How to Read and Evaluate Keepa Charts

When needing to evaluate a product to purchase, you need to check the Keepa Chart every time!

There are many factors you can look at to evaluate Keepa, including:

- Sales History (the Green Line)
- Buy Box Price History (Pink Line)
- Amazon on the Listing (Orange shaded areas)
- Seller Count History (the 3rd box under More Historical Data) (Purple Line)
- New FBA Price (Orange Triangles)
- New FBM Price (Blue Dots)
- The Statistics Tab to see the High, Low, and Average information for Price and Sales Rank Drops
- The Data Tab to see Offers and Buy Box Statistics
- The Variations Tab if there are other Variations

Check Keepa Chart for Proper Configuration

Make sure you are logged in so that you have full access to the Keepa data. Next, on the right side of a Keepa chart, you can select and deselect the information you want shown. The ones needed are New, Sales Rank, New 3rd Party FBA, and Buy Box. If Amazon is on it, then you can click Amazon as well. Also on the bottom of the Keepa chart, you need to click “More Historical Data” to see the bottom 2 graphs as shown below. The middle graph is not used but the bottom one needs to have New Offer Count Selected.



Check The Sales Rank for Approximate Sales Estimate

The Green Line in the Keepa chart allows for you to see the historical sales rank for the product. The more drops and fluctuations in sales rank, typically the better. When there are just a few drops in the green line, then that means those were sales. So if you see 10 drops in the green line in 1 month, you know there were around 10 sales that month.

If there is a super fast selling product, the sales rank will look steadier at a low sales rank number. In this case, you know it's selling a lot of items per month.

Aim to see at least 5 drops per month before testing the product.

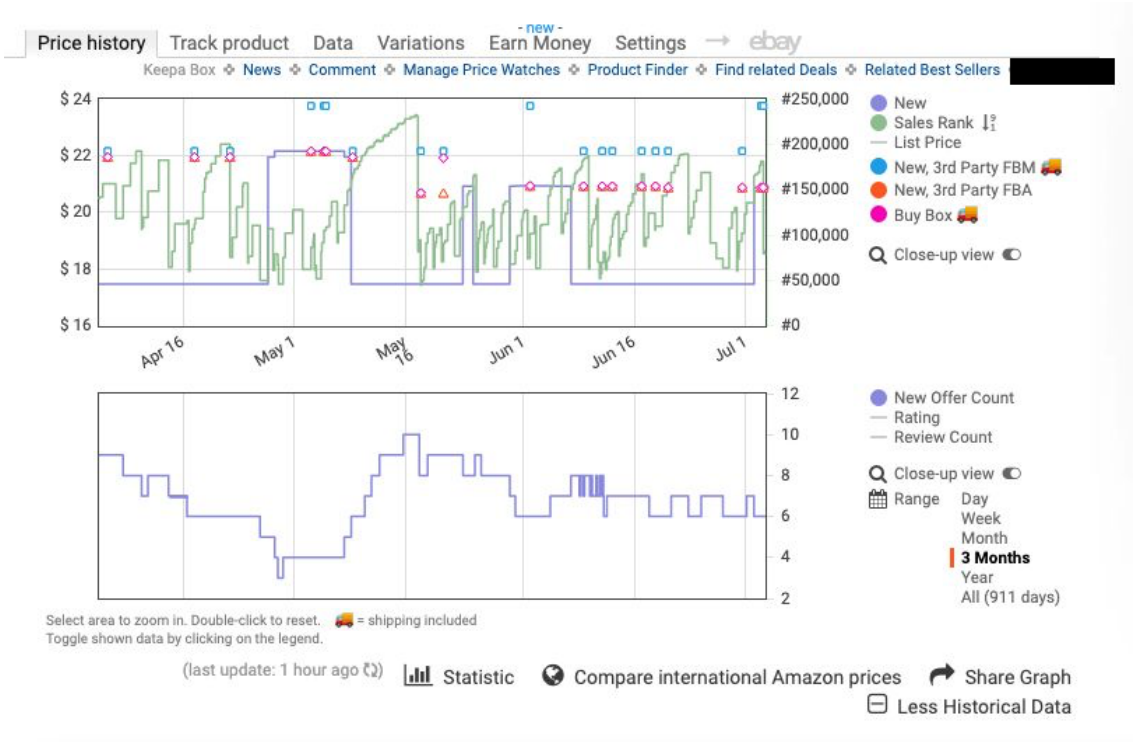
Also, check the past year instead of the last 3 months to confirm it is not a seasonal product.

See example in the next section.

