

**Background:**

I operate a service that enhances Amazon sellers' product ratings.

**Objective:**

Develop a case study demonstrating the correlation between increased star ratings and higher revenue on Amazon. This case study will illustrate to potential clients the value of improving their product ratings through our service.

**Assignment Details:**

1. **Tool:** Utilize Jungle Scout/Other Tools to analyze Amazon products.
2. **Criteria:** Identify a product within the Supplement or Skin Care categories (excluding large brands) that has:
  - Achieved an increase in average rating from 3.3-4 stars to 4.3-4.8 stars over a period of 3 to 12 months.
  - Demonstrated a minimum 5-fold increase in monthly revenue following the rating improvement.
  - At least 30 initial reviews.
  - A starting monthly revenue of no less than \$30,000.

**Documentation Instructions:**

Once you have identified a suitable product, document your findings as follows:

- Take screenshots of each week or month's revenue alongside that week or month's average star rating.
- Ensure these screenshots clearly illustrate the correlation between the increase in ratings and the rise in revenue.

**Purpose:**

The selected product will serve as a practical example in the case study, showcasing how improving ratings can lead to significant revenue growth, thereby emphasizing the benefits of our service.