THE DATA-BACKED PLAYBOOK

DIGITAL PRODUCT WINNER ON ETSY

A Data-Driven Case Study using Power BI

Presented By

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THE BUSINESS PROBLEM:
NAVIGATING A NOISY MARKETPLACE

The Etsy Gold Rush is Over. Now It's About Smart Mining

Etsy's digital goods market is a **$4B+ opportunity**, but it's saturated with competition.

Challenges

- Sellers launch products based on gut feeling, leading to wasted time and missed revenue.
- The core challenges are
  - **Wasted Resources**: Designing for low-demand or seasonal niches.
  - Leaving Money on the Table: **Mis-pricing products** based on competitor guesses, not value perception.
  - Getting Lost in the Algorithm: Using **ineffective tags** that fail to capture search volume.

CASE STUDY
QUESTIONS

Key Questions Framed

Thinking out Loud: I structured the analysis around these three business questions, not data points. This shows I start with strategy, not the dataset. Each question directly leads to a section of the dashboard.
Where is the Demand? What's the Magic Number? How Do You Get Seen?

1. Demand

Which niches show **consistent demand** over time?

Identify growing vs. saturated niches

2. Pricing

Which **price ranges** correlate with **higher ratings and conversion**?

Find the revenue-optimizing price point

3. Tags
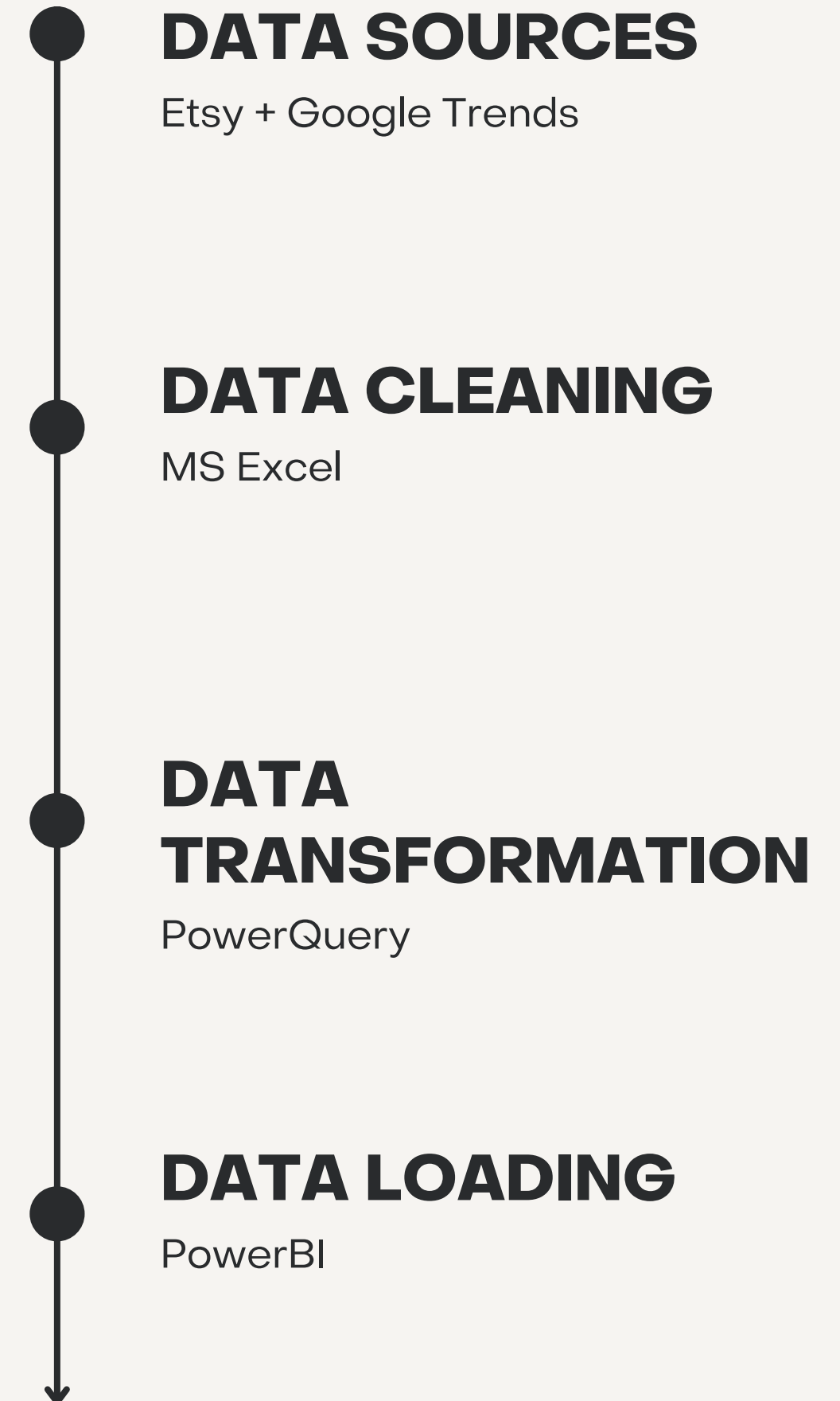
Which **tags/keywords** repeat among **top performers**?

This ensures the product gets found

DATA &
METHODOLOGY

