

Andale Sales Analyzer Getting Started Manual



Sales Analyzer - Learn How To Sell More on eBay



Printable Version

Achievement for  **na_api1** (Since March 10, 2005*)

Successful Listings: **690**

Total Listings: **2,392**

% Listings Successful: **28.85%**

Avg. Sale Price: **\$2.28**

Total Qty Sold: **787**

Total Sales: **\$1,794.03**

Feedback: [6](#) 



CHAPTER 1 : GETTING STARTED	3
1. LOG INTO YOUR ANDALE ACCOUNT	3
2. ANDALE SALES ANALYZER OVERVIEW	4
3. ANDALE SALES ANALYZER - BUSINESS SUMMARY	4
3.1 <i>Summary</i>	5
3.2 <i>My Sales</i>	6
3.3 <i>My Average Sales Price</i>	6
3.4 <i>My Listings</i>	7
3.5 <i>Success Chart</i>	8
4. ANDALE SALES ANALYZER – ANALYZE CATEGORIES	8
4.1 <i>Create Scorecards</i>	8
4.2 <i>Scorecard</i>	9
4.3 <i>Variables</i>	10
5. ANDALE SALES ANALYZER – ANALYZE SALES	10
5.1 <i>My Sales</i>	10
5.2 <i>My Average Selling Price</i>	11
5.3 <i>My Listings</i>	12
6. ANDALE SALES ANALYZER – ANALYZE ITEMS	13
6.1 <i>Create Scorecards</i>	14
6.2 <i>Andale Recommends Sales Price</i>	15
6.3 <i>Andale Recommends Success Rate</i>	16

Chapter 1 : Getting Started

Welcome to Andale Sales Analyzer!!

This manual is a step-by-step Guide to Andale Sales Analyzer. As you read through this manual, you will notice tips that will assist you in determining your options, but these are not required.

1. Log Into Your Andale Account

Once you have registered for Sales Analyzer, you will need to log into your Andale account to begin analyzing your items. From the www.andale.com website, sign in with your user name and password.

A screenshot of the 'Customer Login' form. The form has a blue header with the text 'Customer Login'. Below the header, there are two input fields: 'User Name:' and 'Password:'. Below the 'Password:' field is a blue 'Login' button. At the bottom of the form, there is a link that says 'Click here if you forgot your password'.

FIGURE I. Log into Your Andale Account

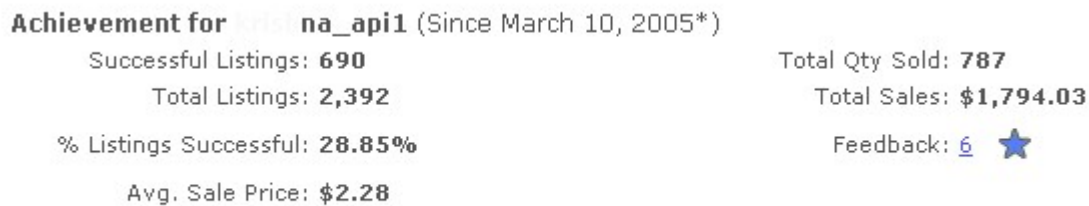


Tip: Your Andale User ID will appear at the top of the page if you are correctly signed in.

2. Andale Sales Analyzer Achievement

Your Sales Analyzer tracks your data from the date you select Sales Analyzer as a product. The components of your achievements are:

- **Successful Listings** – Listings that have ended with a high bidder.
- **Total Listings** – Listings that have generated an eBay item number (Dutch Auctions count as 1 listing).
- **% of Listings Successful** – Items ending with a high bidder are considered successful.
- **Average Selling Price** – Total dollar volume divided by the successful number of listings.
- **Total Quantity Sold** – Total number of items sold including Dutch Auctions.
- **Total Sales** – Total dollar volume of all your sales.
- **Feedback** – Total feedback from the eBay site.



*Sales Analyzer keeps all your sales information from this date forward.

FIGURE II. Andale Sales Analyzer Summary



Tip: Your Andale Sales Analyzer will keep historical data on one eBay user ID. If you change your eBay user ID, the Sales Analyzer will begin keeping new historical data for that ID only.

