

Know your competitors & win untapped geographies

with Alternate Purchase and Sales by Geography Playbook

AGENDA

What We'll Cover

1 Context

2 Alternate Purchase Report — Overview & Key Use-Cases

3 Sales by Geography Report — Overview & Key Use-Cases

4 Best Practices

CONTEXT

- Every day, customers search for products on Amazon, discover your brand and view your detail pages but what happens next is where the real intelligence lies.
- If they don't buy your product, **what did they buy instead?** Understanding which competitor products capture your customers helps you **identify where you're losing sales and why?**
- If they do buy, **where are they located?** Knowing which geographies drive your sales and which ones underperform helps you allocate marketing spend and inventory more effectively.
- This playbook explores two powerful reports within Amazon Pi – Alternate Purchase and Sales by Geography which can help brands unlock the above intelligence.

Alternate Purchase Report

Understand which competitor products & brands customers buy instead of yours. Identify top alternate brands, estimate sales opportunity loss, and sharpen competitive positioning.

Sales by Geography Report

Discover where your customers are located across India. Optimize advertising, inventory, and regional campaigns with state and pincode-level data.

Alternate Purchase

Overview and Key Use-Cases

 **amazon ads**

ALTERNATE PURCHASE

BRAND MANAGER

What are the key insights/opportunities I can get from **Alternate purchase report**?

AMAZON Pi REPRESENTATIVE

Amazon Pi's [Alternate Purchase Report](#) can help you identify which brands and **products customers purchased after viewing your products, estimate the sales opportunity loss**, and use this intelligence to improve your competitive strategy.

BRAND MANAGER

This information is a goldmine! Can't wait to use Amazon Pi's Alternate Purchase Report and uncover actionable intelligence!

Which products are customers buying instead of yours?

An alternate purchased product or brand is what customers choose to buy after viewing your product's detail page but deciding not to purchase it.

Below are some use cases for which Alternate purchase can be used :



Estimate sales opportunity loss

Check estimated alternative units purchased to understand **potential sale lost**. Use these insights to identify and prioritize missed opportunities.



Pricing corrections & Catalogue Improvement

Analyze alternate products customers are choosing over yours to identify price competitiveness gaps and features, attribute differences driving their purchase decisions. Use these insights to improve catalogue and price gaps **to reduce sales leakage**.



Improve selection

Launch new products missing in your portfolio by analyzing why customers choose competitors after viewing yours. Uncover missing sizes, colors, and features driving demand.



Target competitors through advertising

Identify the top alternate purchased brands and products. Use this data to run **targeted advertising** campaigns against competitor products.



Estimate Sales Opportunity Loss

Alternate Purchase Report · Use Case 1



INSTRUCTIONS

- Check number of alternate units purchased to understand **potential sale lost** to other products/ brands in the category.
- Track opportunity loss trends **month-over-month**.

INSIGHTS

- If estimated sales volume is high → significant opportunity loss. **Prioritize pricing, content, and advertising.**
- If opportunity loss is spread across many brands → issue may be your product/pricing.
- Track MoM trends — if opportunity loss is increasing, **competitive position is weakening.**
- Use this data to build business cases for **pricing adjustments or increased ad budgets.**

Alternate Purchase

How to use it? FAQ

Subcategory: Infant Nutrition | Time Period: Monthly | Jan'26 - Apr'26

An estimated **24.1K - 29.5K** alternative units were purchased after viewing your brand's products.

Alternate purchases after viewing the selected subcategory/category

How to use it?

