

# README

## Progress Meeting 1 - January 7, 2026

### Meeting Overview

**Date:** January 7, 2026 **Duration:** ~2 hours **Participants:** Greg Kowalczyk, Todd McDaniel, Douae Lahlou

**Purpose:** First working session focused on Data Dive platform training, product research methodology demonstration, and hands-on competitive analysis instruction.

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### Documents in This Folder

#### 1. Progress\_Meeting\_1\_Minutes\_Jan7\_2026.md

**Purpose:** Comprehensive meeting minutes **Length:** ~12,000 words **Best For:** - Complete reference documentation - Detailed technical explanations - Full context of all discussions - Training reference material

**Contents:** - Complete meeting agenda and coverage - Detailed platform training notes - Step-by-step methodology explanations - Product analysis examples with context - All questions and answers - Complete action items - Technical terminology reference

#### 2. Progress\_Meeting\_1\_Executive\_Summary.md

**Purpose:** Quick reference and key highlights **Length:** ~3,500 words **Best For:** - Quick review before next meeting - Management overview - Key decisions reference - Action items at a glance

**Contents:** - Executive summary of outcomes - Critical issue highlight (shipping costs) - Key learnings condensed - Action items summarized - Next steps overview - Quick reference sections

#### 3. EMAIL\_Progress\_Meeting\_1\_Summary.md

**Purpose:** Email distribution template **Length:** ~2,000 words **Best For:** - Sending to team members - Project stakeholder updates - Email communication - Action item reminders

**Contents:** - Email-friendly format - Meeting highlights - Critical actions emphasized - Personal notes for each attendee - Resources and next steps - Encouraging tone and support

#### 4. README.md (this file)

**Purpose:** Folder navigation guide **Best For:** - Understanding document structure - Selecting appropriate document for your need - Folder organization reference

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## Quick Navigation Guide

Need to...

- **Review what was discussed?** → Start with Executive Summary
  - **Find specific technical details?** → Use Full Minutes (comprehensive)
  - **Send update to team?** → Use Email template
  - **Refresh before next meeting?** → Use Executive Summary
  - **Reference training material?** → Use Full Minutes
  - **Check action items?** → Any document (all include action items)
  - **Understand folder structure?** → This README
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## Key Meeting Outcomes Summary

### 1. Training Completed

✓ Data Dive platform (Niche Pipeline, Rank Radar, Master Keyword List, Dives) ✓ Keyword strategy fundamentals ✓ Competitor analysis methodology ✓ Opportunity identification techniques

### 2. Critical Issue Identified

⚠ **Shipping costs creating margin problem** - Requires immediate attention - 24-unit orders show only 10% margin (unacceptable) - Full container (~700 units) reduces cost ~50% - Must recalculate all products using volume-based costing

### 3. Work Assignments Distributed

- **Douae:** First independent dive + urgent shipping cost review
- **Greg:** Continue 15 priority item analysis
- **Todd:** Review shipping costs with Douae urgently

### 4. Resources Provided

- Project dashboard structure (GitHub repository coming)
- Training materials and videos

- Tool demonstrations and methodologies
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## Critical Action This Week

### URGENT: Shipping Cost Analysis

Todd and Douae must meet to: 1. Review shipping cost assumptions 2. Calculate costs for full container loads 3. Recalculate profit margins using realistic volumes 4. Identify products achieving 25%+ margins 5. Use accurate costing for all decisions

**Why Critical:** Cannot make product go/no-go decisions without accurate volume-based costing. Current 10% margin unacceptable; need 25%+ for viability.

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## Meeting Context

### What Led to This Meeting

- Kickoff meeting (Jan 5) established project scope
- Product list of 15 priority items identified
- Need to train Douae on analysis tools and methodology
- Begin systematic competitive analysis process

### What Comes Next

- Complete all 15 product dives (1-2 weeks)
  - Team call to review findings collectively
  - Make go/no-go decisions based on data
  - Prioritize products for listing optimization
  - Establish next phase timeline
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## Key Tools and Concepts Introduced

### Data Dive Features

- **Niche Pipeline:** Project organization system
- **Rank Radar:** Keyword position tracking
- **Master Keyword List:** Competitor keyword analysis
- **Dives:** Comprehensive competitor analysis (1,000/month limit)
- **Tray:** Custom competitor set building

### Critical Concepts

- **Keywords = Amazon Ecosystem:** Not separate, fundamental to everything
- **Volume = Viability:** Small batch costs misleading

- **Position 1-3:** Captures majority of sales
- **Blank Fields = Opportunity:** Missing keywords = chance to rank
- **Dive Credits:** Limited resource (1,000/month), use strategically

## Amazon Canada Context

- 10x smaller population than US
  - ~10% of US search volumes
  - Less competition but smaller market
  - Same strategies, different scale
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## Document Version History

- **v1.0** - January 7, 2026 - Initial meeting minutes created
    - Comprehensive minutes
    - Executive summary
    - Email template
    - README documentation
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## Related Documents

### Previous Meeting

- [Kickoff Meeting Summary - Jan 5, 2026](#)

### Project Resources

- [Project Dashboard](#)
- [Deliverables List](#)
- [Product Analysis Folder](#)

### Training Materials

- Data Dive essential articles (in project dashboard)
  - Data Dive YouTube channel videos
  - Master Keyword List creation guides
  - Competitor analysis best practices
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## Questions or Issues?

**For meeting content clarification:** Contact Greg Kowalczyk **For action item questions:** Refer to any of the three main documents **For technical issues:** Check Full Minutes for detailed explanations **For quick answers:** Start with Executive Summary

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# Meeting Series Context

This is **Meeting #2** in the Best Way Amazon Launch Project series:

1. ✓ **Kickoff Meeting** (Jan 5, 2026) - Project scope, team introductions, initial planning
  2. ✓ **Progress Meeting 1** (Jan 7, 2026) - Data Dive training, methodology establishment
  3. ⌚ **Progress Meeting 2** (TBD) - Review of 15 product dives, go/no-go decisions
  4. ⌚ **Future meetings** - TBD based on project progression
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**Folder Created By:** Greg Kowalczyk **Date:** January 7, 2026 **Last Updated:** January 7, 2026