Turning Marketplace Signals into Structured Intelligence

- **Etsy Listing data:**
  - 28 top listings per category niche. Following are the niches I selected:-
    - i. Digital Planners
    - ii. Printable Wall Art
    - iii. Manifestation Journal
    - iv. Astrology PDF
  - **Key Metrics:**
    - Product name, Price, Rating, Tags, Category.
- **Demand Data:**
  - Augmented with Google Trends data to measure search volume over time.
  - Key Metrics:
    - Date, Interest, Category/Search term

Thinking out loud: *Reviews excluded → Ratings used as conversion signal.*

DATA SOURCES
Etsy + Google Trends

DATA CLEANING
MS Excel

DATA TRANSFORMATION
PowerQuery

DATA LOADING
PowerBI

POWER BI
DASHBOARD

Built a multi-view dashboard to analyze demand
& conversion:
- KPI Cards
  - Top Niche
  - Optimized Price Range
- Demand Trend Over Time
- Opportunity Score by Niche
- Top Product name Keywords by Niche
- Top tags by Niche

#1 TO ANSWER "WHICH NICHE"?

Step 1: Is it Trending?

Step 2: Does it Convert?

Step 3: The Sweet Spot

Cutting Through the Noise: A 3-Step Filter to Find a Viable Niche

- **Is it Trending? (The Demand Filter)**
  - **Measure:** Average Demand Score
  - **Purpose**: Is there significant and sustained search volume for this niche?

- **Does it Convert? (The Value Filter)**
  - **Measure:** Value Index
  - **Purpose**: This proves people aren't just looking—they're buying. A high score means the demand is monetizable

  ```
  Value Index = AVERAGE(Rating) * AVERAGE(Price)
  ```