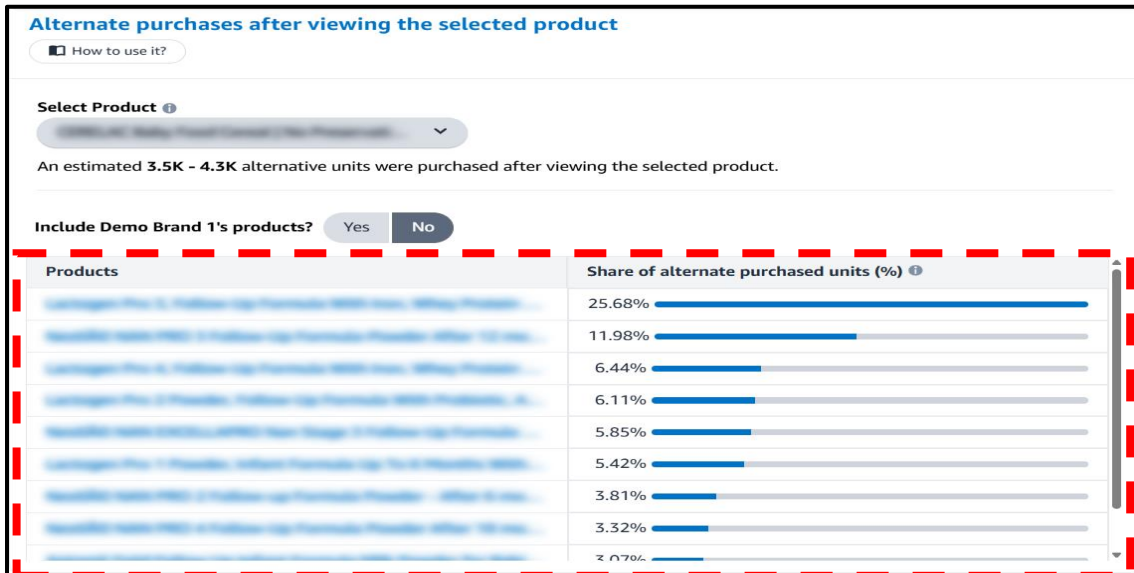
Top Alternate Purchased brands		Top Alternate Purchased products	
Brands	Share of alternate purchased units (%)	Products	Share of alternate purchased units (%)
Brand A	32.13%	Product A	12.06%
Brand B	20.22%	Product B	9.27%
Brand C	12.01%	Product C	8.04%
Brand D	11.87%	Product D	6.42%
Brand E	10.13%	Product E	4.94%

\$\$\$ Fix Pricing, Catalogue & Selection Gaps

Alternate Purchase Report · Use Case 2 &3

INSTRUCTIONS

- Review detail pages of top alternate products to identify gaps.
- Compare pricing of your **ASINs vs. top alternate** products.
- Identify features, variants, or specs competitors offer but you lack.
- Use these insights for **new product launches**.
- Download the detailed ASIN-level report to identify top competitors your customers are purchasing.



INSIGHTS

- If customers switch for **specific features** (example - waterproof, warranty) → add or highlight those features.
- If price gaps are consistent (₹200-300 cheaper) → test promotional pricing or launch competitive variants.
- If alternates have **better A+ content, video, or images** → invest in content improvement.
- Track alternate purchase trends **month-over-month** rising volume for a missing product type signals growing unmet demand.
- **Launch new products** that are currently missing in your portfolio. For e.g., if customers prefer a mixer-grinder with higher wattage that you currently do not have, you can consider launching a new mixer-grinder with a higher wattage.



Target Competitors Through Advertising

Alternate Purchase Report · Use Case 4



INSTRUCTIONS

- Check the top 5 alternate purchased brands and products.
- Download "**Top 20 alternate purchased ASINs**" report to identify competitor ASINs capturing your customers.
- Once competitor ASINs are identified, review the share of alternate purchased units to gauge opportunity size.
- For new products, **proactively target established competitor ASINs**.

INSIGHTS

- If a competitor brand appears repeatedly → they are your primary competitor. Run SP ads targeting their product detail pages.
- Combine with **Glance View Report** to find high-consideration, high alternate purchase ASINs.
- If glance views are high but low conversion → revisit pricing, content, and reviews.

Downloads

The downloadable excel sheets provide upto 20 alternatively purchased brands or ASINs.

CSV: Top 20 alternate purchased brands Generate Excel

Top 20 alternate purchased brands:
Use this excel to find the 20 alternate purchased competitor brands in the selected sub-category/category and time period.

Top 20 alternate purchased ASINs for the selected subcategory/ category:
Use this excel to find the 20 alternate purchased products of your competitors in the selected sub-category/category and time period.

Top 20 alternate purchased ASINs (ASIN level):
Use this excel to find the 20 alternate purchased products for all ASINs for your brand. An alternate product is the product purchased by the customer in the selected time period within 30 days of viewing your brand's ASINs in the same sub-category/category.

Note: The downloaded excel will only provide alternate ASINs segregated by months and not for combined period. However, the dashboard is capable of combining multi-month period and reflect top 10 bought ASINs for a particular ASIN.

BEST PRACTICES

Competitive Intelligence & Actionable Strategy



Monthly Competitive Review

Review Alternate Purchase data monthly. Download **top 20 alternate purchased ASINs** report to track competitive dynamics. Monitor estimated sale opportunity loss trends to measure your competitive position over time.