Check Historical BuyBox Price

Look at the Buy Box price history by looking at the pink line (it used to be dots so if you see those when looking at old charts in this document, it's still the Buy Box information). If the price fluctuates a lot, then you need to determine if it's profitable based on the average price of the product in the last 3 months. If it's a steady price, then that's the best case scenario for a replen. To be safe, you can also check out the profitability based on the lowest price over the last year. If it's still profitable or break even, then it may be worth testing if everything else checks out. If the price is consistently going down while seller count is going up, then avoid that product because the price will most likely continue to go down.

Example:
This image shows in the last 3 months that the green sales rank line fluctuates a lot so it's regularly selling and the pink dots (buy box price) stays fairly consistent. This would be a replen we would test. (This is an image of an older chart where the middle box isn't shown and the Buy Box is indicated by pink dots instead of a line. The message is still the same however since we don't care about the middle chart and the dots vs line makes no difference).



Check Number of Sellers

The box on the bottom of the Keepa chart shows the number of sellers on a listing. We don't care as much about the number of sellers unless it's a really slow moving product. However, we do care about the trend in sellers. If the purple line in that box is steadily increasing with no dips, we will avoid this product because that can cause the price to drop soon.

If the purple line is steady, fluctuating up and down, or decreasing, then we will test that product if it meets our other criteria for profitability and sales history.

In the example from the last section, the purple line fluctuates up and down so we would test the product based on that as well.

IF THERE IS **CONSISTENTLY** ONE SELLER ON A LISTING, WE CANNOT TEST. This is most likely a private label product that we could have issues with selling.

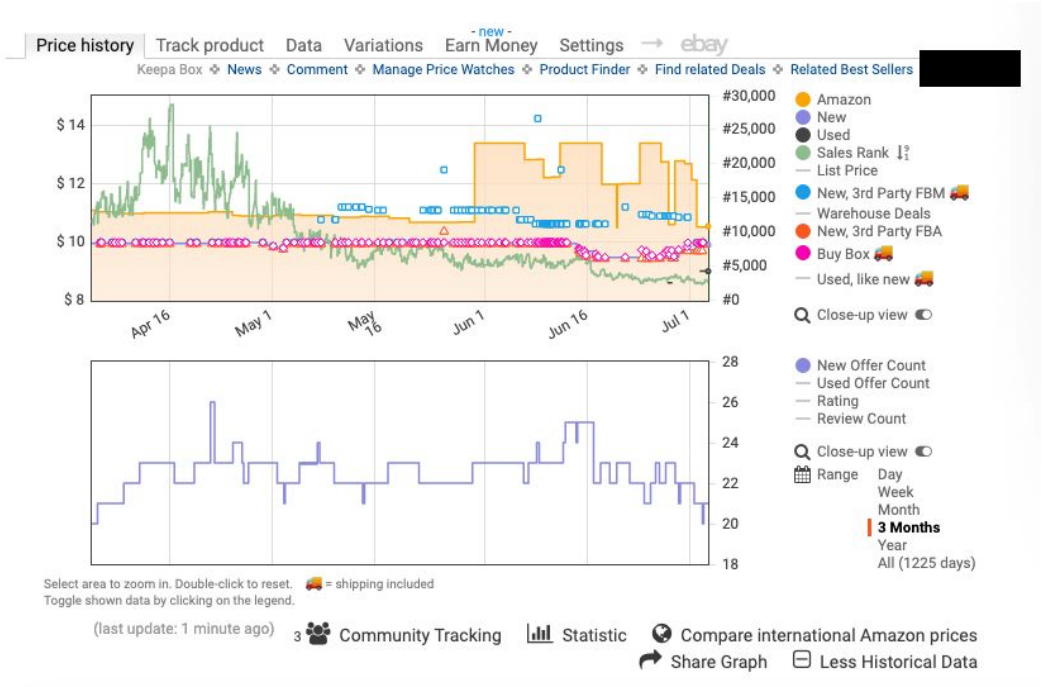
Check for Amazon on a Listing

When Amazon is on a listing, the Keepa chart will be shaded orange. If Amazon is consistently on a listing, we normally will not buy that product because Amazon doesn't like to share the Buy Box. If Amazon has been on it in the past for a short time, then we will test the product **if they are not currently on it.**

Lastly, if the product is very fast moving (based on the green sales rank line) we will test that product. Just purchase fewer. In the below example, we would not buy the product since Amazon is consistently on the item and keeps coming back.