3. Andale Sales Analyzer - Business Summary

Your Business Summary contains a summary of your sales, your average selling price, your listings and your success.



FIGURE III. Select Business Summary Tab

3.1 Summary

The Summary contains your sales, your quantity sold and your total listings for the date range selected.

To select a new date range, choose a range from the drop down menu and select the update button. Choosing the update button also update the graphs beneath the summary.

Once you have Sales Analyzer for a year, you can select to compare the prior year by date period.

The components of your achievements are:

- **Sales:** Total dollar volume of all your sales for the date range selected.
- **Qty Sold:** Total number of items sold, including Dutch Auctions, for the date range selected.
- **Total Listings:** Listings that have generated an eBay item number (Dutch Auctions count as 1 listing) for the date range selected.

Summary (09/18/05 - 10/29/05)		6 Weeks		Update	<input type="checkbox"/> Compare Prior Year
Sales:	\$1,156.03 (\$5.05 per listing)	Total Listings:		229	
Qty Sold:	212				

FIGURE IV. Sales Summary by Date



Tip: The longer you utilize Sales Analyzer, the more analysis you will be able to perform. After a year, you will be able to compare your past years data side-by-side with your current date for trending.

3.2 My Sales

My Sales will display a week-to-week chart of your sales volume for the time period selected in your Summary. The Sales dollars will also be reflected under the chart and is shown by week. The information is displayed in graph format, as well as providing the weekly breakdown in chart form.

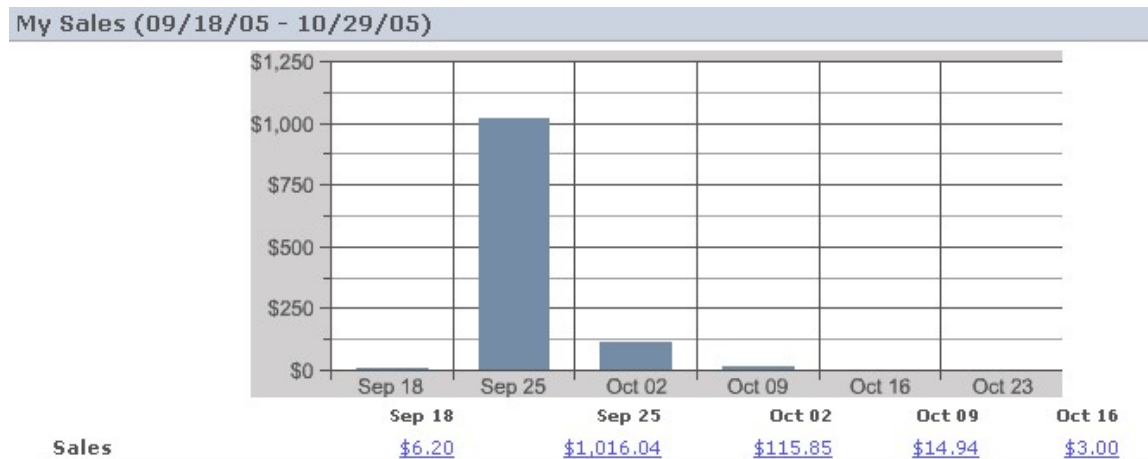


FIGURE V. My Sales Graph

3.3 My Average Sales Price

My Average Sales price displays a week-to-week chart of your average sales volume for the time period selected in your Summary. The Average Sales price will also be reflected under the chart and is shown by week. The Average Sales price is the Total dollar volume divided by the successful number of listings, and is displayed in this chart week-to-week.

