



PROFIT SOURCERY

Your Product Dashboard Explained

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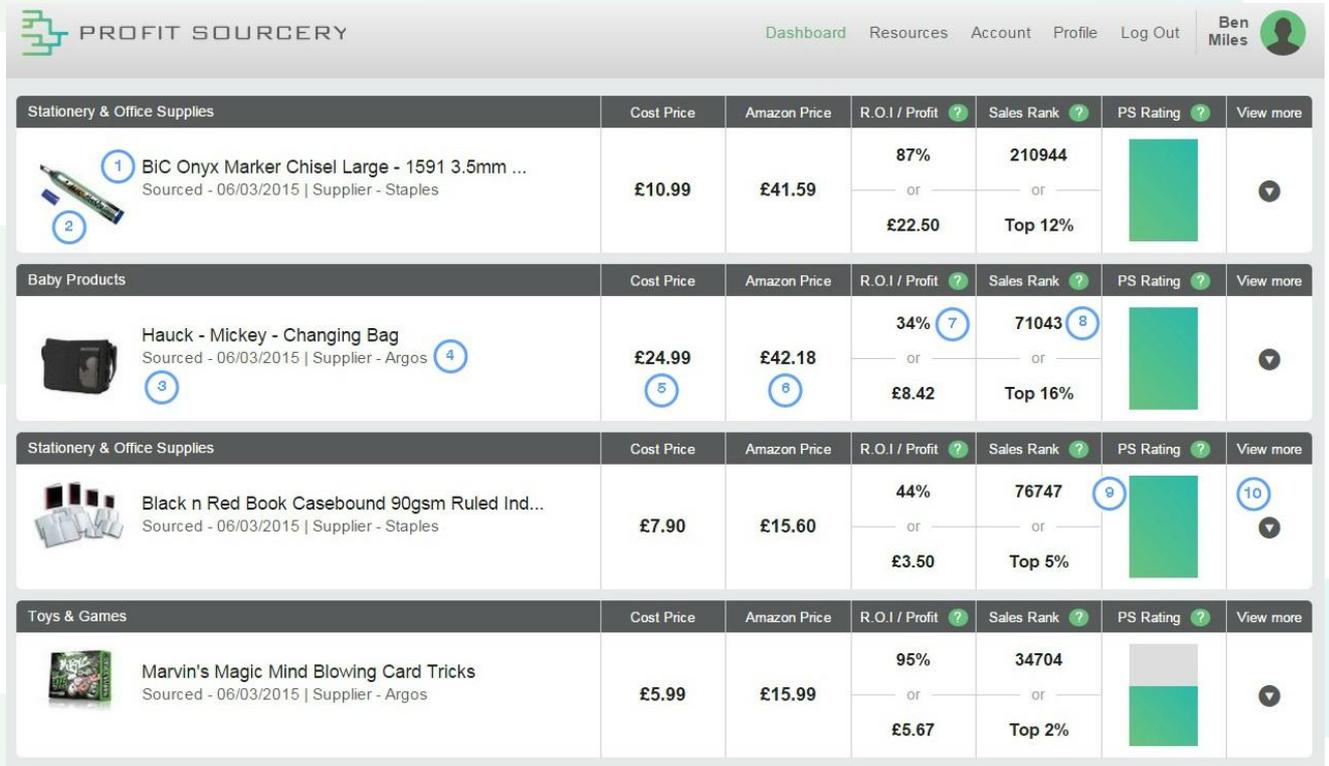
In this guide we'll explain the ProfitSourcery dashboard to you. The dashboard is the ProfitSourcery hub; it's where you'll find all your product opportunities. It goes without saying that understanding the product dashboard is important. Once you understand it, you'll be able to make smarter stock purchases.

Here's what we'll cover in this guide:

- The overview of your product dashboard.
- An overview of the ProfitSourcery metrics we show you in your dashboard.
- What a restricted product looks like in your dashboard (important to know if you're a new Amazon seller).

Getting to know the Product Dashboard

This is where you'll be spending most of your time on ProfitSourcery, so it's important to understand what the dashboard is showing you.



