# Data Dive Product Scorecard

## Overview

This resource is referenced in the Product Validation section (Section 2) of the Private Label SOP.

**Related Tasks:** - **2.13:** Run the Product Validation Scorecard and decide if the product is worth selling on Amazon.

## Resource Link

**UPDATED: Product Scorecard: Quick Start Guide**

**Video Tutorial:** Product Scorecard: Quick Start Guide

This YouTube video provides a quick start guide for using the Data Dive Product Scorecard to validate products for Amazon.

## PurposeThe Data Dive Product Scorecard helps Amazon sellers:

- Evaluate product viability before investing
- Make data-driven decisions about product launches
- Assess risk factors comprehensively
- Determine if a product is worth selling on Amazon## How to UseRefer to the video tutorial linked above for step-by-step instructions on using the Data Dive Product Scorecard tool. This updated guide provides a quick start approach to product validation.