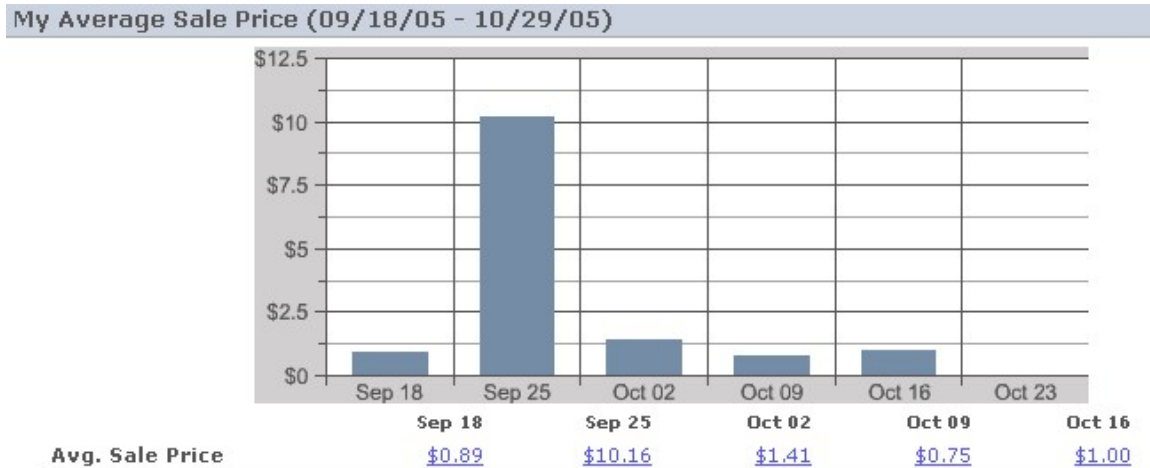


FIGURE VI. Average Sale Price Graph

3.4 My Listings

My Listings displays a week-to-week chart of the number of listings for the time period selected in your Summary. The listings will also be reflected under the chart and is shown by week. The sales volume is your total dollar amount that you have sold week-to-week.

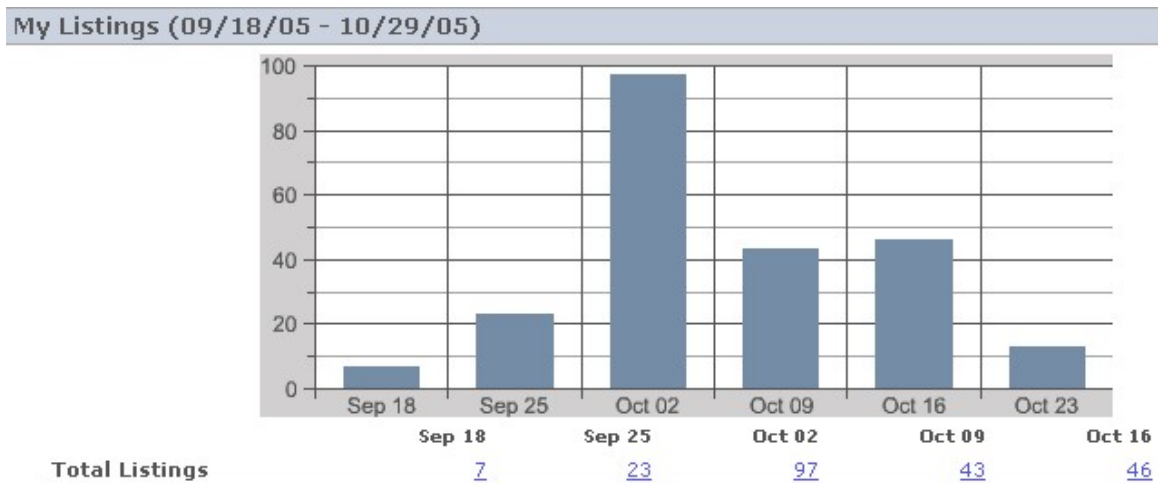


FIGURE VII. Total Listings Graph

3.5 Success Chart

The Success Chart displays a week-to-week chart of the number of listings and the number of successful listings for the time period selected in your Summary. The listings successful percentage is the total dollar volume divided by the successful number of listings.

	Sep 18	Sep 25	Oct 02	Oct 09	Oct 16	Oct 23
Total Listings	7	23	97	43	46	13
Successful Listings	4	16	61	18	7	6
% Listings Successful	57.14%	69.57%	62.89%	41.86%	15.22%	46.15%

[Show Successful Listings](#)

FIGURE VIII. Success Chart

4. Andale Sales Analyzer – Analyze Categories

Your Business Summary offers the ability to create scorecards for the categories that you utilize and will compare this with other sellers in these categories.

