Niche Finder Metrics

India

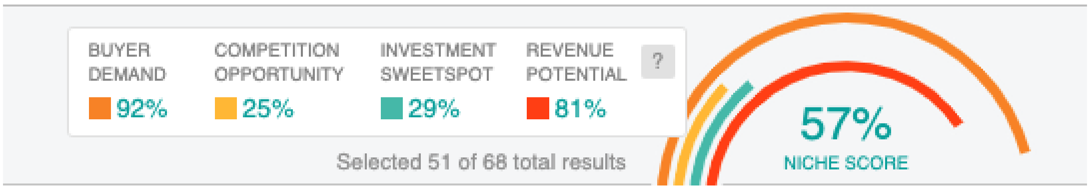
Choosing the right product niche is the cornerstone to your Amazon success. Launching in a niche with healthy demand and low competition will ensure your investment dollars pay dividends well into the future. Getting clear on your business goals and which metrics are most important to you will make the road to finding your ideal niche a lot straighter.

Though every Amazon seller will have different requirements, here are the filters we recommend as a starting point for the **Indian** marketplace:

Sale Price	> ₹ 500
Search Volume	> 3,000
Average Ratings	< 1,000
Average Monthly Revenue	> ₹ 150,000
Niche Score	> 50%

Niche Finder generates the best niche ideas for you based upon your chosen filter selections. It also gives you reliable data such as search volume, estimated launch budget, average revenue and so much more to help you make smart business decisions.

Plus, you will get a Niche Score showing a visual summary of how attractive a niche is based on buyer demand, revenue potential, competition, and investment requirements.



Buyer Demand is a measure of how much demand there is for a particular product or niche. It is based upon monthly search volume and monthly sales volume for organic keywords.

Competition Opportunity is the measure of how competitive the market is for the niche. It is calculated based on the Listing Strength Indicator and the number of strong versus weak competitors that appear on the page.

Investment Sweetspot is a measure of the financial investment you need to stay competitive in the niche. It is the calculation of the funds required to stay in stock with three months of inventory based on the average monthly sales volume on the page.

Revenue Potential is how much money you could make selling in this niche. It is based on the profit of the existing listings as well as the potential sales volume. It is an overall score that demonstrates the potential revenue and profit. .