

## Test Results Analysis Guide

How to review and decide after your 4-Week Test

### 1. Confirm Your Timing

Before interpreting results, be sure you actually ran the test after your inventory was:

- Showing as Available in Seller Central (meaning it was positioned for Prime delivery).
- Past the Positioning Period (when inventory is in transit or only showing extended delivery times).

✓ Why this matters: If you evaluated too early, your data may be skewed by lack of fast delivery availability, not lack of demand.

### 2. Review Sales Volume

Ask: Did you get sales during the test?

- Possible Scenarios:
- Units sold quickly at your Initial Price: Strong demand. Consider replenishing at this price or potentially higher.
- Units sold after price adjustments: Demand exists, but only at lower prices. Review whether profit margin remains acceptable.
- No sales after 4 weeks and final price adjustment: Product is likely not a good replenishment candidate.

### 3. Compare Price Performance

Look at: Actual sale prices (Seller Central) vs. Keepa Buy Box history.

Remember:

- Keepa may underreport prices you achieved due to:
- Capturing only the lowest price snapshot each day.
- Not accounting for regional pricing or delivery time differences.

✓ Tip: If you sold units at higher-than-expected prices, this is positive evidence that your pricing power was stronger than Keepa suggested.

### 4. Evaluate Velocity

Ask: Did the inventory sell within the 4-week window after becoming Prime-eligible?

• Interpretation:

- Fast sales = better replenishment confidence.
- Slow or no sales may mean insufficient demand, too much competition, or the need for timing adjustments (e.g., seasonality).

## Test Results Analysis Guide (cont.)

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### 5. Assess Capital Protection

Check:

- Did you recover your investment (break-even) or better?
- Even breakeven sales have value:
- Positive seller metrics.
- Feedback accumulation.
- Trust building with Amazon.
- Category and brand restrictions lifting over time.

### 6. Document Insights

For each ASIN, record:

- Units sold and timeline.
- Average sale price.
- Any pricing adjustments you made.
- Notes on delivery timing issues (e.g., positioning period).
- Final decision (Replenish / Retest Later / Discontinue).

✓ Tip: Keep this simple—focus on actionable observations, not every possible datapoint.

### 7. Make Your Decision

After 4 weeks, pick one of these:

✓ Replenish: Sales were consistent within acceptable ROI; inventory sold without excessive price cuts; product feels sustainable.

🔄 Retest Later: External factors impacted results (e.g., seasonality); not enough data collected.

⊖ Discontinue: No sales despite final price adjustment; ROI unacceptable.

### Final Reminders

- Don't overthink it. The 4-Week Test is designed to move you forward, not trap you in analysis paralysis.
- Every test creates value, whether it results in profit, breakeven, or simply learning.
- Keep momentum going. The more you test, the faster you develop pattern recognition and build a replenishable base.