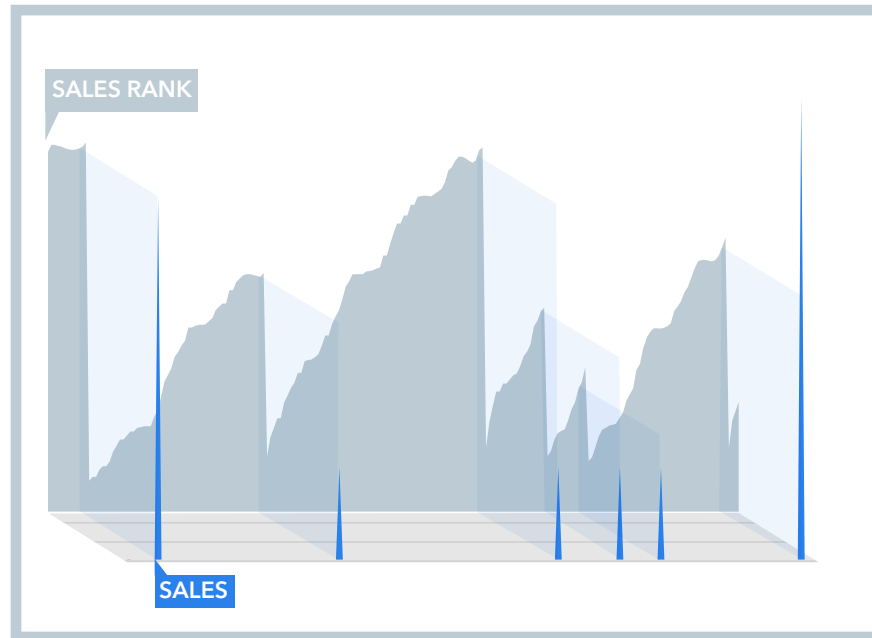


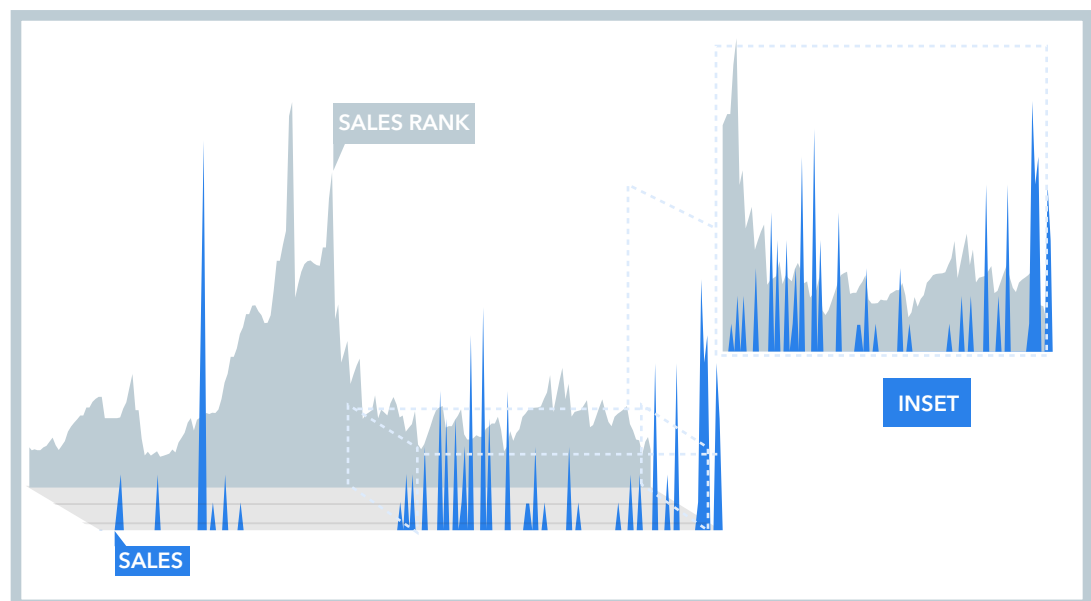
# A Closer Look at Amazon.com Sales Rank by SellerEngine Services

Sales Rank is an Amazon metric that represents an item's sales popularity. Lower sales ranks indicate more popular and better selling items. For example, an item with a Sales Rank of 50 will sell much more frequently than an item with a Sales Rank of 100,000.



**GRAPH 1 - AMAZON.COM SELLER SALES AND THE INFLUENCE OF SALES RANK**

Amazon.com updates Sales Rank about 3 to 6 hours after a sale occurs. In Graph 1 (above), you can see that there is a small lag in between when the sale, in blue, is made and the Sales Rank, in gray, drops. Sales Rank can drop significantly as a result of a single sale, especially when an item is rarely sold. Note the consistent upwards creep of Sales Rank in between sales.



**GRAPH 2 - AMAZON.COM SELLER SALES AND SALES RANK DURING A PERIOD OF HIGH SALES VOLUME**

Individual sales do influence Sales Rank; however, they aren't the only factor used in the calculation. During our analysis, SellerEngine Services noticed that Sales Rank tends to stabilize when sales are more frequent. Compared to Graph 1, we see that higher sales volume and increased sales frequency seems to reduce the slope of the upward creep that takes place between sales.