Leverage Include/Exclude Toggle

Use the “**Include your brand product**” toggle to separate within-brand switching from competitor switching. Excluding your brand helps focus purely on external competitive threats and prioritize actions.



Act Through Targeted Advertising

Before any key event/ sale Identify top alternate purchased brands and products to launch campaigns targeting competitor ASINs. Track if alternate purchase volumes and opportunity loss decrease post-campaign.



Close Gaps & Iterate

Compare alternate product detail pages with yours to **identify pricing, content, and feature gaps**. After making improvements, monitor subsequent months to verify if sale opportunity loss is reducing.

Sales by Geography

Overview and Key Use-Cases

amazon ads

SALES BY GEOGRAPHY REPORT



BRAND MANAGER


What are the key insights/opportunities I can get from Sales by geography report?

AMAZON Pi REPRESENTATIVE

Amazon Pi's [Sales by Geography Report](#) allows you to track your revenue and units sold at state and pin code level, track real-time hourly sales, view gross & net sales, indexed market share, and identify top states with growth opportunities.



BRAND MANAGER



That sounds amazing and super useful! I'm excited to see this report and unlock additional growth opportunities for my brand!

Which states have the demand but not your market share?

Sales by Geography tracks your brand's real-time sales, market share, and penetration across Indian states.

Below are some use cases for which Sales by Geography can be used:



Real-Time Sales Monitoring

Track total units sold with **real time hourly sales**, updated every hour with a lag of 4 hours.



Identify Opportunity States

Top 5 states where subcategory has higher share than your brand's share.



Benchmark sales with subcategory

Analyze Gross sales in state as % of pan India and **compare with Sub-category** share.



Market share trend

Use indexed market share to track **change in your market share vis-à-vis** your competitors.



Return & Cancellation Insights

Compare **Gross Sales with Net Sales** to understand return and cancellation impact.



Spot Conversion Gaps

Compare **GVs with sales** to find conversion gaps at ASIN or state level.



Real-Time Sales Monitoring

Sales by Geography Report · Use Case 1



INSTRUCTIONS

- Monitor total units sold in real-time, updated every hour with a lag of 4 hours for **near-live tracking**.
- Track hourly sales patterns across states to identify **peak selling hours** and demand surges.

INSIGHTS

- If hourly sales declines during events → review deal visibility, pricing competitiveness, and ad bids.
- Use peak hour identification to **optimize ad scheduling** and bid adjustments by geography.
- Track **real-time unit sold data** to make intra-day decisions on budget reallocation across states for maximum ROI.