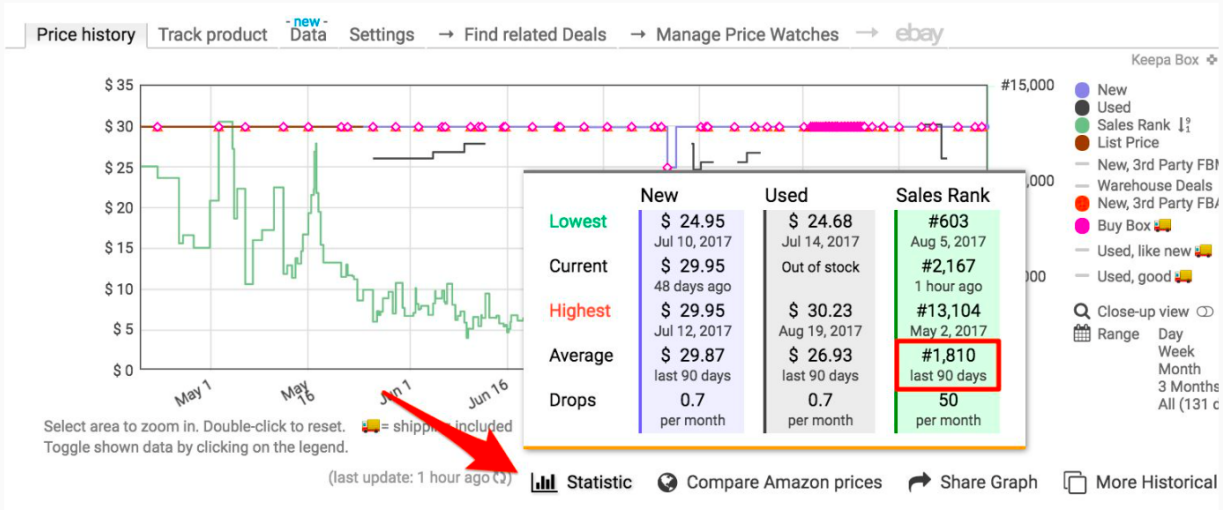


However, if the pink buy box line is lower than Amazon's Orange Line, then that typically means Amazon is allowing the buy box to be priced lower than their price and we could test 2-4 to see if that trend will hold. (See below)



Using the Statistics Box

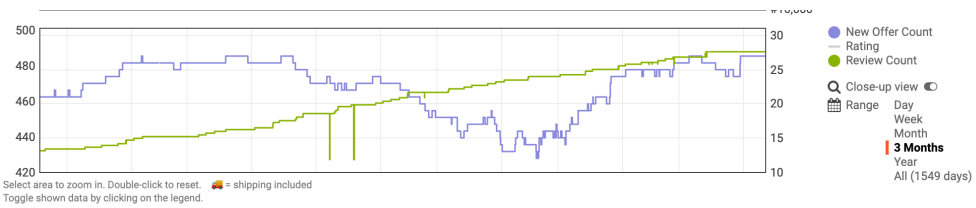
When checking Keepa, you can also click on the Statistics button to see more information such as info for New Price, Used Price, and Sales Rank (see picture below). The New and the Used information is not important to us. We don't sell anything Used and the New column takes into account the Merchant Fulfilled sellers which we are not. **Ignore those two columns.** You can use this button to look at Sales Rank, specifically the Average and the Drops. The Drops for Sales Rank gives you an idea of around how many sales per month (if it's not a really fast moving product). If it is a fast moving product, then the drops won't correlate to the number of sales since the sales rank will be steadily low. The Average Sales rank helps you to confirm that the product is regularly selling as well. If the drops say 50 per month, then you can test more units (4-8). If it says 10, then you would test 2-4. The more drops, the more it sells. Again, this is depending on the price and number of sellers coming in and out of the listings.



Additional Keepa Information:

Reviews

You can also turn on the "Review Count" button on the bottom graph to see how often the product is getting reviewed. If you see that the review count is consistently going up throughout the year, then that is another excellent indication of consistent sales. Sometimes having this option turn on can throw off the look of the "New Offer Count" so you will want to use it as needed and not leave it on all the time.



The Data Tab

If you want more information about a product, you can select the Data tab at the top. Typically you will only need to be looking at the basic graph, but by selecting the Data tab you can see both the “Offers” and the “Buy Box Statistics”.