The screenshot shows the ProfitSourcery dashboard interface. At the top, there is a navigation bar with the logo, 'Dashboard', 'Resources', 'Account', 'Profile', 'Log Out', and a user profile for 'Ben Miles'. Below this is a table of product listings. Each row represents a product with columns for category, product details, cost price, Amazon price, R.O.I / Profit, Sales Rank, PS Rating, and a 'View more' link. Annotations in blue circles are placed over the table to highlight specific elements: 1. Title, 2. Product Image, 3. Sourced date, 4. Supplier, 5. Cost Price, 6. Amazon Price, 7. R.O.I / Profit, 8. Sales Rank, 9. PS Rating, and 10. View more.

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 - Staples	£10.99	£41.59	87% or £22.50	210944 or Top 12%		▼
 Hauck - Mickey - Changing Bag Sourced - 06/03/2015 Supplier - Argos	£24.99	£42.18	34% or £8.42	71043 or Top 16%		▼
 Black n Red Book Casebound 90gsm Ruled Ind... Sourced - 06/03/2015 Supplier - Staples	£7.90	£15.60	44% or £3.50	76747 or Top 5%		▼
 Marvin's Magic Mind Blowing Card Tricks Sourced - 06/03/2015 Supplier - Argos	£5.99	£15.99	95% or £5.67	34704 or Top 2%		▼

1. Title

The name of the product.

2. Product Image

The image from the Amazon listing, so you can see what you're buying. Or in this case, you can see some llamas.

3. Sourced date

See the date this opportunity was added to the database. In the ecommerce world, opportunities can disappear as quickly as they appear, so be sure to act fast! Generally speaking, the more recent the opportunity, the stronger it will be.

4. Supplier

Sometimes more than one retailer will be offering the same product, so here you can choose which retailer's price information you display. All retailers are relevant to your country.

5. Cost Price

The price you can buy this product for, per unit, from the selected retailer.

6. Amazon Price

The price this product is currently selling for through the Amazon Buy Box.

7. ROI/Profit

The difference between the buy price and the sell price, shown as both an ROI percentage and a cash amount difference.

8. Sales Rank

Amazon's Sales Rank number showing how well the product is currently selling on Amazon.

Displayed as both the actual Sales Rank number from Amazon, and as a percentage, showing a product's performance within its category.

The smaller the Sales Rank number, the better. Though remember there are sometimes millions of products per category, and so the percentage helps put the number in context.

We only display products that are within the top percentages, and so should be selling well.

9. PS Rating

ProfitSourcery's rating of this opportunity. We take into account things like profit margin, sales rank, and how recent the opportunity is, to visually sum up how good this product opportunity is.

10. View more

To get more information for the product, simply click here. The row will drop down with additional product information.

More Product Information

When you click to 'View more', you'll see something like this:

The screenshot displays a product listing for 'BiC Onyx Marker Chisel Large - 1591 3.5mm ...'. The top section shows key metrics: Stationery & Office Supplies, Cost Price (£10.99), Amazon Price (£41.59), R.O.I / Profit (87%), Sales Rank (210944), and PS Rating (green bar). Below this, the Amazon Title and Retailer Title are shown, along with the ASIN (B001JKE29A) and a 'Let us know' button. The bottom section is divided into four panels: Product Dimensions (Weight: 440.0 grams, Height: 4.4 inches, Width: 13.0 inches, Length: 14.2 inches), Product Competition (table of 5 sellers), Fee Calculator (table of fees and profit), and External Links (Price & Sales Rank History, Check Product Details, Check Availability).