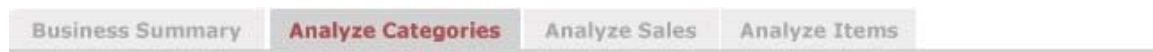


FIGURE IX. Select Analyze Categories Tab

4.1 Create Scorecards

A Scorecard is a comparison chart between your sales and the sales of other sellers in the category selected. Andale will display the categories where you have listed and provide them in a drop down menu. Select a category from the drop down menu and click on Create Scorecard to create your chart.



FIGURE X. Select Category to Create a Scorecard

4.2 Scorecard

Your Scorecard will compare your sales data with others selling in the same category. The components of your achievements are:

- **My Stats** – Your sales data.
- **eBay Seller Stats** – Sales data of others in the selected category.
- **My Share of the Market** – The percentage of sales that were yours in the selected category
- **My Rank** – Where you rate in comparison of other sellers in the selected category.
- **Quantity Listed** - Listings that have generated an eBay item number (Dutch Auctions count as 1 listing).
- **Quantity Sold** – Items that have ended with a successful bidder.
- **% Successful** – Items that have ended with a high bidder are considered successful.
- **Bids/Listing** – The number of bids per listing.
- **Days on Market** – The average number of days items are listed on eBay.
- **Average Selling Price** – Total dollar volume divided by the successful number of listings.
- **Sales** – Total dollar volume of all your sales .

My Scorecard for "Everything Else > Test Auctions > General"							
	Qty Listed	Qty Sold	% Successful	Bids/Listing	Days on Market	Avg. Sale Price	Sales
My Stats:	36	12	33.3% ▲	0.29 ▼	4.19 ▲	\$0.42 ▼	\$5.09
eBay Seller Stats:	465	123	26.45%	.33	7.82	\$26.19	\$3,221.52
My Share of Market:	7%	9%	--	--	--	--	< 1%
My Rank:	4 of 73 sellers	2 of 73 sellers	--	--	--	--	6 of 73 sellers

FIGURE XI. Category Scorecard

4.3 Variables

The Variables section will contain various conditions by category and compare them with your sales. The variables will display the success rate as well as the average selling price. You can expand the variables by selecting “View All Variables” to view more conditions.

Top 10 Variables Used (04/25/05 - 05/22/05)			
eBay Variable	eBay Sellers	Avg. Sale Price	% Successful
List Thursday	37% (I use it 38%)	\$10.51	15.03%
Close Thursday	35% (I use it 41%)	\$18.50	16.87%
Close 6am-noon	33% (I use it 38%)	\$3.09	24.52%
Close Friday	32% (I use it 22%)	\$23.87	35.33%
Close 6pm-mid	31% (I use it 13%)	\$42.43	21.62%
eBay Gallery	26% (I use it 0%)	\$55.76	45.97%
List Friday	24% (I use it 19%)	\$8.43	25.66%
Close noon-6pm	22% (I use it 8%)	\$40.61	38.68%
Close Sunday	17% (I use it 16%)	\$30.28	30%
Close Saturday	14% (I use it 19%)	\$39.54	26.09%
View All Variables...			

FIGURE XII. Category Variables

5. Andale Sales Analyzer – Analyze Sales

Your Analyze Sales will display data for your sales and listings in both chart and graph forms.



FIGURE XIII. Select Analyze Sales Tab

5.1 My Sales

Your My Sales Section contains a graph of your sales by category. The chart section will contain your top products and the percentage of your products that your sales represent. Your top 5 products will contain the following components:

- **Top 5 Products by Sales** – Your top 5 are determined by dollar volume (sales dollar totals).
- **Quantity Listed** - Listings that have generated an eBay item number (Dutch Auctions count as 1 listing).

- **Quantity Sold** - Items that have ended with a successful bidder.
- **% Successful** - An item ending with a high bidder is considered successful.
- **Bids/ Listing** - The number of bids per listing.
- **Average Selling Price** – Total dollar volume divided by the successful number of listings.
- **Sales** - Total dollar volume of all your sales.