- **The Sweet Spot? (The Opportunity Filter)**
  - **Measure**: Opportunity Score
  - **Purpose**: This finds the niche with the ideal combination of high interest and high purchase intent

  ```
  Opportunity Score = [Demand Score] * [Value Index]
  ```
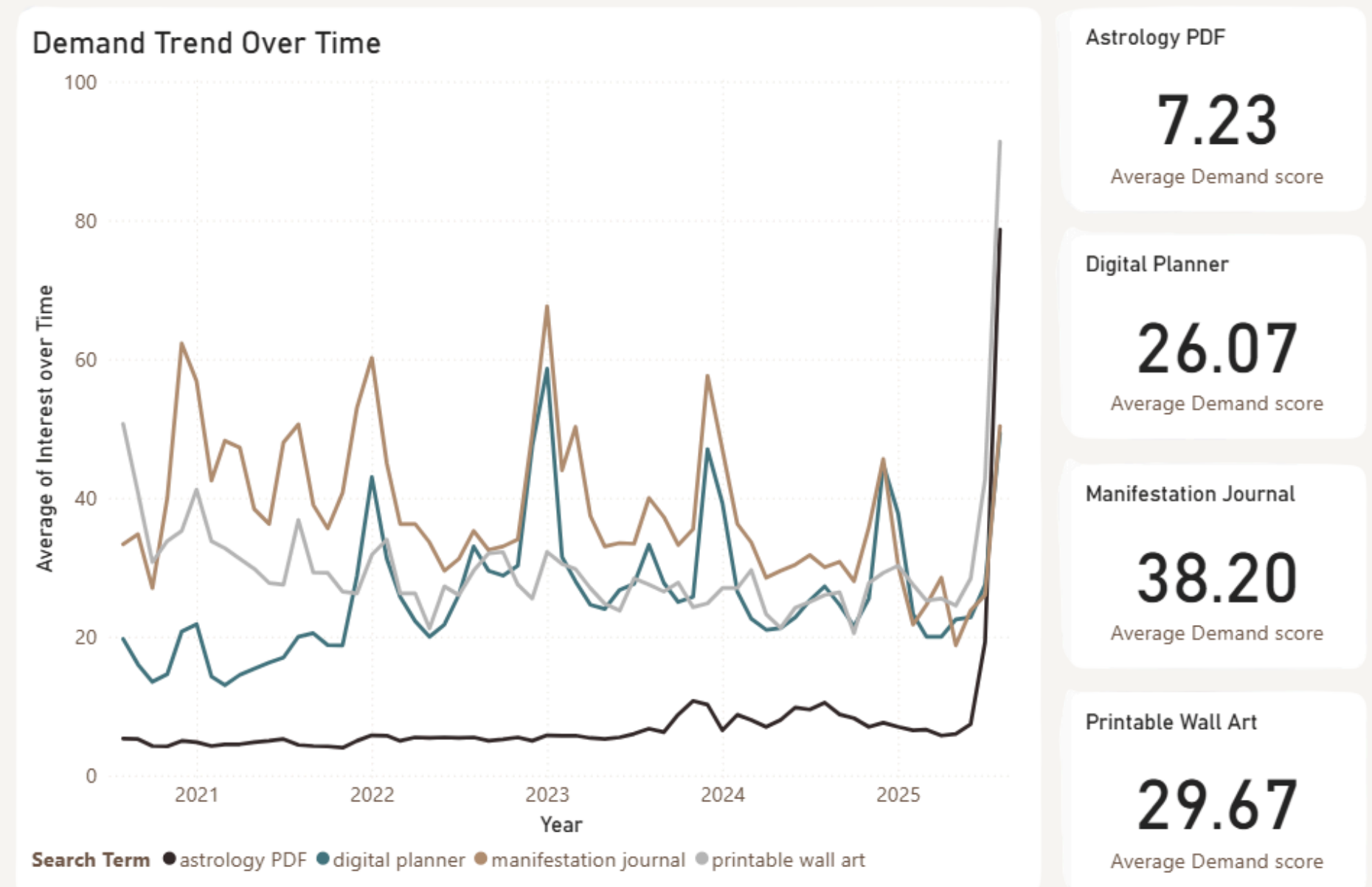
IS ANYONE EVEN LOOKING?
#1.1 THE DEMAND FILTER

