitable each product potentially is. ProfitSourcery shows you profit with Amazon and FBA costs which means you can see exactly how much profit you can expect to make.

Fee Calculator Select fulfillment method	
Selling Price	£41.59
Cost Price	£10.99
'Amazon Referral Fee'	£6.24
'Fulfilment By Amazon Fee'	£1.86
Total Cost	£19.09
Estimated Profit	£22.50
ROI% ?	87%
Margin ?	79%

You will also see the return on investment (ROI) and gross margin as a percentage. ROI tells you how much of your spend you can expect back as a profit. The gross margin tells you what percentage of the sales price you receive as profit.

Understanding the difference between ROI and gross margin is important. You may find that you are uninterested in one or the other in which case you can focus on the figure you find most useful to you but at ProfitSourcery we display both so that you have the choice. Of course profit margin is a key factor in making buying decisions, however don't solely base your decision based on these metrics.

On the right of the page you will see a link to [CamelCamelCamel](#), this external site shows you how the price of the product has changed over time as well as the sales rank.



There are also links to the Amazon page to check out the product reviews and further information plus a link to buy the product should you decide it is right for you.

Be thorough with your approach to analysing products because the Amazon marketplace is a wild and unpredictable place; prices change and competition comes and goes. There will always be profitable opportunities to discover with ProfitSourcery but it's always worth spending a little extra time to check sales and price history.

*For more information on how to use these metrics to make buying decisions see our guide, "What Makes a Good Product to Buy?"*