

# THE WHOLES LE FORMULA

## Module 3 Bonus Video – Reviewing Historical Data

In this video, we are going to discuss the value and concepts behind reviewing historical data for your products. This process is made easier using a set of free tools and will help you to get a better gauge of how your prospective product has performed over the course of its lifespan.

Two Amazon price trackers we use to review historical data are Keepa & CamelCamelCamel. Both services also offer browser extensions.

The problem with looking with rank, is that for many items it can be a snapshot in time. Now, with lower ranks (less than 5k in most top-level categories), it is very consistent. However, when we look at products outside of that range, we want to see historical sales rank to make sure we aren't looking at a product on its best day, and avoid making a buying decision based on a misleading snapshot.

Three reasons you should use these services to check out products before pulling the trigger:

- 1) They will give you a historical view of sales rank. You will see how the sales rank of the product has performed over a period of time. Has the rank been steady? climbing? descending? This can also give you great information to discuss when approaching the brand owner. You'll be able to tell them how their products have performed on Amazon.
- 2) They will give you a historical view of price. Has the price remained steady? Is the price at an all-time high, low? If the product appears to have a MAP, are people breaking that MAP? and for how long has this been occurring? More information you can bring to the brand owner's attention and more information to help you make better scouting and sourcing decisions.
- 3) They will tell you if Amazon has historically been a competitor. This is awesome for scouting as it is one of 4-point checks. Keepa's extension denotes this by grading the graph orange when Amazon is or has been a seller. The Camelizer denotes Amazon as a seller with a green line.

Those three reasons will help you to make more confident purchasing decisions. These price trackers have extensive historical data for most products on Amazon. However, neither have 100% of that data. So, if you try to pull up data for a product on Keepa and can't find any, try searching CamelCamelCamel, and vice versa.

Let's now look at each price tracker individually. To get started with Keepa, first we take the product from Amazon that we want to track and copy the address. Then, we head over to [keepa.com](https://www.Keepa.com) and paste the product address into the search bar. Keepa will then load the historical data that it has for that

particular product. As you can see from the graphic, this product has been tracked for 1800 days on Keepa and it shows that the product hasn't seen much price flexibility in that time. As you click the various tabs on the side it will activate those lines on the graph. For example, when you click Sales Rank, it will add that data for you. As you can see, the data has been added with the green Sales Rank line.

By examining this data, you can get a sense for how well the product has historically performed. For example, this product looks like it has generally been \$30 with a sales rank around 1000. You can hover with your mouse on the line, and it will tell you the date and time that was recorded and what the exact sales rank and price was at that time. You can change time periods by using their range to go between (1 day to 1 week, 1 month, 3 months or All Time). This gives you the flexibility to review given periods.

For the most part, we suggest looking at the data over the course of three months and believe that provides the best data. However, we like to see long histories with the product if possible (which lets us know that the product is an established listing).

Now, let's look up the same item using CamelCamelCamel.

(One important thing to note is that you will need to create a free account to view sales rank data)

Now, although the CamelCamelCamel search bar asks to enter a URL or keywords, you can also enter ASINs as well just like Keepa. We are using the same search as we used on Keepa to help you see the same data in a direct comparison.

When you search the product URL on CamelCamelCamel, you are brought to this page. As you can see, Amazon has never carried this product, as it would have been denoted with a green line. The product has been mostly consistent in terms of price; usually between \$50 to \$60 except for a short time when it was around \$90. We can also change the date range from all to one month. To look at Sales Rank, you would need to click the Sales Rank tab which would show you the following information. Now, we are shown only the data for sales rank. We can also change the date range here too. CamelCamelCamel provides a very clean interface and delivers some great information that will help you track your products and be more confident in your purchases!

We highly recommend that you download the chrome extensions as they allow you to use see the historical data directly on the Amazon product page. This is extremely valuable because it will save you a ton of time. Remember, it's the Keepa Amazon price tracker and the Camelizer. These can both be found in the google chrome store.

Researching product historical data can help you to improve your scouting processes and help you make better purchasing decisions. While I do believe that you should never be afraid of losing money, and should make investments into products using a trusted process as often as possible, I do believe it to be prudent to do the right research and minimize errors.

These free tools can reduce the number of mistakes that you make and help you to make the best possible decisions with your business. Our recommendation is to take some time, use these services, and incorporate them into your processes. That wraps it up for this video. Thanks for watching!