

Priority 15 Items Analysis

Priority 15 Items - Product Validation Analysis

Date: January 2026

Status: Initial Review - Ready for DataDive Analysis

Source: Nurise order research for Consulting (2).xlsx

Overview

Todd has selected **15 priority items** for initial validation. This document focuses on these items first before analyzing the full product list.

Selected Items List

#	ITEM#	Description	Sub-Brand	FOB	Category	Amazon.ca URL	DataDive Link
1	58498	6056L/ 1600gal Sand Filter	Bestway	\$67.35	Pool Accessories	Link	-
2	58951	15'/4.57m Round Premium Pool Cover	Bestway	\$17.74	Pool Accessories	Link	 Link
3	60310	All in One Tool Set	SaluSpa	\$5.02	Hot Tub Accessories	Link	-
4	60321	SEAT	SaluSpa	\$8.93	Hot Tub Accessories	Link	-
5	60334	77"x77"/ 1.96m x 1.96m Floor Protector	SaluSpa	\$11.37	Hot Tub Accessories	Link	-
6	59100	36" x 37.5"/ 91cm x 96cm	Bestway	\$23.52	Trampolines	Link	-

#	ITEM#	Description	Sub-Brand	FOB	Category	Amazon.ca URL	DataDive Link
7	59124	WonderJump Trampoline 40" x 53"/ 102cm x 135cm Aerobounce Exercise Trampoline PowerTouch Pocket	Bestway	\$35.05	Trampolines	Link	-
8	62322	Rechargeable Electric Air Pump 44" x 44" x 26"/1.12m x 1.12m x 66cm Mighty Mushroom Air Chair 72" x 20" x 3"/1.83m x 51cm x 7.5cm	Bestway	\$11.32	Air Pumps	Link	-
9	75123	 RidgeLite Insulated Regular Mummy Sleeping Pad Coleman QuickPump 120V Pump (AC)	Bestway	\$6.15	Air Furniture	Link	-
10	69643	SupportRest™ Plus 75"x38"x16" - Twin	Bestway	\$14.38	Camping Products	Link	-
11	90716	GuestRest™ 80"x60"x18" - Queen	Coleman®	\$10.76	Air Pumps	Link	-
12	90708	Quickbed™ 75"x38"x10" - Twin	Coleman®	\$27.77	Indoor Air Mattresses	Link	-
13	90711	Quickbed™ 4-N-1™ 75"x38"x10" x2 - Twin / King	Coleman®	\$39.76	Indoor Air Mattresses	[Formula - check Market research sheet]	-
14	90703	Quickbed™ 75"x38"x10" - Twin	Coleman®	\$12.48	Outdoor Air Mattresses	Link	-
15	90712	Quickbed™ 4-N-1™ 75"x38"x10" x2 - Twin / King	Coleman®	\$23.96	Outdoor Air Mattresses	Link	-

Initial Observations

High-Risk Items (Require Immediate Attention)

1. **Coleman Air Mattresses (90708, 90711, 90703, 90712)**
 - **Risk:** Amazon Retail threat - Coleman products often listed on Amazon.com
 - **Action Required:** Check Amazon.com for these SKUs, verify Amazon Retail buy box ownership
 - **Channel Risk:** Some marked as “Amazon only” or “Spreetail only”
2. **Trampolines (59100, 59124)**
 - **Risk:** High insurance/PLI costs
 - **Action Required:** Get PLI insurance quotes BEFORE ordering
 - **Note:** Todd mentioned insurance costs hurt before
3. **Pool Cover (58951)**
 - **Status:** Has DataDive link - analysis already started
 - **Action Required:** Complete DataDive analysis using existing niche

Medium-Risk Items

1. **Sand Filter (58498)**
 - **Channel Risk:** Amazon + Spreetail
 - **Competitor:** Canadian Tire at \$249.99, Amazon.ca at \$529.45
 - **Action Required:** Validate margin at Amazon.ca price point
2. **Hot Tub Accessories (60310, 60321, 60334)**
 - **Risk:** Seasonal demand (summer)
 - **Action Required:** Validate seasonality and competition

Lower-Risk Items

1. **Air Pumps (62322, 90716)**
 - **Risk:** Moderate - year-round demand
 - **Action Required:** Validate competition and margins
 2. **Air Chair (75123)**
 - **Risk:** Low cube, novelty item
 - **Action Required:** Validate demand and competition
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Next Steps - Priority Order

Immediate (Week 1)

1. **Item 58951 (Pool Cover)** - Complete DataDive analysis
 - Use existing DataDive link: <https://2.datadive.tools/niche/OTOyuuXixn/niche-analysis/mkl>
 - Export MKL, complete scorecard
 - Document findings

2. **Coleman Air Mattresses (90708, 90711, 90703, 90712)**
 - Check Amazon.com for these SKUs
 - Verify Amazon Retail presence
 - Check buy box ownership
 - Validate margins
3. **Trampolines (59100, 59124)**
 - Get PLI insurance quotes
 - Calculate true margins with insurance costs
 - Validate competition

Week 2

1. **Sand Filter (58498)**
 - Create DataDive niche
 - Complete full analysis
 - Validate margin at \$529.45 price point
 2. **Hot Tub Accessories (60310, 60321, 60334)**
 - Create DataDive niches
 - Validate seasonality
 - Check competition
 3. **Air Pumps & Air Chair (62322, 90716, 75123)**
 - Create DataDive niches
 - Complete analysis
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Data Collection Checklist

For each of the 15 items:

- SmartScout data exported
 - DataDive niche created (or existing link used)
 - Master Keyword List exported
 - Roots analysis completed
 - Competitor analysis completed
 - Product Scorecard completed
 - 6-factor scoring applied
 - Recommendation generated (GO/HOLD/KILL)
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Files Created

- `Selected-15-Items.csv` - Full data export from Excel
 - `Priority-15-Items-Analysis.md` - This document
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Notes

- Item 69643 needs to be confirmed/identified
 - One item (58951) already has DataDive analysis started
 - Coleman items require special attention for Amazon Retail risk
 - Trampolines require insurance quotes before validation
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Last Updated: [Date]

Status: Ready for DataDive Analysis