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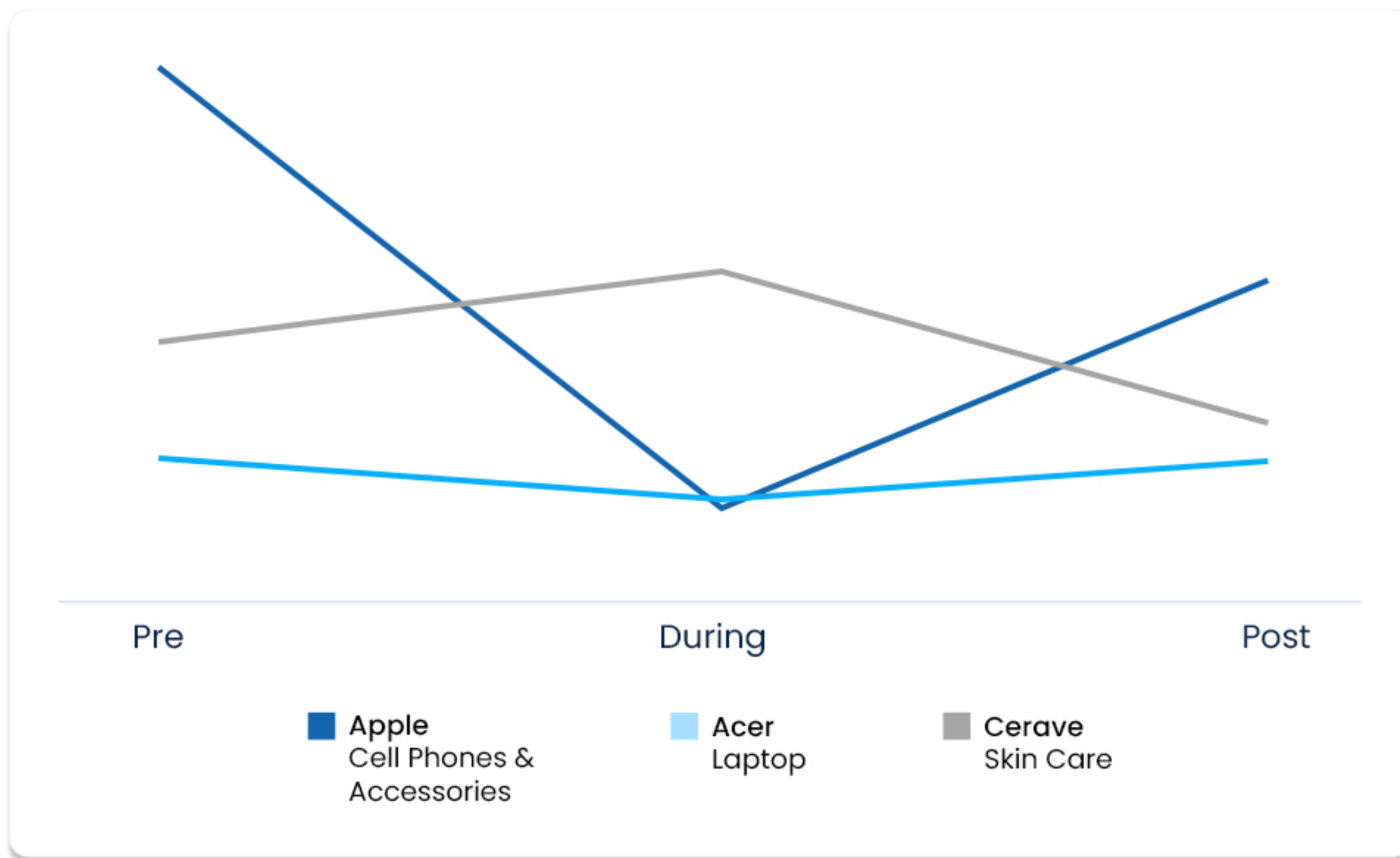
Category Breakdown: Analyzing Amazon primeday Performance in the US across Pre, During, and Post-Event

