Amazon 101:

How Artificial Intelligence Can Increase Your Revenue

Rob Dunkel
rob@3pm.ai
312.423.9959
<table>
<thead>
<tr>
<th>Condition (Learn more)</th>
<th>Delivery</th>
<th>Seller Information</th>
<th>Buying Options</th>
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<tbody>
<tr>
<td><strong>New</strong></td>
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<tr>
<th>Price</th>
<th>Prime</th>
<th>&amp; FREE Shipping on orders over $25.00. Details</th>
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<td>✓prime</td>
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**Aveeno Positively Radiant CC Cream Broad Spectrum Spf 30 Medium, Skin Color Correction, 2.5 Oz**

**Delivery**
- Arrives between June 16-23.
- Want it delivered Friday, June 16? Choose Expedited Shipping at checkout.
- Shipping rates and return policy.

**Seller Information**
- **5 stars** 97% positive over the past 12 months. (748 total ratings)

**Buying Options**
- Add to cart
- Sign in to turn on 1-Click ordering.

**Fulfillment by Amazon**
- Back-ordered. Due in stock June 14 -- order now to reserve yours
- Shipping rates and return policy.

**Seller Information**
- **5 stars** 98% positive over the past 12 months. (229 total ratings)

**Buying Options**
- Add to cart
- Sign in to turn on 1-Click ordering.

**Aveeno Positively Radiant CC Cream Broad Spectrum Spf 30 Medium, Skin Color Correction, 2.5 Oz**

**Delivery**
- Arrives between June 16-21.
- Want it delivered Monday, June 19? Choose Expedited Shipping at checkout.
- Shipping rates and return policy.

**Seller Information**
- **5 stars** 100% positive over the past 12 months. (535,974 total ratings)

**Buying Options**
- Add to cart
- Sign in to turn on 1-Click ordering.

**Aveeno Positively Radiant CC Cream Broad Spectrum Spf 30 Medium, Skin Color Correction, 2.5 Oz**

**Delivery**
- Want it delivered Monday, June 12? Order it in the next 3 hours and 57 minutes, and choose One-Day Shipping at checkout. See details
- Shipping rates and return policy.

**Seller Information**
- **5 stars** 99% positive over the past 12 months. (4,293 total ratings)

**Buying Options**
- Add to cart
- Sign in to turn on 1-Click ordering.
Correlation Between Buy Box & Unit Volume Sold
Use Your Illusion II by Guns N’ Roses (1991)

Use Your Illusion II

Use Your Illusion 2

Guns N’ Roses - Use Your Illusion II – Geffen Records – GEF 24420

Use Your Illusion 2 by GUNS N’ ROSES [Korean Imported] (1996)

USE YOUR ILLUSION II(ltd.reissue)
Importance of Customer Reviews

NESTLE COFFEE-MATE Coffee Creamer, French Vanilla, liquid creamer singles, Pack of 180

Customer Reviews

2,367 customer reviews | 02 answered questions

4.5 out of 5 stars

- 5 star: 72%
- 4 star: 12%
- 3 star: 6%
- 2 star: 5%
- 1 star: 5%
Your Customer Is Telling You About Their Experience

- **Expired product**
  - By [redacted] on February 22, 2017
  - Flavor: Vanilla Caramel | Size: 50 count | Verified Purchase
  - Product expired 2/1/17. Wondered why the creamer tasted so off.

- **One Star**
  - By [redacted] on April 6, 2017
  - Flavor: Italian Sweet Creme | Size: 180 count | Verified Purchase
  - This was spoiled when I received it. Will not be ordering it again.

- **Half of the cups are great! The other half are chunky or solidified when...**
  - By [redacted] on March 21, 2017
  - Flavor: Sugar Free French Vanilla | Size: 50 count | Verified Purchase
  - Half of the cups are great. The other half are chunky or solidified when opened, it's like they were spoiled. Would not purchase again.
High Risk Seller Capturing Buy Box

Amazon will be notified
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