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 - Staples	£10.99	£41.59	87% or £22.50	210944 or Top 12%		

Amazon Title	ASIN ?	If products do not match
BiC Onyx Marker Chisel Large - 1591 3.5mm - 5.5mm Box of 12 - Black	B001JKE29A	<input type="button" value="Let us know"/>

Retailer Title
BiC 1591 Onyx Marker, Black (pack 12 each)

Product Dimensions	Product Competition	Fee Calculator	External Links
Useful for shipping	Current prices of top 5 sellers	Select fulfillment method	Reviews, ranks and stock
Weight: 440.0 grams	Seller 1 £41.59 Amazon or FBA	Selling Price £41.59	Price & Sales Rank History
Height: 4.4 inches	Seller 2 £43.00 Amazon or FBA	Cost Price £10.99	Via CamelCamelCamel
Width: 13.0 inches	Seller 3 £43.70 Merchant Fulfilled	'Amazon Referral Fee' £6.24	Check Product Details
Length: 14.2 inches	Seller 4 £44.00 Merchant Fulfilled	'Fulfilment By Amazon Fee' £1.86	Via Amazon
	Seller 5 £45.00 Merchant Fulfilled	Total Cost £19.09	Check Availability
		Estimated Profit £22.50	Via Retailer
		ROI% ? 87%	
		Margin ? 79%	

1. Amazon Title

The title from the Amazon listing.

2. Retailer Title

The title from the retailer site.

**The Amazon and retail title don't have to match to be the same product. If however when you look at the Amazon listing, the retail product is different from the Amazon listing, this is a product mismatch. You can 'let us know' using the button to the right of the titles.*

3. ASIN

Amazon's identifying number, unique to this product.

4. Product Dimensions

Here you're able to see how much the product weighs as well as how tall, long, and wide it is. Amazon calculate their fees based on these measurements. As a general rule, the bigger the product, the higher the storage fees will be.

If you're fulfilling orders yourself, then it's worth considering the size and weight of a product when choosing what to buy, as it will affect how much the postage will be, as well as how much room it will take up!

5. Product Competition

In order to win the Amazon Buy Box, and be the seller most likely to get the actual sale, your selling price will need to be competitive.

In this section, you can see how much other sellers are charging for this same product. We show you the prices of the top 5 other sellers, to give you the best idea of how much you may have to adjust your pricing by, but be aware that there may be more sellers that you're competing with too.

You can also see whether other sellers are fulfilling the order themselves or letting Amazon handle it – another factor in winning the Buy Box.

6. Fee Calculator

This section shows you the breakdown of all the fees associated with selling this product on Amazon through FBA.

- 'Selling Price' is the current Buy Box price on Amazon for this product.
- 'Cost Price' is the cost of one unit from the selected retailer.
- 'Amazon Referral Fee' which is charged by Amazon to all sellers.
- 'Fulfilment by Amazon Fees' is the fee per unit for using Amazon's Fulfilment by Amazon service. The fees are calculated based on the product dimensions.
- 'Total Cost' is simply a sum of all the above fees. This is how much it will cost for you to sell this product on Amazon.
- 'Estimated Profit' is the cash amount you could stand to make if you bought this product today, and sold it at the current selling price on Amazon. Estimated profits do not include any shipping fees levied by the seller, or onward postage costs to send to the Amazon warehouses.
- 'ROI%' shows your Return On Investment as a percentage – the percentage you get back on the amount that you spend.
- 'Margin' shows the difference between the current selling price and the cost of buying and selling one unit as a percentage.

7. Price & Sales Rank History

This button takes you to camelcamelcamel.com – a website that lets you track Amazon product listings. You can use CamelCamelCamel to track a product's sales rank and selling price over time, and see how well it's performed to date, to help you decide whether it's a good opportunity for you.

8. Check Product Details

This button will take you to the Amazon listing for this product, where you can see the Amazon listing and read the reviews that customers have left.

9. Check Availability

Clicking this button won't place an order – it simply takes you to the product on the retailer's website. It's worth following this link anyway, to fully check out any products before you consider placing an order. The retailer's site will also display information on postage costs for your order.