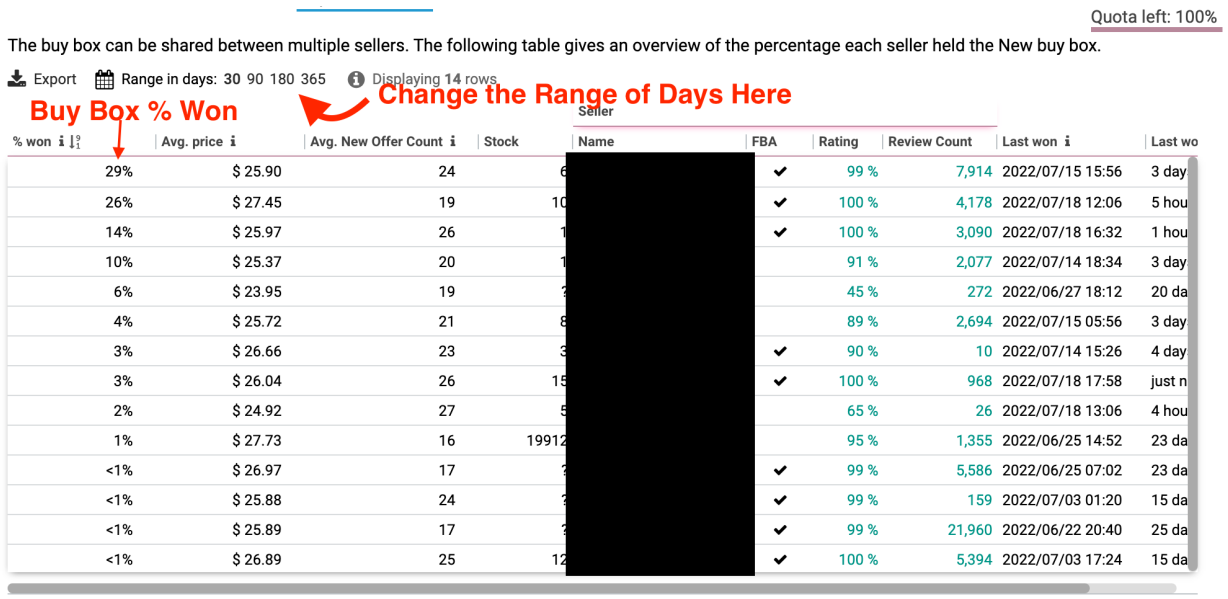


The Offers section of the Data tab shows you information for approximate amounts of sales that each seller has had over a specific range of days. This can be helpful but can also be too much information. It’s rarely used but is nice when dealing with variations and other weird listings where more information is needed.



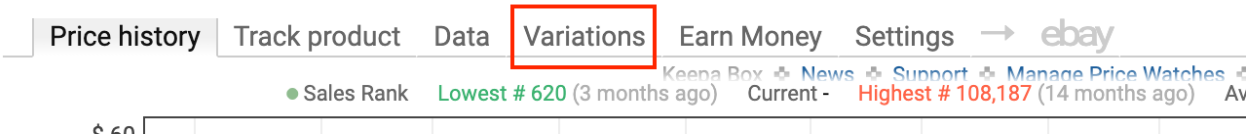
The Buy Box Statistics section of the Data tab shows you Buy Box data that Keepa has collected over a specific range of days. You can use this to determine if the buy box is being shared

between sellers. It's especially useful if Amazon is on a listing and you want to see if they're sharing the buy box or not.