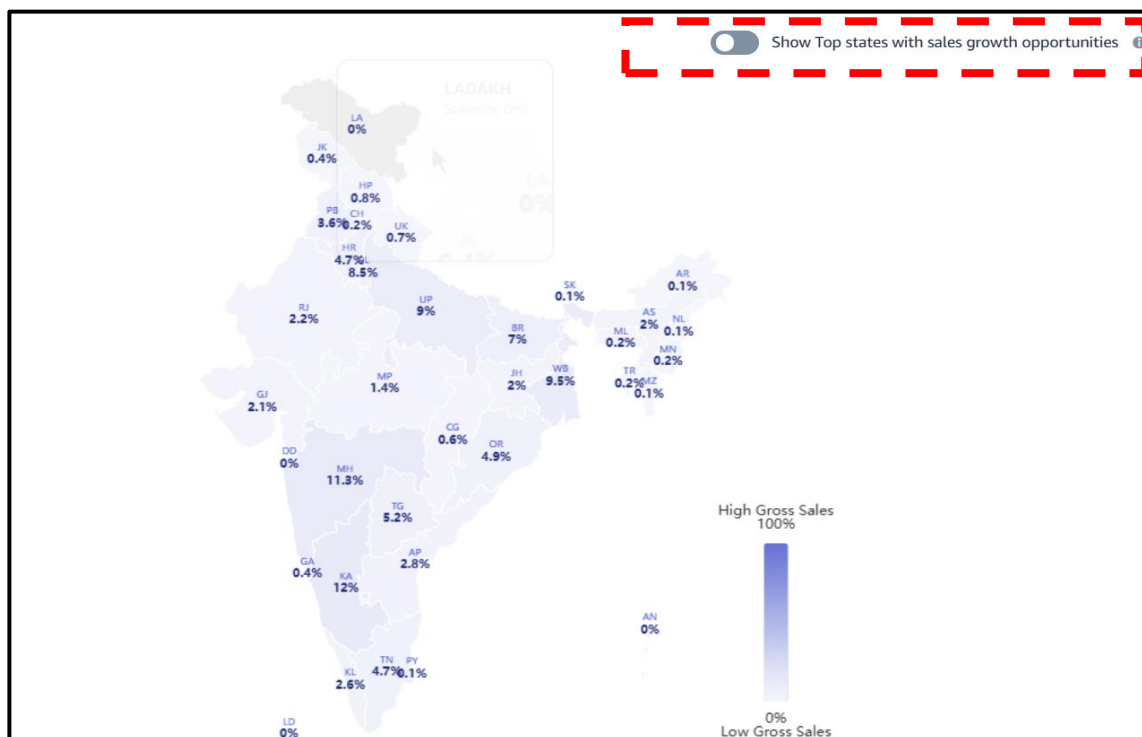
Identify Opportunity States

Sales by Geography Report · Use Case 2



INSTRUCTIONS

- Use the toggle “**Show Top states with sales growth opportunities**” to identify states where subcategory has higher share than your brand’s.
- **Prioritize top growth states** for incremental advertising and distribution efforts.
- Track growth states month-over-month to measure if interventions are closing the gap.



INSIGHTS

- If a state has low GV% vs subcategory benchmark → **awareness gap**. Run upper-funnel campaigns to drive more traffic.
- If an opportunity state has higher GV% but low sales % → **conversion gap**. Fix pricing, display page content, reviews, or delivery.
- Rising subcategory share in a state with flat brand share → urgently address before competitors consolidate position.



Benchmark Sales with Subcategory

Sales by Geography Report · Use Case 3



INSTRUCTIONS

- Compare your brand's "**Gross sales in state as % of pan India**" with "**All brands gross sales in state (as % of pan India)**" to benchmark performance.
- Identify states where subcategory share is significantly higher than your brand's share — these are **growth opportunities**.
- Analyze Glance Views in State vs subcategory for deeper context on awareness vs. conversion.
- Download "**Sub-category sales at city level**" report for granular benchmarking and cross-functional planning.

✕ MADHYA PRADESH

This section shows state level metrics for the selected brand , sub-category & time period .

Your Brand's Metrics:	Value
Gross Sales in State ⓘ	1.4L
Gross Sales in State (as % of pan-India sales) ⓘ	1.3%
Gross Units in State ⓘ	505
Gross Units in State (as % of pan-India units) ⓘ	1.3%
Glance Views in State (as % of pan-India Glance view) ⓘ	1.3%

Benchmark Metrics	Value
All Brands Gross Sales in State (as % of pan-India sales) ⓘ	1.6%
All Brands Gross Units in State (as % of pan-India sales) ⓘ	1.6%
All Brands Glance Views in State (as % of pan-India sales) ⓘ	1.8%

INSIGHTS

- If subcategory gross sale share in a state is 8% but your brand's share is only 5%, significant **untapped growth opportunity**.
- States where your brand share exceeds subcategory share, you brand is performing well here. **Defend the market position** with sustained investment.
- If GV% in a state is high but sales % is low → conversion issue in that geography. Run geo specific deals to boost conversion.
- Use this benchmarking to prioritize **geo-targeted advertising** and distribution investments for maximum impact.

Downloads

Download Center

This section consists of 2 downloadable reports:

- 1) ASIN-wise Sales & Indexed GVs at State/City/Pin code Level.
- 2) Sale share for your brand and the selected sub-category(s) at a State/City level.

This downloaded file will provide the sale share at a day or month level granularity. For eg. if you download this data for 1st Jan to 15th Jan 2026, the sale share for your brand will add upto 100% for individual dates and same will hold true for sub-category(s) sale share. If you download this data from Jan 2026 to March 2026, the sale share for your brand will add upto 100% for each month and same will hold true for sub-category(s) sale share. Use these reports to find ASIN-wise Sales & Indexed GVs data, and sub-category sale share% during the selected time period.

CSV: ASIN-wise Sales & Indexed GVs at a City Level
 Sub-category Sales at a City Level

Generate Excel

Use the excel file

- 1) Track ASIN level revenue and units along with state/city/pin code-wise contribution for each ASIN of your brand.
- 2) Track sub-category wise sale share for your brand and overall subcategory at state/city level to identify subcategory(s) where your sale share is lower than subcategory average for all brands.