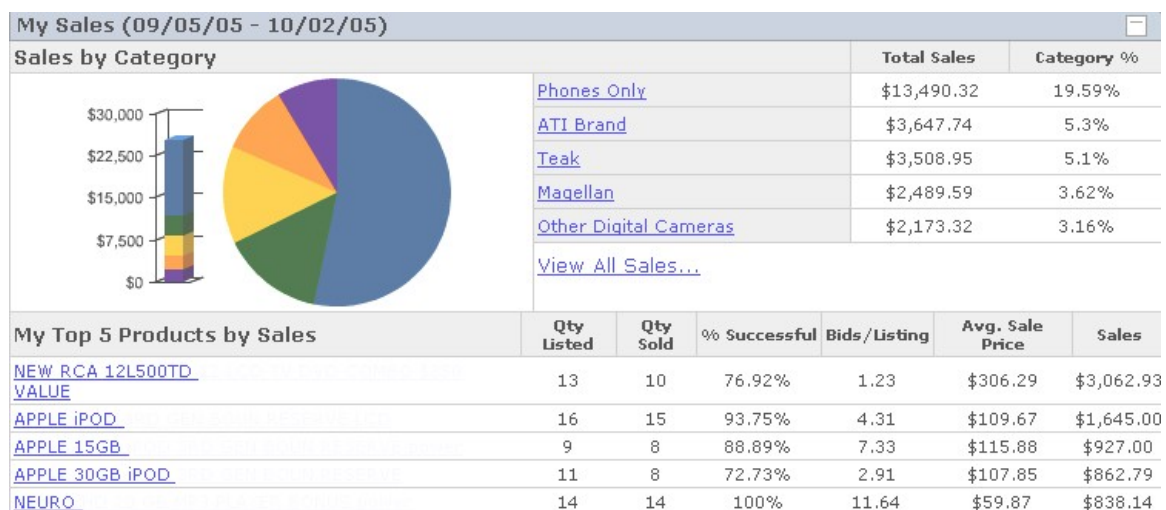


FIGURE XIV. My Sales Charts

5.2 My Average Selling Price

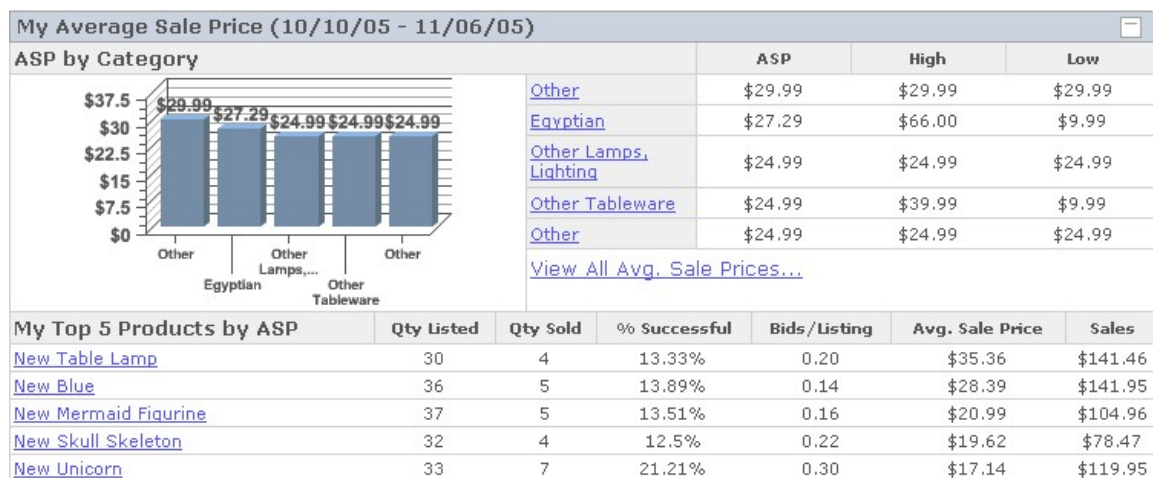
Your Average selling price will contain a graph of your average sales by category. The chart section will contain your top categories by ASP and the high and low prices for the category.