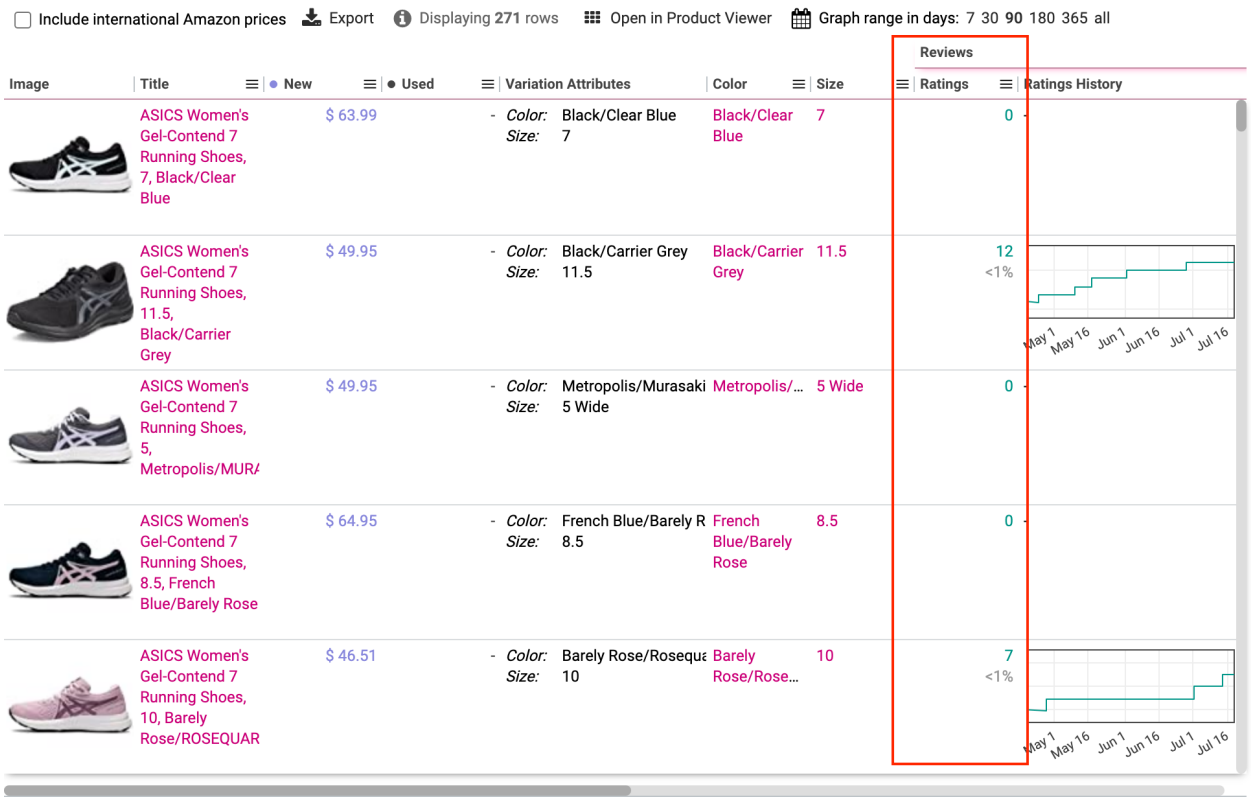


The Variations Tab

If you are looking at a product that also has other variations on the listing, you will see at the top of the Keepa chart a tab appear that isn't typically there – The Variations Tab.



When trying to evaluate a variation listing, it is helpful to click on the Variations tab. In this, you can see a bunch of Keepa data based on each individual variation. The color, the size, and the amount of Ratings/Reviews that individual variation has gotten over a specified time period. Typically when choosing to buy a variation, it's nice to see that there has been at least 1 Rating/Review. The more ratings there are, typically the faster it sells.

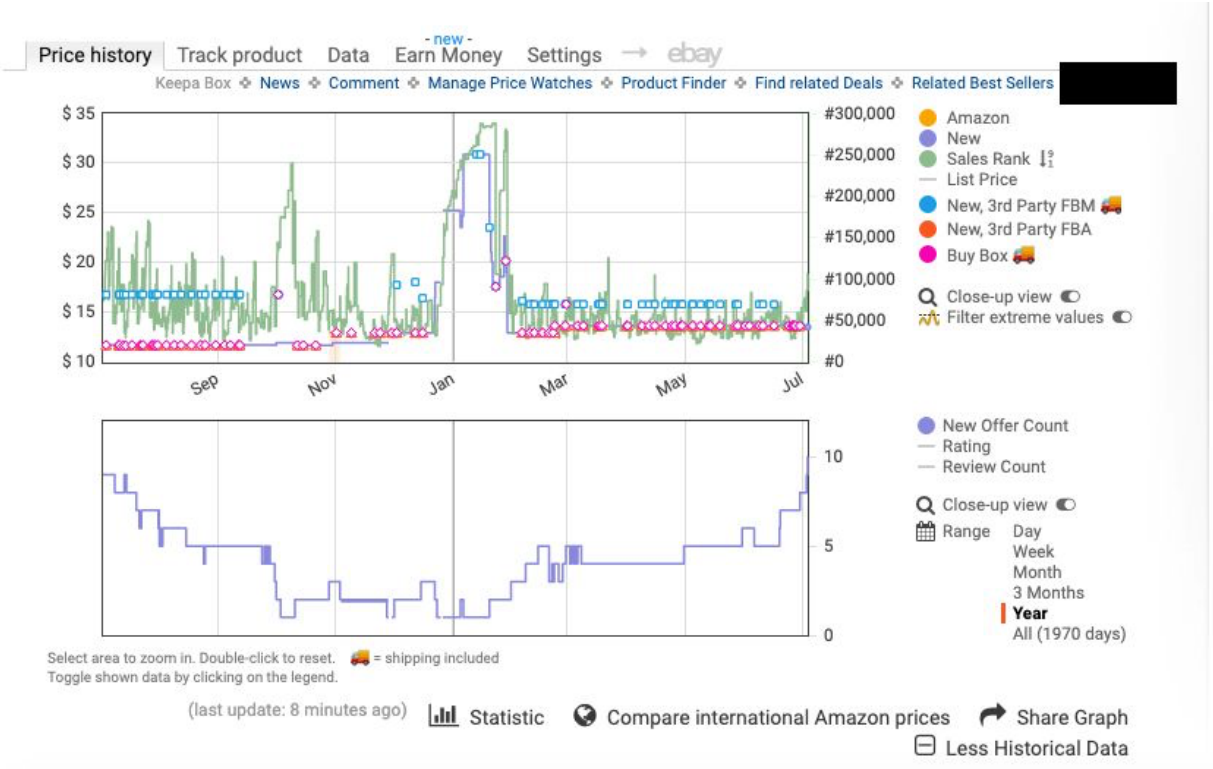


To see more information for how to evaluate a listing with variations, check out this Youtube video: https://youtu.be/G9JnNWp9EyY

