BACKGROUND
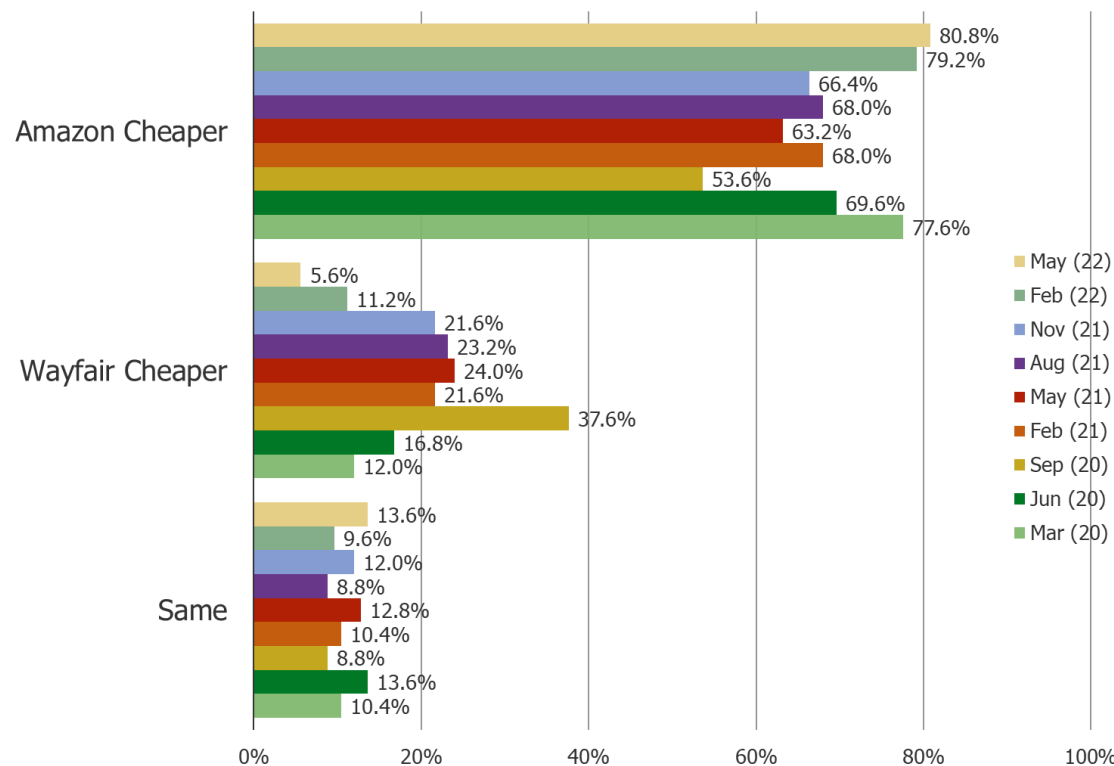
❑ We collected pricing data from 100+ identical items found on both Amazon and Wayfair and compared the results to prior iterations of this exercise (refreshed quarterly).

FINDINGS: PRICING ANALYSIS

❑ On identical/similar items, Amazon is cheaper than Wayfair, and Amazon got cheaper sequentially.

% of items out of the total that were cheaper on Amazon vs. Wayfair
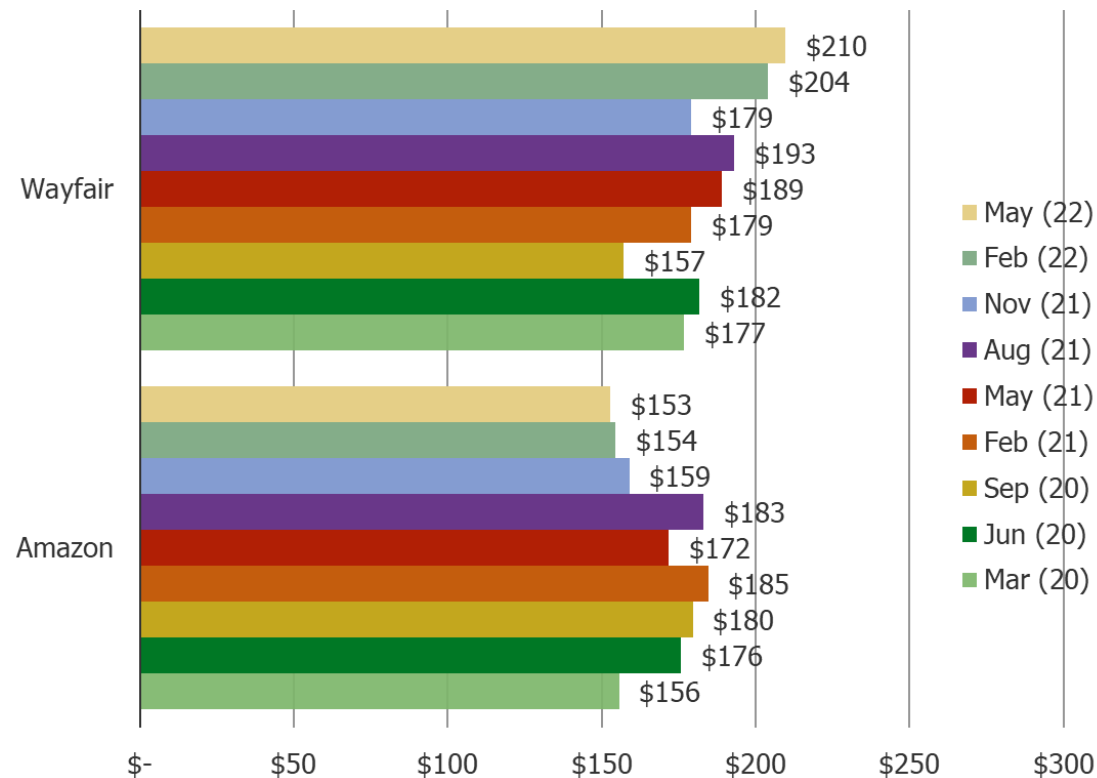
BACKGROUND

❑ We collected pricing data from 100+ identical items found on both Amazon and Wayfair and compared the results to prior iterations of this exercise (refreshed quarterly).

FINDINGS: PRICING ANALYSIS

❑ We keep as many items consistent from prior waves as possible. Whenever an item becomes unavailable, however, we swap in a new identical item.

Average Price Per Item on 100+ identical items found on Amazon and Wayfair.

Chart legend:
- May (22)
- Feb (22)
- Nov (21)
- Aug (21)
- May (21)
- Feb (21)
- Sep (20)
- Jun (20)
- Mar (20)

Wayfair:
- $210
- $204
- $179
- $193
- $189
- $179
- $157
- $182
- $177

Amazon:
- $153
- $154
- $159
- $183
- $172
- $185
- $180
- $176
- $156

BACKGROUND

❑ We collected pricing data from 100+ identical items found on both Amazon and Wayfair and compared the results to prior iterations of this exercise (refreshed quarterly).

FINDINGS: PRICING ANALYSIS

❑ We keep as many items consistent from prior waves as possible. Whenever an item becomes unavailable, however, we swap in a new identical item.

Magnitude of how much cheaper Amazon or Wayfair was each wave on 100+ identical items.

Wayfair Cheaper ⬌ **Amazon Cheaper**

Wave	Value
May (22)	37.4%
Feb (22)	32.1%
Nov (21)	12.7%
Aug (21)	5.4%
May (21)	10.1%
Feb (21)	-3.0%
Sep (20)	-12.6%
Jun (20)	3.5%
Mar (20)	13.5%