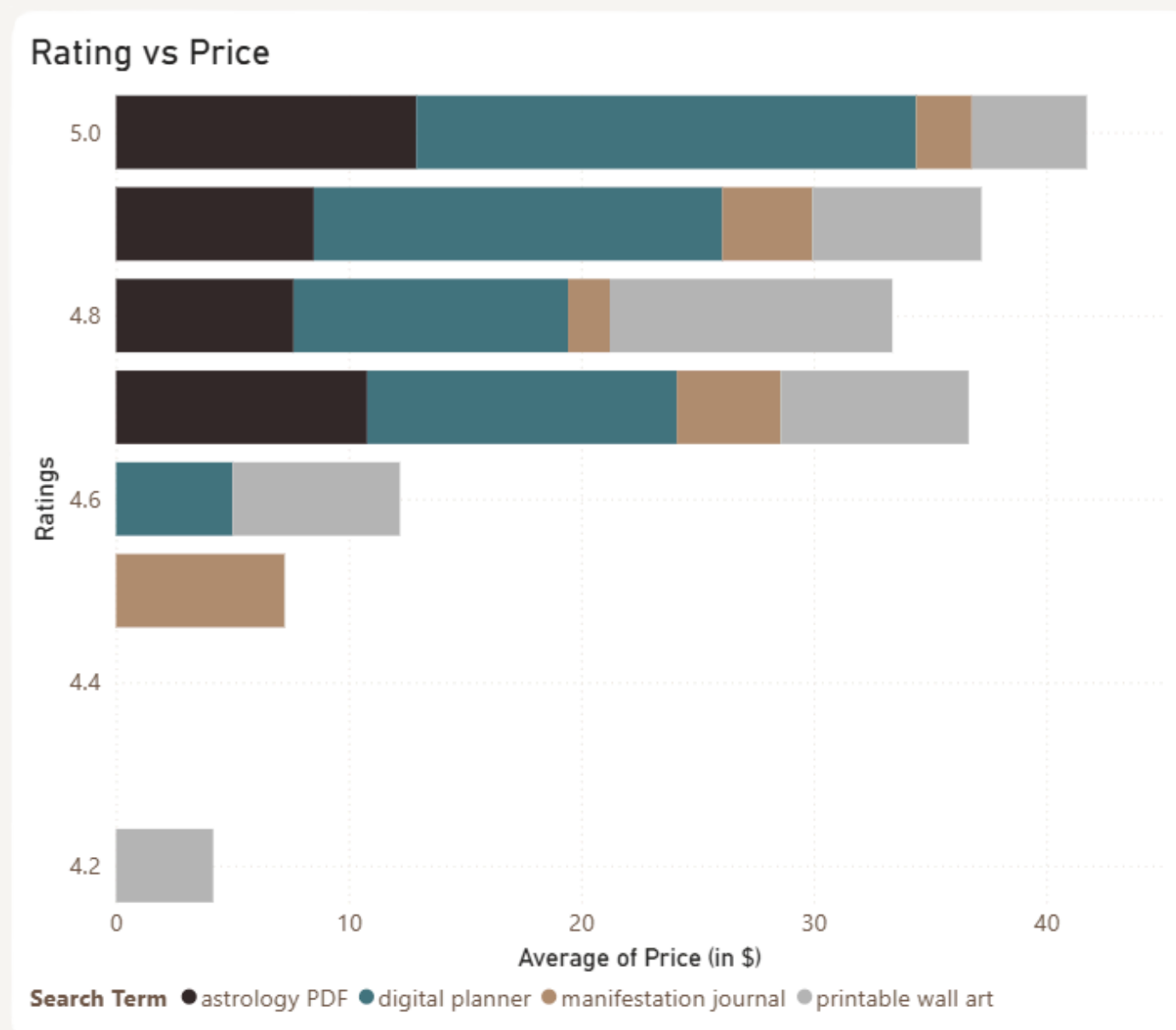## Filtering Out Fads: We Focus on Niches with Real, Sustained Demand

- Using Google Trends data (on the left), we calculated an **Average Demand Score** for each category (on the right) to quantify **consumer interest over time**.
- These scores boil down years of search data into a single, quantifiable metric.
- The scores tell us that '**Manifestation Journal**' and '**Printable Wall Art**' have the **highest search interest** overall.

Thinking out loud: *This slide is about de-risking. I'm showing that the first thing I do is eliminate unpredictable markets. This proves I think about stability and long-term viability.*

Demand Trend Over Time

Y-axis: Average of Interest over Time (0–100)
X-axis: Year (2021, 2022, 2023, 2024, 2025)

Search Term ● astrology PDF ● digital planner ● manifestation journal ● printable wall art

Astrology PDF
7.23
Average Demand score

Digital Planner
26.07
Average Demand score

Manifestation Journal
38.20
Average Demand score

Printable Wall Art
29.67
Average Demand score

IS DEMAND TURNING INTO DOLLARS?
#1.2 THE VALUE FILTER

Rating vs Price

Ratings / Average of Price (in $)

Search Term: ● astrology PDF ● digital planner ● manifestation journal ● printable wall art