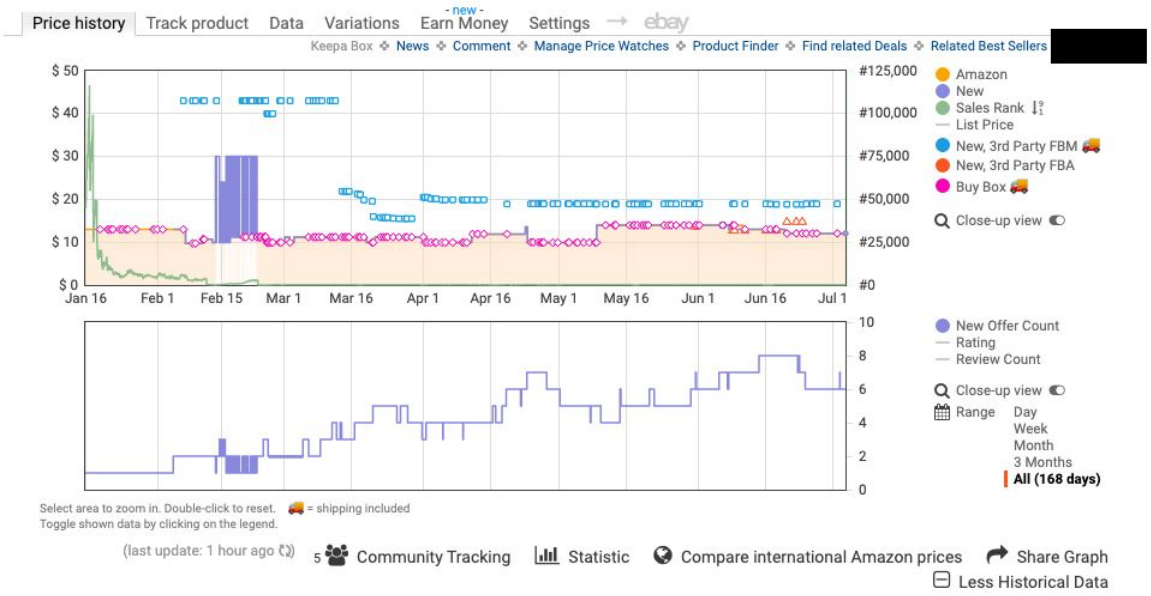
Purchase/Don’t Purchase Examples



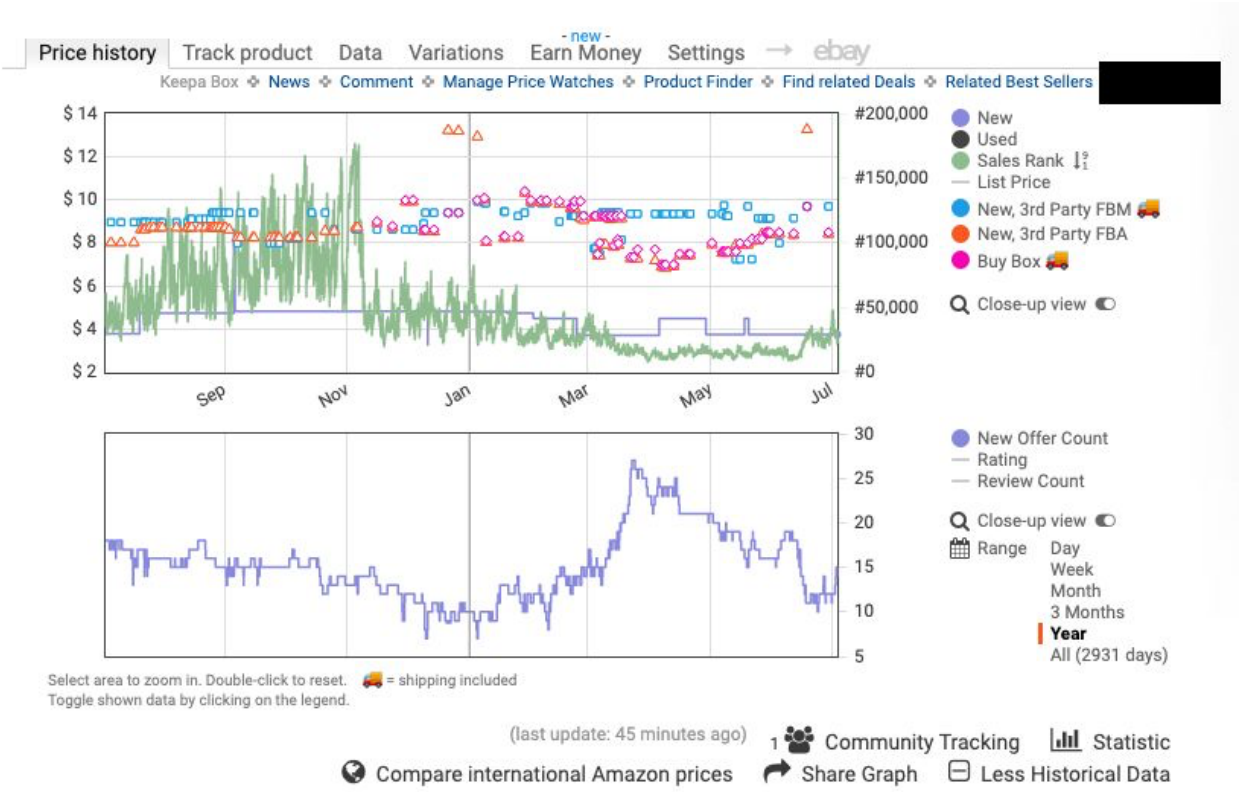
For the above example, we would NOT purchase this. Even though the price and sales rank look good, there is only one seller for the most part which indicates a Private Label product.