The ASP by Category section will contain the components:

- **ASP** – ASP denotes the Average Selling price of your items by category.
- **High** – The highest selling price of an item.
- **Low** – The lowest selling price of an item.

The Top 5 Products by ASP section will contain the components:

- **Quantity Listed** - Listings that have generated an eBay item number (Dutch Auctions count as 1 listing).
- **Quantity Sold** - Items that have ended with a successful bidder.
- **% Successful** - Items ending with a high bidder are considered successful.
- **Bids/Listing** - The number of bids per listing.
- **Avg. Sale Price** - Total dollar volume divided by the successful number of listings.
- **Sales** - Total dollar volume of all your sales.



5.3 My Listings

Your My Sales Section contains a graph of your average sales by category. The chart section will contain your top categories and the percentage of your products your sales represent.

The Listings by Category section will contain the following components:

- **Listing by Category** – Displays the categories for you items.
- **Listings** – The number of items listed in the category.
- **Category %** - The percentage your sales represent by category.

The Top 5 products by Listing will contain the following information:

- **Quantity Listed** - Listings that have generated an eBay item number (Dutch Auctions count as 1 listing).
- **Quantity Sold** - Items that have ended with a successful bidder.
- **% Successful** - Items ending with a high bidder are considered successful.

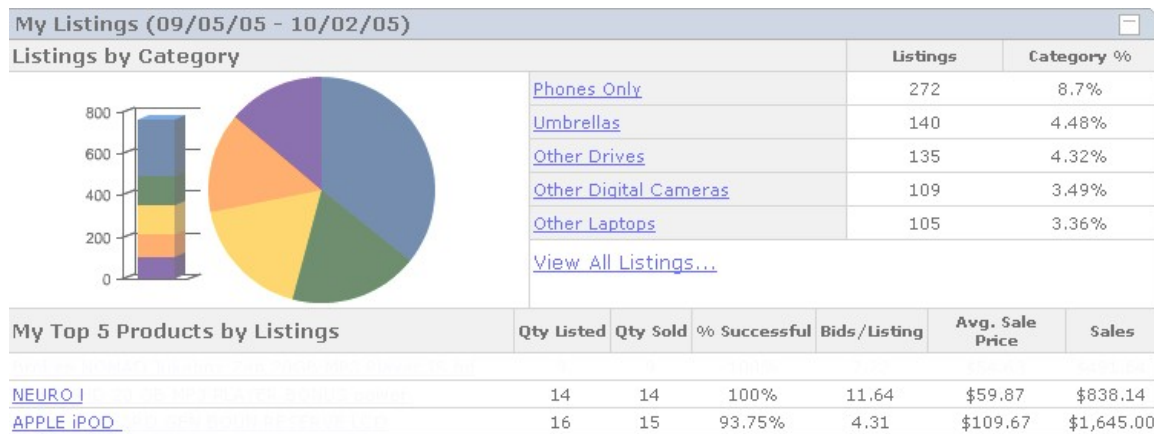


FIGURE XV. My Listings Charts

6. Andale Sales Analyzer – Analyze Items

The Analyzer Items tab allows you to create a scorecard for you item to allow you to analyze how successful you are compared with other sellers of the same item. Additionally, the Analyze Items section will provide recommendations on how to increase your score.



FIGURE XVI. Select Analyze Items Tab

6.1 Create Scorecards

A Scorecard is a comparison chart between your sales and the sales of others by product. Andale will display the results based on the keywords you have used when creating your scorecard and store them in a drop down menu for quick retrieval and later comparison. Your Scorecard will compare your sales data with others selling the same product. The components of your MY SCORECARD are:

- **My Stats** – Your Sales Data.
- **eBay Seller Stats** – Sales Data of others selling the same product.
- **My Share of the Market** – The percentage of sales that were yours vs. other sellers of the same item.
- **My Rank** – Where you rate in comparison of other sellers.
- **Quantity Listed** - Listings that have generated an eBay item number (Dutch Auctions count as 1 listing).
- **Quantity Sold** – Items that have ended with a successful bidder.
- **% Successful** – Items ending with a high bidder are considered successful.
- **Bids/Listing** – The number of bids per listing.
- **Days on Market** – The average number of days items are listed on eBay.
- **Average Selling Price** – Total dollar volume divided by the successful number of listings.
- **Sales** – Total dollar volume of all your sales.