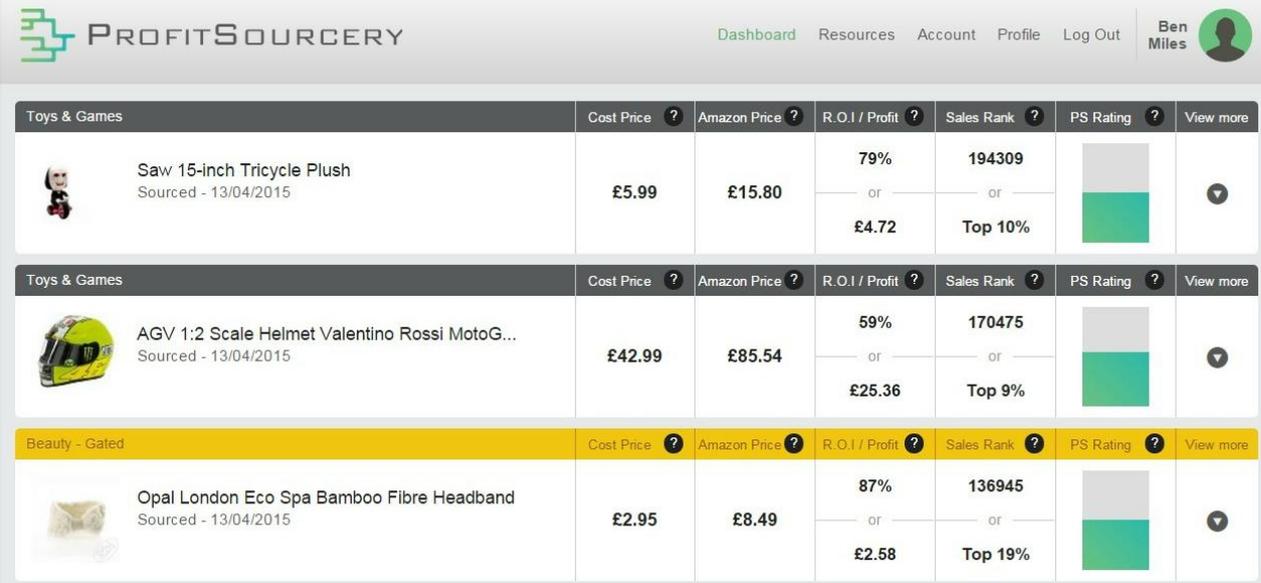
You place your actual order through the retailer, not through ProfitSourcery.

What A Restricted Product Looks Like In Your Dashboard

A restricted product is a product sold on Amazon that belongs in a restricted Amazon category. Unless a seller is authorised, by Amazon, to sell products in a restricted category they won't be allowed to sell those products. If you want to sell products that are in restricted categories, you will have to apply for permission from Amazon. This can be done in your Seller Central area.

For more information on learning about restricted categories and applying to get them unlocked, see our 'Restricted (gated) Products & Categories: What Are They & How to Unlock Them?' guide.

In the ProfitSourcery dashboard, we highlight restricted products to you. This is so you don't buy the product, without realising you are unable to then sell that product on Amazon. Here's how we show it:



PROFITSOURCERY							Dashboard	Resources	Account	Profile	Log Out	Ben Miles
Toys & Games		Cost Price ?	Amazon Price ?	R.O.I / Profit ?	Sales Rank ?	PS Rating ?	View more					
	Saw 15-inch Tricycle Plush Sourced - 13/04/2015	£5.99	£15.80	79% or £4.72	194309 or Top 10%		▼					
Toys & Games		Cost Price ?	Amazon Price ?	R.O.I / Profit ?	Sales Rank ?	PS Rating ?	View more					
	AGV 1:2 Scale Helmet Valentino Rossi MotoG... Sourced - 13/04/2015	£42.99	£85.54	59% or £25.36	170475 or Top 9%		▼					
Beauty - Gated		Cost Price ?	Amazon Price ?	R.O.I / Profit ?	Sales Rank ?	PS Rating ?	View more					
	Opal London Eco Spa Bamboo Fibre Headband Sourced - 13/04/2015	£2.95	£8.49	87% or £2.58	136945 or Top 19%		▼					

As you can see in the image above we highlight restricted products in yellow. Using the example above, you would only be allowed to sell the product highlighted if you had permission, from Amazon, to sell products in the Beauty Amazon category.

If you don't have permission to sell in this category, from Amazon, we highly recommend you contact Amazon to apply for permission to sell in the category. Once that's done, you'll be able to purchase the opportunity.