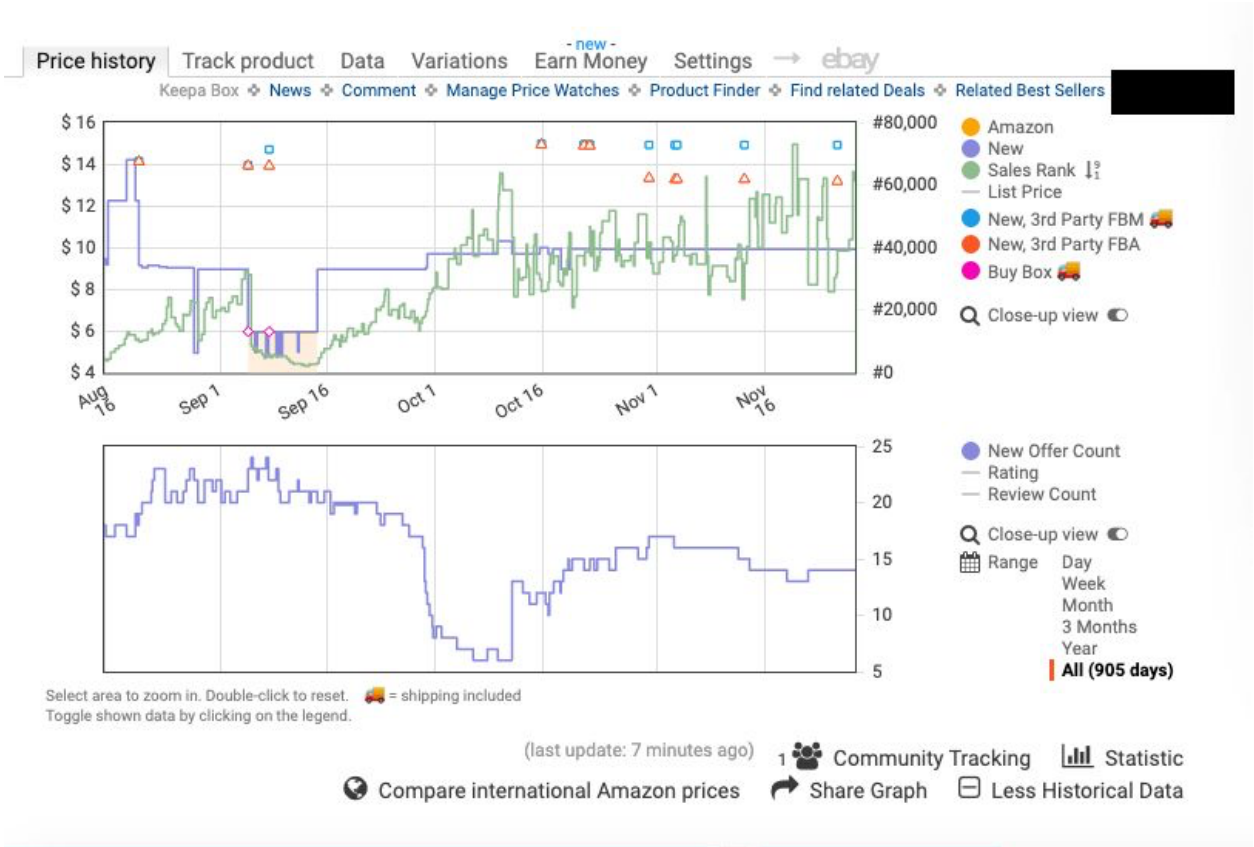
For the above product, we WOULD test this as long as the profitability and ROI meet our margins. Yes the sellers are going up right now, but it's slowly and they have dropped from that level before. Also, the price is consistent and the Sales Rank is consistently dropping (ignore the random large sales rank increase as that was most likely a glitch with the listing on Amazon). Test 6-8.