Astrology PDF
48.12
Value Index

Digital Planner
66.65
Value Index

Manifestation Journal
19.29
Value Index

Printable Wall Art
39.97
Value Index

Filtering Out Vanity Metrics: We Prove People actually Open Their Wallets

- The previous slide showed us where the customers are. Now we need to answer a more important question: are they actually buying? This slide is our 'value filter.'
- Based on our analysis, the 'Digital Planner' niche has a clear lead. It's a market that rewards quality with a high price point.
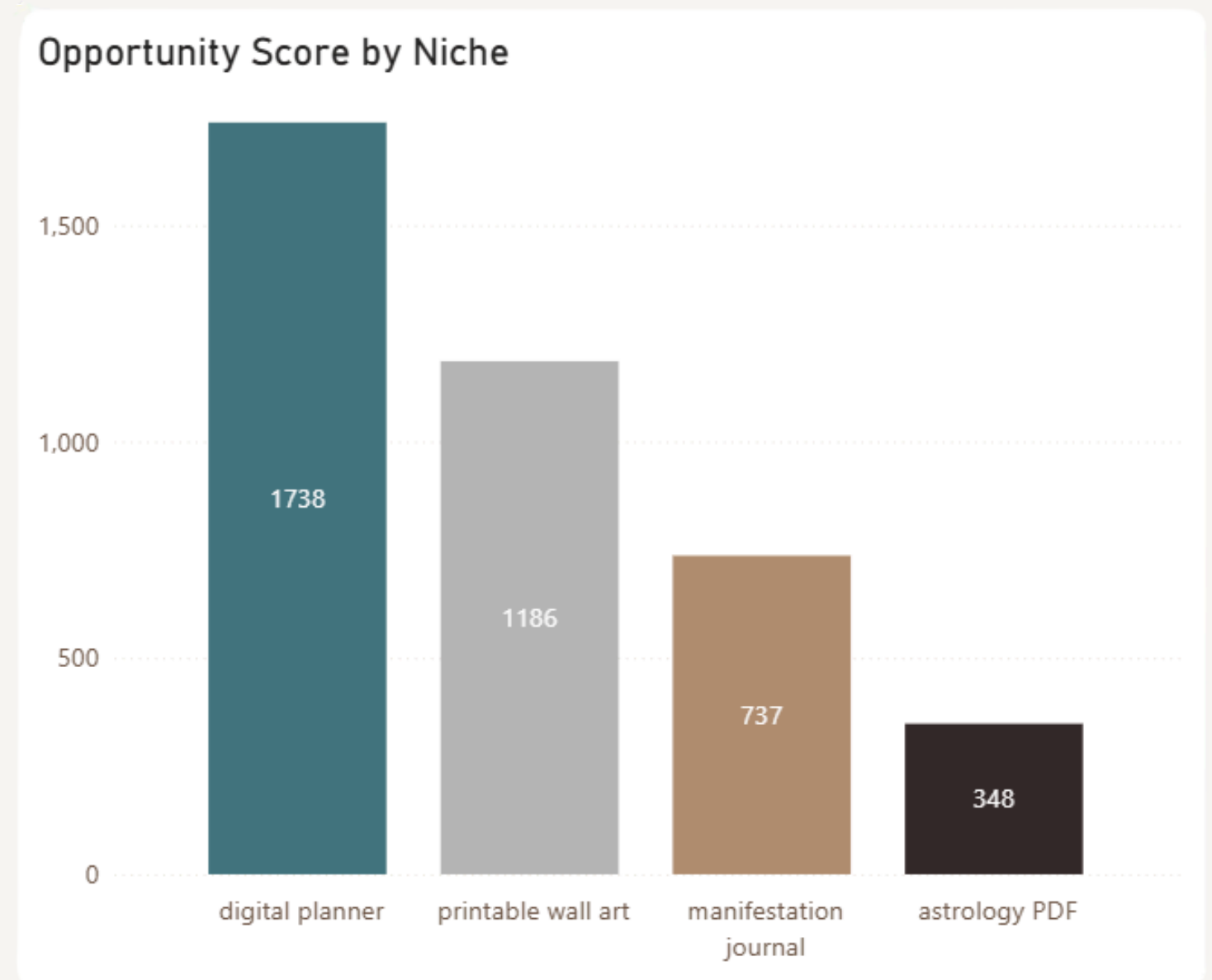
Thinking out loud:

- It's not enough to have demand; a successful business needs that demand to convert into sales.
- We developed a "Value Index" which quantifies this relationship. It tells us which niche has top-rated products that also sell at a high average price.
- This analysis proves that customers in our chosen niche are willing to pay for quality, validating a profitable market.

