DataDive Product Validation Scorecard Training

Version: 1.0 **Last Updated:** 2026-01-21 **Presenter:** Brandt (Data Dive) **Source:** Product Validation Training Video **Runtime Focus:** How to validate a product in 10 minutes or less

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1. Overview

Purpose

The Product Validation Scorecard allows you to quickly assess whether a product niche is worth pursuing on Amazon. The goal is to validate a product opportunity in **10 minutes or less**.

Key Philosophy

> *"A lot of people think Amazon is saturated, but it really comes down to finding the right product."*

The Validation Workflow

1. Start broad (e.g., "supplements")
2. Get more specific based on search data (e.g., "Lion's Mane supplement capsules")
3. Complete the scorecard systematically
4. Make go/no-go decision based on data

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2. The 10-Minute Validation Process

Starting Point

- Begin with broad category research
- Use Data Dive to explore initial keywords
- Look for specific product variations with good search volume
- Example progression: "supplements" > "Lion's Mane" > "Lion's Mane Capsules"

Quick Setup Steps

1. Remove brand names from the MKL (Master Keyword List)
2. Set relevancy threshold to 450
3. Update settings to get a focused list
4. Note: Keywords may appear in Cloud, Outlier, or Residue buckets

Initial Data Locations

Bucket	Description
Cloud	High-relevancy keywords
Outlier	Less common keywords across competitors
Residue	Low search volume keywords (good market fit potential)

3. Step-by-Step Scorecard Walkthrough

Step 1: Navigate to Roots Tab

The Roots view shows keyword root words that describe the product.

What you're looking for: - Two or more words that describe the product - Example for Lion's Mane: "lion mane"

Step 2: Count Relevant Keywords

Count keywords that are genuinely relevant to your product: - Skip keywords for product types you won't sell (e.g., "powder" if you're doing capsules) - Note: In the example, 7 relevant keywords were identified

Step 3: Note the Keyword Distribution Percentage

- Record the percentage shown (e.g., 67%)
- This becomes your answer for Question 3 on the scorecard
- This shows how keywords are distributed across the root terms

Why Roots Matter

> *"If you just did 'lion' or 'main', it's going to look like it has the highest search volume. That's why you want to make sure you're focusing on roots."*

4. Understanding Roots and Keywords

The Roots Concept

- Root words are the core descriptive terms for a product
- Looking at roots prevents misleading volume data
- Helps identify true market demand

Keyword Quality Assessment

When reviewing keywords, ask: 1. Are they good market fit keywords? 2. Will the product be around for more than 5 years? 3. Is there sufficient search volume (over 100%)?

Price Benchmarking

- Note the **Niche Median Price** (e.g., $27.50)
- Compare against your expected MOQ and COGS
- Sources for quotes: ACO, Alibaba, local manufacturers

Scorecard Questions to Consider

☐

Plan on saving on packaging?

☐

Plan on saving on fulfillment?

☐

Any utility or design patents?

☐

Any possible feature blends or innovations?

Seller Competition Check

- Identify how many other sellers are in the space
- 4+ sellers = more risky, but not necessarily a deal breaker
- Supplement space typically has competition (expected)

5. Competitiveness Analysis

Review Count Assessment

Where to find it: Master Keyword List > Review Count column

What you'll see: - Established competitors: 10,000+, 17,000+, 11,000+ reviews - If more than 10 competitors have 1,000+ reviews = established market

Quick Competitiveness Trick

The 60/80 Rule: Use the visual reference points on the keyword list: - **Position 20** = 20% - **Position 40** = 40% - **Position 60** = 60% - **Position 80** = 80%

How to use it: 1. Look at 60% marker (strong positions) 2. Look at 80% marker (very strong positions) 3. Add the percentages from both markers 4. Example: If 60% + 80% = 12, that means 12% of keywords are held in strong/very strong positions

1P Seller Check

What to look for: "AMZ" indicator (Amazon 1P)

Assessment: - Less than 3 Amazon 1P sellers = favorable - You CAN beat 1P sellers - Some products may be large retailers also selling on Amazon

> *"The cool thing about it is you can tell this is maybe like a big retailer, maybe it's in stores. But you can beat 1P sellers."*

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6. Visual Content Assessment

Where to Check

Navigate to: **Deep Dive** section

What to Look For

- Quality of competitor images
- Professional photography

- Infographics and lifestyle images
- A+ Content quality

Scoring

- **More than 5 with great images** = Competitive (harder to differentiate)
- **Fewer with great images** = Opportunity (room to stand out)

> *"Most of the time they have pretty good images. This is going to be subjective to you."*