Market Share Trend

Sales by Geography Report · Use Case 4

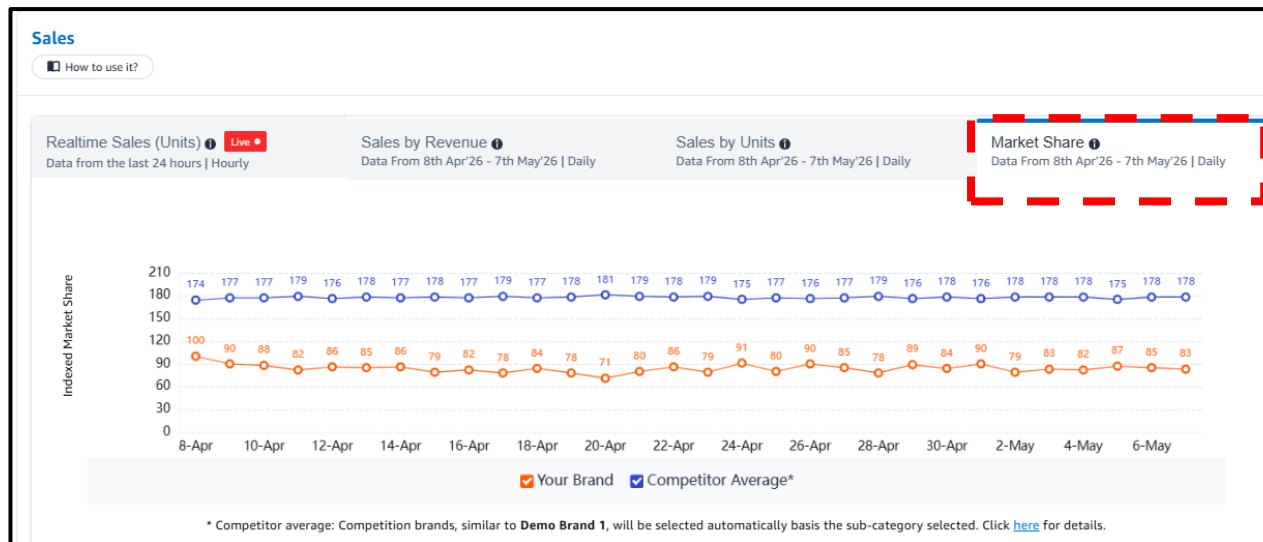


INSTRUCTIONS

- Track Indexed Market Share within your selected subcategory over time. Index is set to 100 for the first date selected — all subsequent data is relative.
- **Monitor market share changes during and after sale events** to measure competitive impact.
- Compare market share trends across different subcategories to identify category-level strengths and weaknesses.

INSIGHTS

- If indexed market share is more as compared to competitors your brand is **gaining share vs. competitors** in the subcategory.
- If market share drops during sale events → competitors may have stronger deals or better search visibility.
- **Consistent market share decline over months** → review pricing, content, and advertising strategy holistically.
- Use indexed market share trends to measure long-term impact of strategic initiatives and campaign investments.