FINDING
#1.3 THE SWEET SPOT

The Verdict: Digital Planners is Our Optimal Launch Opportunity

- The Final Calculation: The Opportunity Score isn't magic. It's a simple way to find the niche that scored well on both critical tests: Strong Demand and Strong Conversion.
- **Why It Won:** "Digital Planners" wasn't the absolute #1 in every single metric. It was the **most well-rounded.** It has huge, stable demand and a customer base that happily pays for quality. It represents the lowest risk and highest potential for sustainable profit.
- **The Decision: We confidently select Digital Planners as our target niche**

Thinking out loud: *The Digital Planner niche is our sweet spot. It has both the demand and the proven profitability to be a successful venture.*
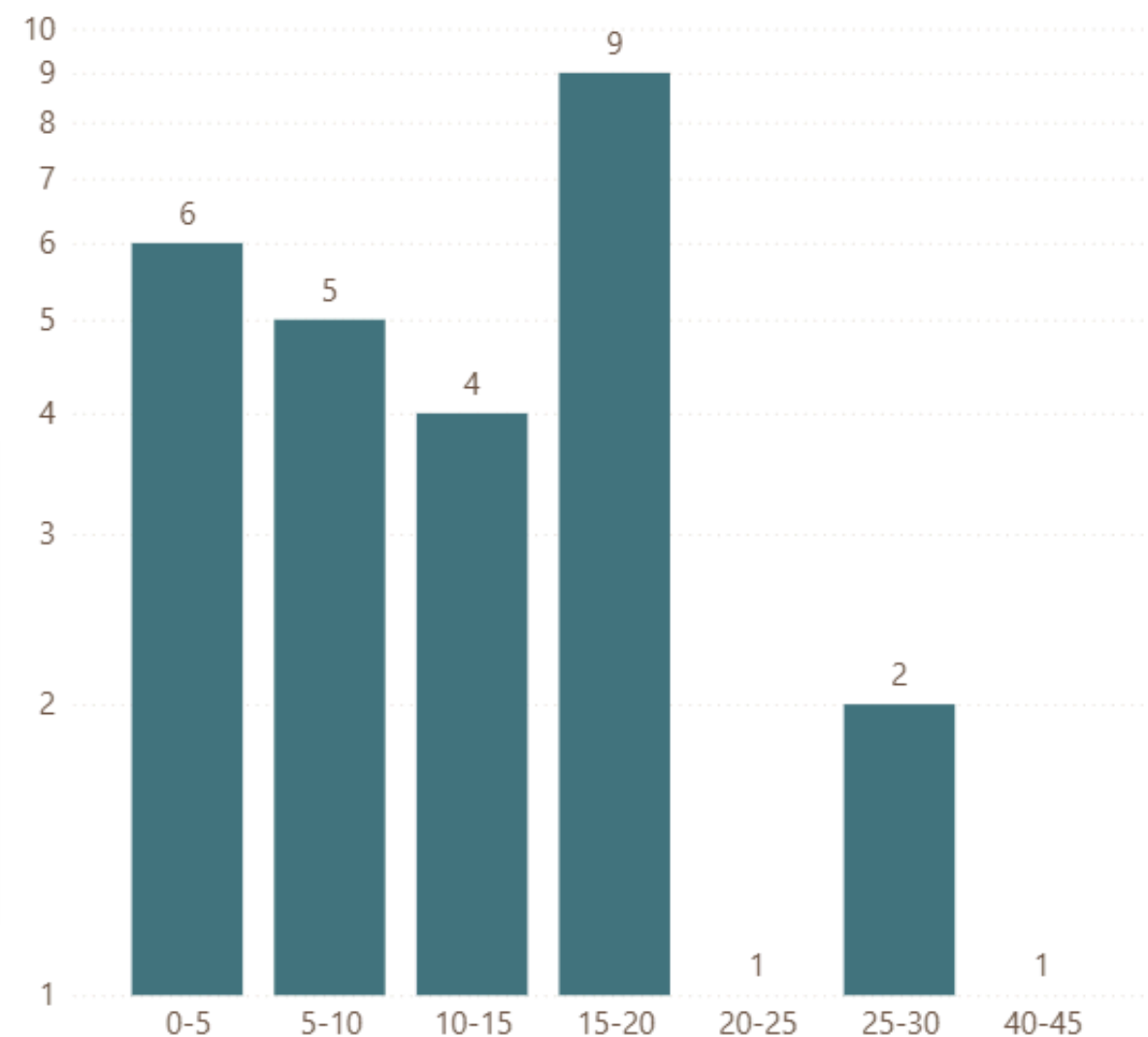

Opportunity Score by Niche

digital planner: 1738
printable wall art: 1186
manifestation journal: 737
astrology PDF: 348

#2 TO ANSWER "WHICH PRICE POINTS"?