Select Item:

PALM PDA

▼

Create Scorecard

My Scorecard for "PALM PDA"

☐

	Qty Listed	Qty Sold	% Successful	Bids/Listing	Avg. Sale Price	Sales
My Stats:	17	11	64.71% ▼	6.24 ▲	\$33.06 ▼	\$363.63
eBay Seller Stats:	4195	2845	67.82%	6.64	94.18	267,950.11
My Share of Market:	0.4%	0.4%	--	--	--	0.1%
My Rank:	9 of 473 sellers	9 of 473 sellers	--	--	234 of 473 sellers	40 of 473 sellers

FIGURE XVII. Create Scorecards

6.2 Andale Recommends Sales Price

The Recommends section provides recommendations to increase the final price of your items with scorecards. This section will provides the following components:

- **What Category** – The best category for your item based on final value prices.
- **How should I price** – The best pricing strategies based on final value prices to achieve the highest price for your item.
- **When should I list** – The best day to list based on the final value prices to achieve the highest price for your item.
- **What features** – What features based on the final value prices to achieve the highest price for your item
- **Top 5 Variables** – What variable based on the final value prices to achieve the highest price for your item.
-

Andale Recommends To Improve Average Sale Price (09/05/05 - 10/02/05)			
Overall Avg. Sale Price: 94.18			
		Recommendation	Avg. Sale Price
What Category?	Consumer Electronics > PDAs/Handheld PCs > Handheld Units	☆☆☆	\$90.24
How should I price?	Between \$ 78.49 and \$ 94.18Start Price	☆☆☆	193.40
When should I list?	List on Wednesday	☆☆☆	105.67
What features?	Highlight	☆☆☆	236.35
Top 5 Variables That Improve Average Sale Price			
eBay Variable		Recommendation	Avg. Sale Price
Between \$ 62.79 and \$ 78.49Start Price		☆☆☆	405.00
Between \$ 78.49 and \$ 94.18Start Price		☆☆☆	281.40
Highlight		☆☆☆	236.35
Gallery Featured		☆☆☆	214.85
Between \$ 78.49 and \$ 94.18Start Price		☆☆☆	193.40
View All Variables...			

FIGURE XVIII. Sale Price Recommendations

6.3 Andale Recommends Success Rate

The Recommends section provides the data that you need to increase the success rate of your scorecard items. This section will provide the following information:

- **What Category** – The best category based on successful sales to achieve the best success rate for your scorecard item.
- **How should I price** – The best pricing strategies based on successful sales to achieve the best success rate for your scorecard item.
- **When should I list** – The best day to list based on successful sales to achieve the best success rate for your scorecard item.
- **What features** – What features will provide highest success rate to achieve the best success rate for your scorecard item.
- **Top 5 Variables** – What variable will provide best success rate to achieve the best success rate for your scorecard item.

Andale Recommends To Improve % Successful (09/05/05 - 10/02/05)			
			Overall % Successful: 67.82%
		Recommendation	% Successful
What Category?	Consumer Electronics > PDAs/Handheld PCs > Handheld Units	★★★	78.12187812187813%
How should I price?	Between \$ 0.00 and \$ 15.70Start Price	★★★	85.74%
When should I list?	List on Friday	★★★	71.98%
What features?	Bold	★☆☆	88.78%
Top 5 Variables That Improve % Successful			
eBay Variable		Recommendation	% Successful
Bold		★☆☆	88.78%
Between \$ 0.00 and \$ 15.70Start Price		★★★	85.74%
Gift Icon		★★★	84.21%
Between \$ 15.70 and \$ 31.39Start Price		★★★	80%
Between \$ 47.09 and \$ 62.79Start Price		★★★	76.92%
View All Variables...			

FIGURE XIX. Success Rate Recommendations