*This document contains the dates for Prime Day as follows Pre: July 9-10, During: July 11-12, and Post: July 13-14
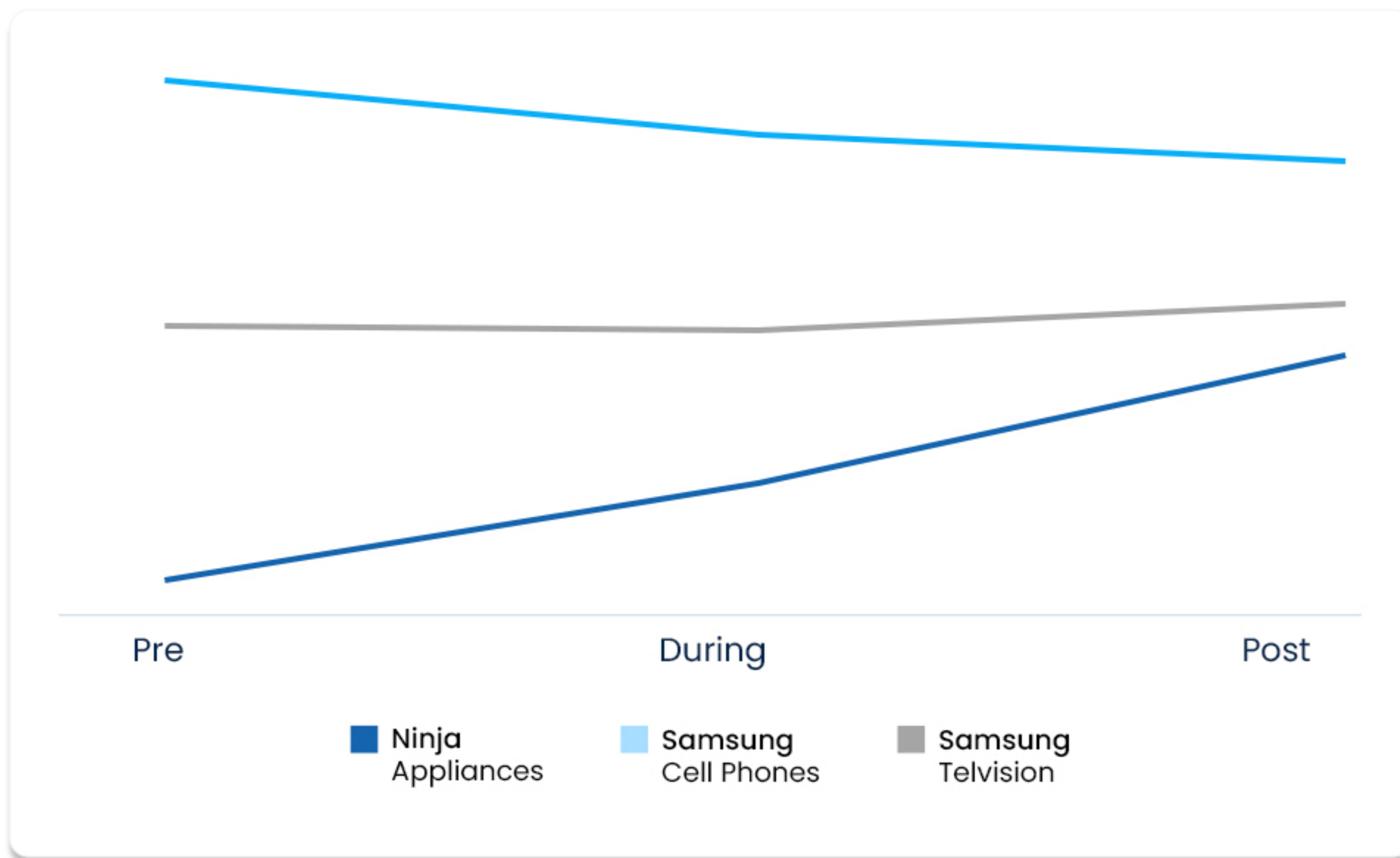
Top performing brands - Category Level

Legend:
- Apple — Cell Phones & Accessories
- Acer — Laptop
- Cerave — Skin Care

X-axis: Pre · During · Post

The above data reveal the brand and category-level trends during the **pre, during, and post-Prime Day** periods. We observed the shift in trends, highlighting the event's influence on category visibility and brand share

*Top performing brand share on page-1

Top performing brands - Category Level

Pre   **During**   **Post**

■ Ninja
Appliances   ■ Samsung
Cell Phones   ■ Samsung
Telvision

The above data reveal the brand and category-level trends during the **pre, during, and post-Prime Day** periods. We observed the shift in trends, highlighting the event's influence on category visibility and brand share

*Top performing brand share on page-1

Observed change in bestseller: Above are the day-wise bestseller rankings for the category