No. of Products in each Price Range

	$5.87 – $19.15 Recommended Price Range
	5.87 Q1
	13.32 Q2
	19.15 Q3

Winning the Niche Requires Winning on Price Positioning

- We Identified Two Winning Strategies
  - **The Volume Play** (Q1–Q3): Compete on price. Larger audience, lower profit.
  - **The Value Play** (Q2–Q3): Compete on quality. Higher margin, better customers
- **Recommendation: The Value Play**
  - **Target Price Range**: [$13.32 – $19.15]
  - **Why**: This segment correlates with higher customer ratings. Buyers here pay for perceived quality, building a sustainable, high-margin business

Thinking out loud:
- *Now that we've chosen our niche as **Digital Planner**, we must decide where to position our product.*
- *The chart on the left, which I've titled 'No. of Products in each Price Range,' shows a clear picture of the market.*
- *You can see that the majority of top-rated products are clustered in the $15–20 range. This is the highly competitive 'meat' of the market.*
- *Our strategy is to position ourselves in the **upper-middle tier** (Q2–Q3) to avoid a price war.*

THE PERFECT PRODUCT NAME
#3.1 WHICH KEYWORDS"?
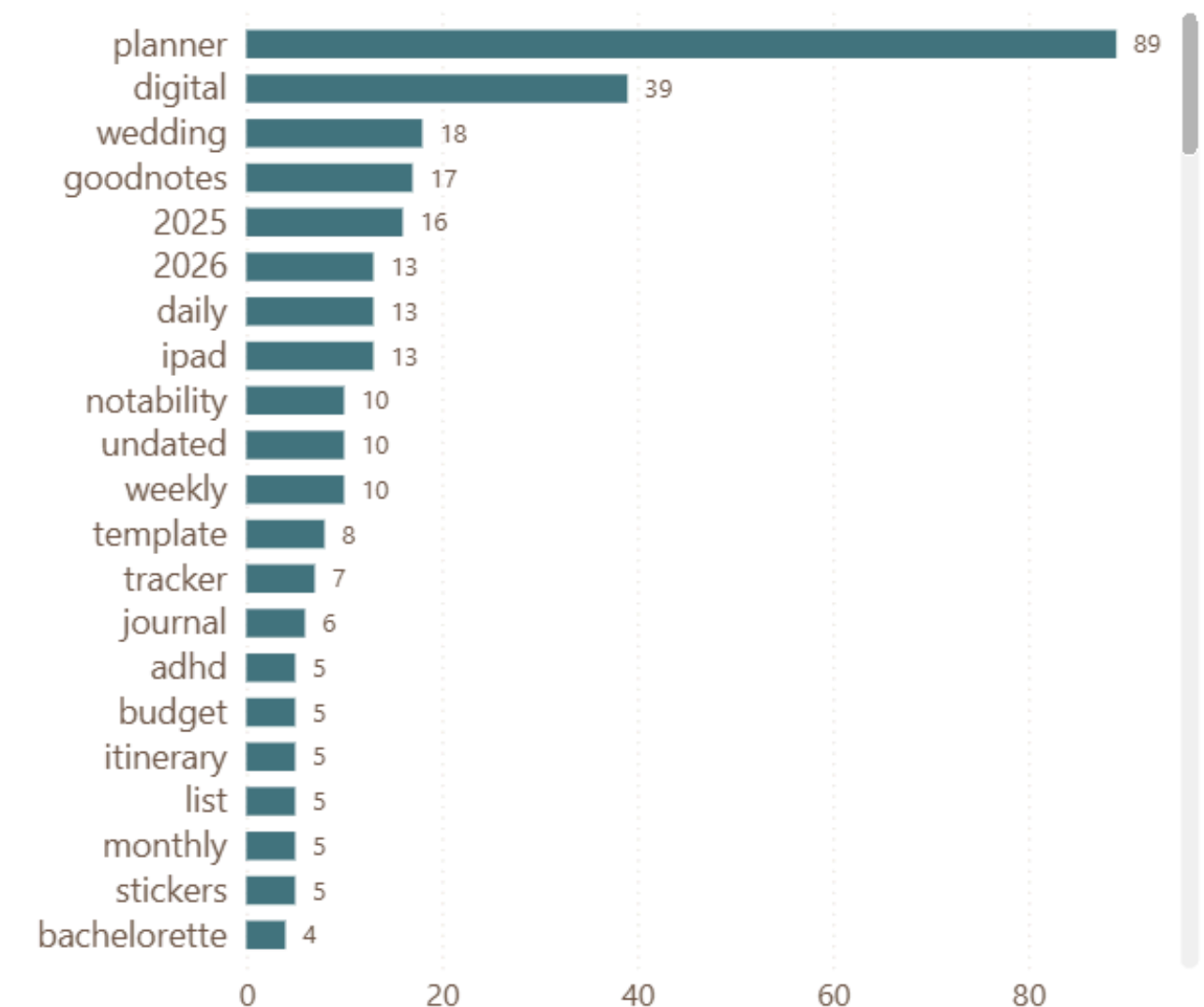
Cracking the Discoverability Code: Keyword Strategy

