

THE ULTIMATE OA BUYING CHEAT SHEET

JASON SLONE, HEAD MINER
THE PROFIT MINE

Calculator VARIATIONS STOCK CHECKER

Kitchen & Dining **BSR:1,311** **Top:0.01%**

E Est. Monthly Sales: **1,427** & Revenue: **\$62,289**

Forecast	FBM (3 Offers)	FBA (22 Offers)
Sell Price	\$ 43.65	\$ 43.65
Buy Cost	\$ 19.99	\$ 19.99

Custom Cost \$0.00 **F** \$0.00

Profit G	\$17.11	\$11.34
ROI H	86%	57%
Margin I	39%	26%
Break-even Price	\$23.52	\$30.30
Lowest	\$43.65	\$43.65

Sell price must be = or < \$8 to qualify for Small & Light

Historical Data	30 Day	90 Day	180 Day
BSR	1,578	852	1,398
BSR Drops	73	208	341
Est. Sales	1,427	8,390	14,155
BuyBox	\$48.88	\$52.01	\$51.32
AMZ Price	K	K	K

PARENT: [B07RQG163N](#) Ship wt. 1.04 lbs
 ASIN: [B07FWFL2V4](#) **L** Large standard
 UPC: 748613302660 Dim: 8.3465 x 3.5433 x 3.3465 in
 EAN: 0748613302660 Product wt. 1.0428 lbs
 Model: HT16TB Package Qty. 1 **M**
 Brand: BrüMate My Stock Info
 Mfr. BrüMate
 Avail. For: 1282 days

11 FBA offers within 3% of Lowest FBA price

Price: \$0 to \$80, Rank: #0 to #2,800

Legend: AMZ (orange square), USED (green line), SALESRANK (blue line), BUYBOX (pink triangle), NEW OFFER COUNT (blue line)

Time: Nov 14 2021, Nov 28 2021, Dec 12 2021, Dec 26 2021, Jan 09 2022, Jan 23 2022, Feb 06 2022

1d 30d 60d **90d** 365d All (1282d) **DETACH**

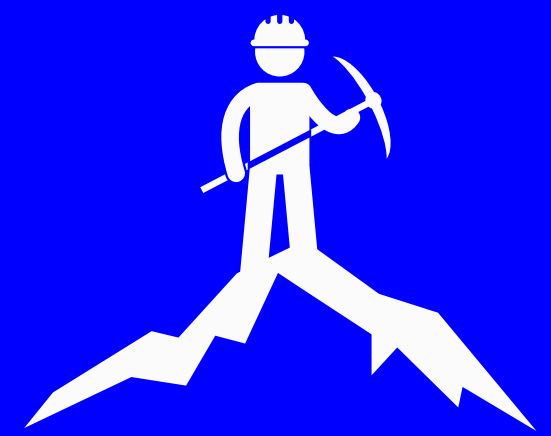
- A) **ELIGIBILITY** Can you sell this item or category?
- B) **HAZMAT** Is this item a Hazardous Material or a Dangerous Good? These items go to special warehouses and are expensive to ship!
- C) **IP CLAIM** Does this item have Intellectual Property Claims that may cause your account to get suspended?
- D) **BSR** "Best Sellers Rank" How well the item is selling (sales rank within a category) at this moment.
- E) **EST MONTHLY SALES Power Metric** Estimated number of units that are selling per month.
- F) **CUSTOM COSTS** Manually entered costs that could include prep & ship, sales tax, shipping materials, etc.
- G) **PROFIT Power Metric** Amount of per unit.
- H) **ROI Power Metric** "Return On Investment" = profit divided by buy cost.
- I) **MARGIN Power Metric** Amount left over after fees are paid and Cost of Goods (COGS) are returned.
- J) **BREAK EVEN** Price which would allow you to break even on this item, not including operating expenses.
- K) **AVG BUY BOX** Average Buy Box price over the previous 30, 90 and 180 days.
- L) **ASIN/UPC** "Amazon Standard Identification Number" Verify that the ASIN and UPC match the lead ASIN and UPC.
- M) **PACKAGE QTY** Shows quantity in package, could contain multiple units.
- N) **SALES RANK** Graph shows how sales rank changes over time which indicates sales velocity.
- O) **BUY BOX** Graph shows how the buy box fluctuates over time which indicates selling price.
- P) **NEW OFFER COUNT** Graph shows how many new sellers have come onto listing over time.

An effective strategy sets minimums for each of the four Power Metrics: Est Monthly Sales, Profit, ROI and Margin. Once a lead meets all of those minimums, the remaining metrics can then be utilized to ultimately make a buying decision.

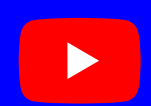
Keapa is another awesome tool that can be used to make really smart buying decisions!

The calculator used in this PDF is AZ Insight. AZ Insight allows customization and data exports in addition to serving as an online sourcing tool.

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