Best Sellers - Product Level

Promotions - Category Level

Categories (x-axis): Appliances, Bath, Beauty and Personal care, Cell Phones, Cell Phones & Accessories, Compact Refrigerators, Fragrance, Furniture, Hair Care, Kitchen and Dining, Laptop Computers, Makeup, Personal Care, Skin care, Televisions

Legend: Pre, During, Post
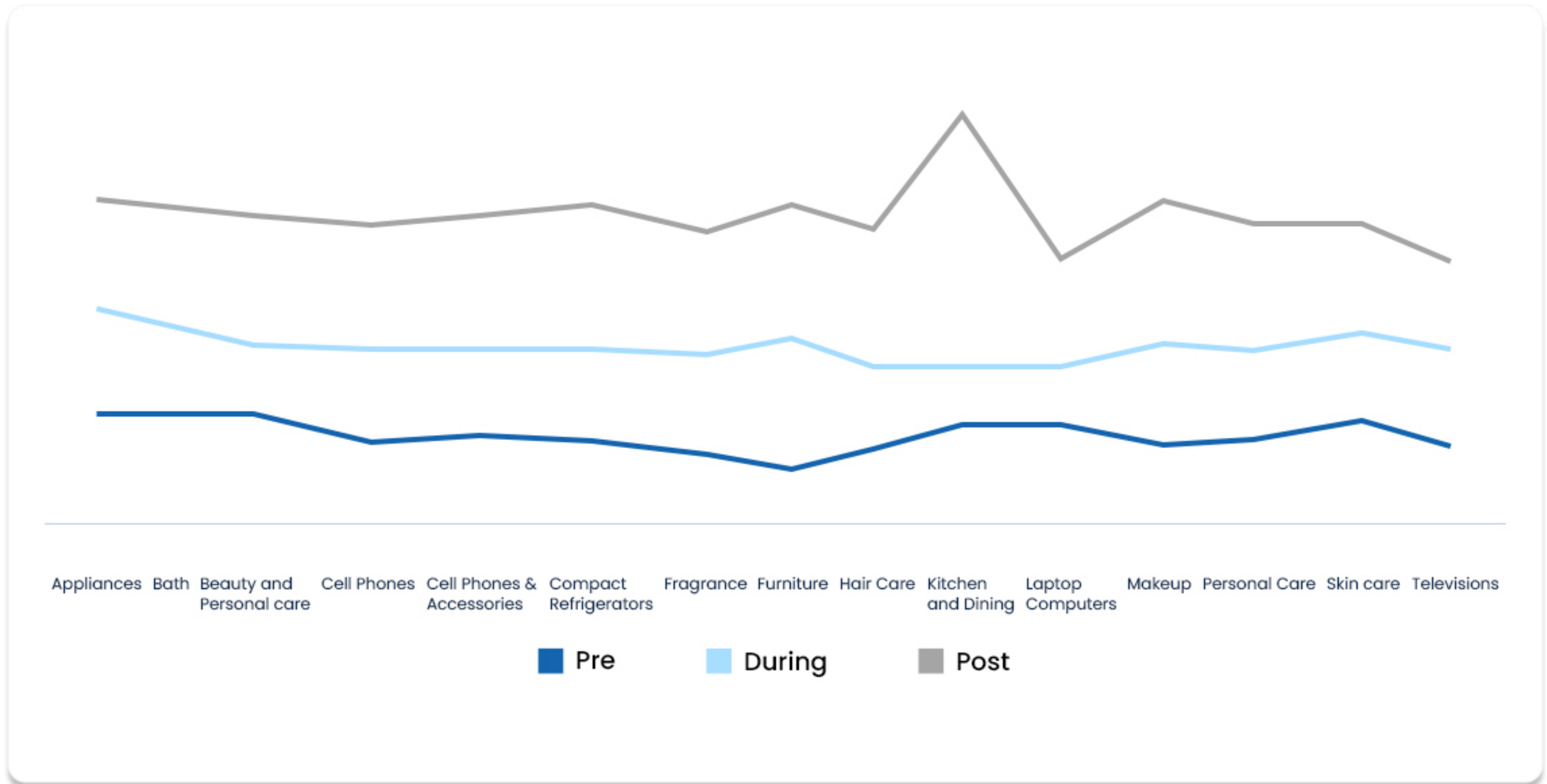
The trend chart highlights promotional performance in different categories: **pre, during, and post.** Promotional Increases by Category: Appliances showed a **22%** spike, while Furniture followed with a **9%** increase. Brands can adapt their promotional plans base on category effectiveness

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