- **Core Product Keywords**: "planner" and "digital" are the non-negotiable keywords, as they describe the product's fundamental purpose.
- **Platform & Use-Case Keywords**:
  - Terms like "goodnotes," "ipad," and "notability" define the product's compatibility.
  - Meanwhile, keywords like "2026," "undated," "weekly," and "daily" capture a customer's specific intent and use-case.
- **Niche & Aesthetic Keywords**: Keywords such as "wedding" and "bachelorette" represent a strong opportunity for niching down within the broader market.

THE RECIPE FOR SUCCESS

A winning title combines all these elements: "Minimalist 2026 Daily Digital Planner for iPad & GoodNotes". This strategy ensures maximum discoverability.

Top Product Name Keywords by Niche

Keyword	Value
planner	89
digital	39
wedding	18
goodnotes	17
2025	16
2026	13
daily	13
ipad	13
notability	10
undated	10
weekly	10
template	8
tracker	7
journal	6
adhd	5
budget	5
itinerary	5
list	5
monthly	5
stickers	5
bachelorette	4

GET DISCOVERED
#3.2 WHICH TAGS"?

Tags are a crucial tool to improve product visibility and capture very specific, high-intent searches. We can use our data to build a tag strategy that maximizes our product's reach, covering both broad and specific customer needs

- **Core Keywords**: digital planner, planner, digital, journal, notebook, template
- **Platform & Compatibility Tags**: goodnotes planner, ipad, notability planner, google calendar, android planner
- **Use-Case & Timeframe Tags:** 2026, weekly, digital calendar, weekly planner
- **Functional & Niche Tags:** budget, tracker, stickers, list, minimalist, all in one planner

Top Tags for Digital Planner

Tag	Value
digital planner	9
goodnotes planner	8
weekly planner	8
daily planner	6
digital calendar	5
goodnotes template	5
digital notebook	4
good notes planner	4
notability planner	4
planner	4
planner digital	4
2025 digital planner	3
google calendar	3
wedding checklist	3
wedding itinerary	3
wedding timeline	3
adhd planner	2
all in one planner	2
android planner	2
custom planner	2
day planner	2

THE FINAL DATA–BACKED
LAUNCH PLAYBOOK

1. Niche

DIGITAL PLANNER

3. Price

$14.99

This price is strategically positioned in the high-value end of the sweet spot, allowing for a healthy profit margin without alienating customers

2. Product Name

MINIMALIST 2026 DAILY DIGITAL PLANNER FOR IPAD & GOODNOTES

4. Tags

digital planner, planner, digital, journal, notebook, template, goodnotes planner, ipad, notability planner, google calendar, 2026, weekly, digital calendar, budget, tracker, stickers, list, minimalist, all in one planner

Thinking out loud:

- **The Launch Timeline**: *Begin promotion in late Q3 to build reviews and authority in preparation for the Q4 holiday and New Year's resolution demand spikes.*

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EVERY DATA POINT WAS A **CLUE.** NOW, WE HAVE THE **MAP TO BURIED TREASURE**