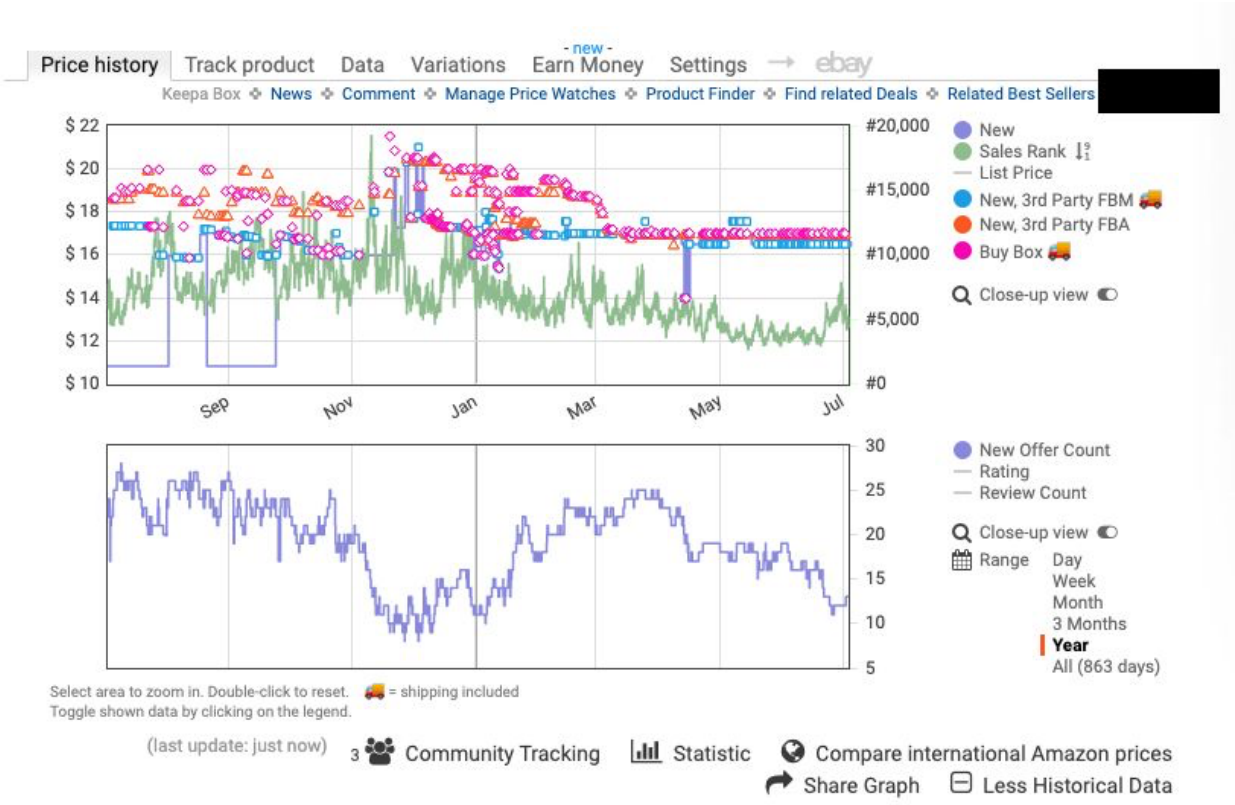
For the above product, we would NOT purchase this product. Even though it sells regularly at a consistent price, Amazon is consistently on the product and matches the buy box price every time. Also you can see more and more sellers coming on the listing, while few drop off. So Amazon isn't sharing the buy box that much.



For the above product, we WOULD test this product. The Sales Rank is steadily fluctuating with sales and the buy box price is fairly consistent. Yes it fluctuates so you want to make sure it's at least profitable at the low point, but it seems to stay around a normal average price. Also, the spike in sellers isn't a problem because it went down after that high point. Test 6-8.



For the above product, we WOULD test this product. You can see Amazon was on the listing but it was for a very short period a couple months back. Also, the Sales Rank consistently drops (showing sales) and even though there is no pink line/dots (meaning no Buy Box) the Orange Triangles indicate that the FBA Price is consistent. Lastly, the sellers fluctuate up and down. We would only test about 2-4 because in the last month, the product sales have slowed while sellers have stayed around the same point.



For the above product, we WOULD test this product. It shows a lot of sellers coming on and off the listing, the sales rank is very consistently moving, and the price stays pretty steady. Test 6-8.



For the above product, we would NOT test this product. Even though the sales rank line is great and the pricing seems steady, the seller graph has consistently increased without any decrease. This could lead to the price tanking.



For the above picture, we WOULD test this product. Yes the sales are slower since the sales rank line drops more dramatically but it consistently sells. Also, over the last 3 months the price has been very steady. Lastly, the sellers fluctuate up and down regularly. If you want to be super safe you can check to see what the profit was back in Aug-November when the price was around $48. If it's profitable or break-even, we would definitely test it. Test 2-4 since it looks to move kind of slow at the moment.