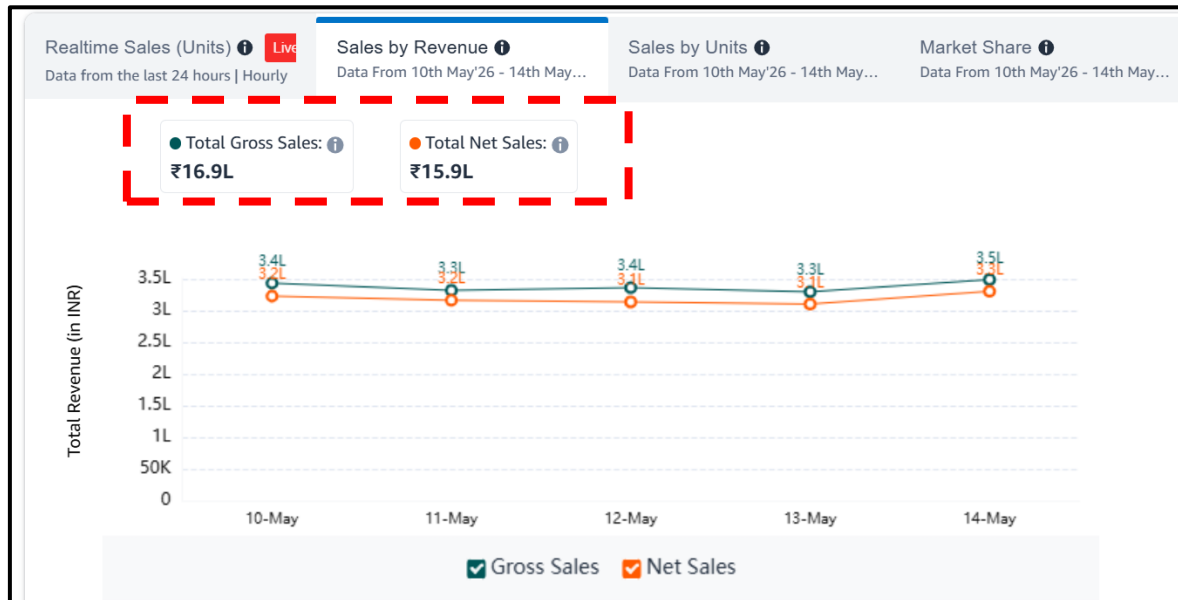


Return & Cancellation Insights

Sales by Geography Report · Use Case 5

INSTRUCTIONS

- Compare **Gross Units vs. Net Units** or **Gross sales vs. Net sales** at state level to identify high-return geographies.
- Calculate state-wise return rate: $(\text{Gross Units} - \text{Net Units}) / \text{Gross units}$ to quantify impact.
- Track return and cancellation trends month-over-month by state to identify persistent problem areas.
- Download “**ASIN-wise Sales & Indexed GVs at a City Level**” report for ASIN level analysis.



INSIGHTS

- If a state shows high gross sales but significantly lower net sales → **high return/cancellation rate**. Investigate product quality or delivery issues.
- If return rates vary significantly across states → may indicate **logistics or customer expectation gaps** in specific regions.
- States with consistently **low return rates** → prioritize for inventory allocation and marketing spend.
- Use net sales data for accurate revenue forecasting and state-level financial planning.

Downloads

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- 2) Sale share for your brand and the selected sub-category(s) at a State/City level.

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CSV: ASIN-wise Sales & Indexed GVs at a City Level
Sub-category Sales at a City Level

Generate Excel

Use the excel file to

- 1) Track ASIN level revenue and units along with state/city/pin code-wise contribution for each ASIN of your brand.
- 2) Track sub-category wise sale share for your brand and overall subcategory at state/city level to identify subcategory(s) where your sale share is lower than subcategory average for all brands.



Spot Conversion Gaps

Sales by Geography Report · Use Case 6



INSTRUCTIONS

- Compare GVs in state as % of pan India GVs with Gross sales in state as % of pan India to **spot conversion gaps**.
- States where **GV% significantly exceeds sales %** indicate customers are viewing but not purchasing.
- Combine **with Alternate Purchase** data to understand which competitors are winning in low-conversion ASIN's .

MADHYA PRADESH	
This section shows state level metrics for the selected brand , sub-category & time period .	
Your Brand's Metrics:	Value
Gross Sales in State ⓘ	1.4L
Gross Sales in State (as % of pan-India sales) ⓘ	1.3%
Gross Units in State ⓘ	505
Gross Units in State (as % of pan-India units) ⓘ	1.3%
Glance Views in State (as % of pan-India Glance view) ⓘ	1.3%
Benchmark Metrics	Value
All Brands Gross Sales in State (as % of pan-India sales) ⓘ	1.6%
All Brands Gross Units in State (as % of pan-India sales) ⓘ	1.6%
All Brands Glance Views in State (as % of pan-India sales) ⓘ	1.8%

INSIGHTS

- If GV% is 10% but sales % is only 4% at an ASIN level → customers are viewing but not buying. Investigate pricing, content, and reviews.
- If conversion gaps are consistent across all states → systemic issue (pricing, reviews, or content quality etc).
- If conversion gaps are state-specific → may indicate regional competition, delivery concerns, or local preferences.
- Track conversion gap trends over time — narrowing gaps indicate improving product-market fit in that geography.

BEST PRACTICES

Competitive Intelligence & Actionable Strategy

Real-Time Event Monitoring

During sale events, use real-time hourly sales in Geography report for live tracking. Adjust bids and budgets based on live performance.

Daily Review Cadence

Review Sales by geography data daily. Monitor report for **regional trends and market share** changes.

Track Impact of Actions

Before sale, identify geographies where you are lagging and launch targeting campaigns. **After the sale ends** verify if under-penetrated states show improvement.

Iterate & Optimize

Compare **gross vs. net sales** to understand return patterns. Use indexed market share trends to measure long-term competitive position improvement.

Thank you

For any questions or clarifications, please reach out to contact-pi@amazon.com