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7. Market Trends Evaluation

Amazon Trends

Location: Overview tab in Data Dive

What to assess: - Is the trend going up on Amazon? - Historical performance patterns

Google Trends

What to check: - Year-over-year patterns - Seasonal spikes (e.g., Q3 spike) - Overall trajectory

Seasonality Considerations

Pattern	Scoring Approach
Sold year-round	Favorable
Clear seasonal spikes	Note timing, plan inventory
Declining trend	Caution - may not be long-term viable

Subscription Potential

- Products with subscription/save potential = recurring revenue
- Example: Supplements often have Subscribe & Save customers

- Builds consistent demand over time

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8. Variation Analysis

Check Variation Count

Location: Master Keyword List

Assessment: - Count competitors with 4+ variations - Example finding: 3 competitors with 4+ variations - Fewer = easier entry; More = established strategies in place

Major Brand Identification

Due diligence required: - Check if competitors are sold in retail - Identify large, established brands - Common in supplements to see 3-5 major brands

> *"Sometimes you'll see Amazon-first products go up and they're not big major brands."*

Bundle/Multi-Pack Check

Location: Deep Dive or MKL view

What to look for: - Bundle offerings - Multi-pack configurations - This affects pricing strategy

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9. Listing Quality Assessment

Exact Match Keyword Coverage

Goal: See if top 10 competitors have 3+ exact match keywords

How to Check

1. Go to listing keyword view
2. Look at main keywords (e.g., "Lion's Mane")
3. Invert the list to see gaps
4. Count competitors with exact match coverage

Interpretation

- **Many with exact match** = Optimized market, harder to compete
- **Missing opportunities** = Room for SEO advantage

Common Findings

> *"A lot of them do have exact match, but they're also missing a lot of opportunities."*

Keyword Context Matters

- Powder keywords may come from variations
- Filter out irrelevant product types
- Focus on your specific product format

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10. Saving to Spaces

Critical Final Step

After completing the scorecard, **save to your Space**.

Why Spaces Matter

- Organize by brand or product category
- Enables high-level comparison across products
- Maintains history of research

How to Save

1. Complete your scorecard assessment
2. Click "Save to Space"
3. Select appropriate space (your brand or research category)
4. Access later from the Space view

> *"Don't forget this last step, because I almost did, is make sure you put it in your space."*

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11. Key Metrics Quick Reference

Scorecard Questions Summary

Question Area	What to Check	Where to Find
Root Words	2+ descriptive words	Roots tab
Keyword Count	7+ relevant keywords	MKL
Keyword Distribution	% of distribution	Roots tab (e.g., 67%)
Market Fit	Product longevity (5+ years)	Judgment call
Search Volume	Over 100% threshold	Overview
Price Point	Niche median	Overview (e.g., $27.50)
Reviews	Competitor review counts	MKL
1P Sellers	Less than 3 preferred	Deep Dive
Visual Content	Quality of images	Deep Dive
Trends	Up/stable/down	Overview + Google Trends
Variations	4+ per competitor	MKL
Major Brands	Retail presence	Due diligence
Bundles	Multi-pack presence	Deep Dive
Listing SEO	3+ exact match keywords	Listing Builder

Risk Indicators

Factor	Lower Risk	Higher Risk
Seller Competition	1-3 sellers	4+ sellers
Review Counts	<1,000 average	10,000+ reviews
1P Presence	0 Amazon 1P	3+ Amazon 1P
Major Brands	Amazon-first brands	Retail giants
Trends	Upward/stable	Declining

12. Pro Tips

Speed and Efficiency

- You'll get faster with practice
- Build muscle memory for navigation
- Use keyboard shortcuts where available

Volume and Repetition

> *"This is just going to be a lot of volume and a lot of repetition. But you'll know right away if this is a product you want just by seeing this view."*

Supplier Considerations

- Have quotes ready before scoring (ACO, Alibaba, domestic)
- Factor in MOQ against niche median price
- Be consistent in scoring across products for fair comparison

Update Later

- You can always come back and update scores
- Keep scoring consistent for comparison

- Refine as you get more supplier data

Going Deeper

  - When a niche looks promising, go more specific
  - Example: "Lion's Mane" > "Lion's Mane Capsules"
  - More specific = clearer opportunity assessment

Space Organization

  - Create spaces for:

    - Your own brands
    - Research/prospecting
    - Client brands (if agency)

  - Consistent naming conventions help

Appendix: Video Source Reference

Video Title: How to Validate a Product in 10 Minutes or Less Using Data Dive **Presenter:** Brandt with Data Dive **Key Example Product:** Lion's Mane Supplement Capsules **Source:** https://www.youtube.com/watch?v=XG68nPnOhfk

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