

Meeting Minutes - Progress Meeting #3 (Meeting #4 Overall)

Nurise Group Product Analysis & Strategy Review

Date: Thursday, January 15, 2026 **Time:** 1:59 PM EST **Duration:** 1 hour 29 minutes **Meeting Type:** Project Review - Progress Meeting #3

Attendees

- **Greg Kowalczyk** - Consultant, AI Systems & Amazon Strategy (GearTOP Inc)
- **Todd McDaniel** - NewRise

Meeting Resources

 **Video Recording Available:** [Project review - 2026_01_15_13_59_EST - Recording.mp4](#)  **AI-Generated Notes:** [Notes by Gemini](#)

Executive Summary

This meeting focused on reviewing both traditional and AI-enhanced product analysis methodologies for Nurise Group's Amazon product evaluation. The discussion covered current project challenges, manual research techniques using Data Dive, and an optional advanced AI automation system that can significantly accelerate the analysis process. This document serves both as meeting minutes and as a training guide for understanding product research methodologies and the optional AI enhancement capabilities.

Key Outcomes:

- Demonstrated traditional product research methodology (Data Dive analysis)
- Introduced optional AI-powered analysis system for enhanced efficiency
- Reviewed 83-page Master Product Analysis report covering all SKUs
- Discussed insurance challenges and alternative provider options
- Established three-phase pricing strategy for product launches
- Confirmed next steps for existing listing optimization

Important Note: The AI-powered analysis system demonstrated is **an advanced optional approach**, not a requirement. Traditional manual product research methods work effectively and were the primary focus of this meeting. The AI system requires comprehensive knowledge of latest AI technologies (Claude Code, MCP protocols, agentic systems) and has a steep learning curve requiring specialized AI/LLM expertise.

1. PROJECT STATUS UPDATES

1.1 Team Availability

Challenge: DA unexpectedly unavailable due to family emergency (Morocco)

- DA had reviewed approximately 15 SKUs before departure
- Todd will review DA's work files and share with Greg
- Todd cleared schedule for Thursday to focus on project review

1.2 Coleman Brand Approval

Status: Pending

- Application submitted to New (US organization)
- Awaiting confirmation (organization noted as "not fast-moving")
- Expected to be approved but timeline uncertain

1.3 Product Liability Insurance Update

Current Situation:

- Current Provider: TSW (via BFL Canada broker)
- Issue: Provider indicating "almost certain" premium increases if Nurise Group proceeds with proposed items
- Specific Concerns: Trampolines and children's inflatables
- Renewal: April 2026

Action Items:

- Nurise Group to work with broker to explore alternative insurance providers
- Greg provided insurance brokerage contact (significantly lower premiums):
 - **Harley Polevoy, BA, CAIB** - Senior Account Executive
 - Brown & Brown Canada o/b Highcourt Partners Limited
 - Email: Harley.Polevoy@bbrown.com
 - Office: (905) 752-4747 x3218
 - Cell: (416) 908-5500
 - Address: 85 Enterprise Blvd Suite 401, Markham, ON L6G 0B5
 - Website: BBrown.com/ca
 - Benefit: Offers "fraction" of American company premiums with full Canada coverage
- Nurise Group to send filtered item list to current provider for review

Insurance Context:

- Current provider requires guarantees about not selling into US market
- Nurise Group listed as additional insured on Best Way policy
- Possession of items exposes Nurise Group to liability regardless of manufacturer coverage

2. PRODUCT ANALYSIS METHODOLOGIES: MANUAL & AI-ENHANCED

2.1 Two Approaches to Product Research

Traditional Manual Analysis (Demonstrated in Meeting): The foundation of effective product research involves:

- Manual Data Dive exploration and interpretation
- Expert judgment on market opportunities and gaps
- Competitive analysis through direct observation
- Keyword research and filtering
- Hands-on evaluation of each SKU

Advantages:

- Works effectively and produces quality results
- No specialized technical knowledge required
- Full control and understanding of each decision
- Flexible and adaptable to unique situations

- Proven methodology used by successful sellers

Time Investment:

- **Highly variable** - depends on multiple factors:
 - Analyst experience level and niche familiarity
 - Product complexity and market dynamics
 - Initial assessment: 30-60 minutes per SKU
 - Quick rejections: Sometimes just a few minutes to identify "no-go" items
 - Deep opportunities: Several hours when detailed analysis reveals strong potential
 - Time decreases as analyst gains experience with specific niches, products, and competition patterns
 - Difficult to provide fixed estimates due to variability
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Optional AI-Powered Enhancement (Highly Recommended): For clients seeking maximum efficiency and scalability, an advanced AI automation system can significantly accelerate the process:

- Processes multiple data sources simultaneously
- Applies consistent scoring criteria across all products
- Self-learning system that improves over time
- Provides actionable recommendations with confidence scores
- Updates automatically as new data becomes available

Advantages:

- Reduces analysis time by 80-90%
- Ensures consistency across all SKUs
- Scales efficiently to hundreds of products
- Maintains institutional knowledge
- Continuous learning and improvement

Requirements:

- Comprehensive knowledge of latest AI technologies
- Technical expertise in Claude Code, MCP protocols, and agentic systems
- Ongoing system maintenance and updates
- Specialized skills not commonly available

Choosing an Approach: Both methods deliver quality results. The decision depends on:

- Volume of SKUs requiring analysis
- Frequency of updates needed
- Available expertise and resources
- Complexity of product evaluation requirements

The AI-enhanced system is valuable for high-volume, frequent analysis needs, but requires significant AI/LLM technical expertise to implement and maintain. Traditional manual analysis remains effective and accessible for most product research scenarios.

2.2 AI System Technology Foundation

Platform: Claude Code

- AI system operating in terminal/command-line environment
- Works locally and in cloud simultaneously
- Connects to external applications via MCP (Multi-Channel Protocols)

- Enables "agentic mode" - AI agents performing autonomous tasks

Why Claude Code vs. ChatGPT/Gemini:

- ChatGPT: Currently lacks agentic capabilities for this type of multi-task application
- Claude Code: Superior for complex, multi-step analytical processes
- Supports "Skills" - SOPs written in plain English that guide AI behavior
- Self-learning system that retains project context across sessions

Subscription Requirements:

- Pro Tier: \$24/month (suitable for initial use)
- Max Tier: \$140-160/month (recommended for multiple processes/applications)
- Enterprise Tier: \$299/month (20x capacity - for heavy usage)

2.3 Data Sources and Collection

Primary Data Sources:

A. Nurise Group Product Spreadsheet

- Product codes, descriptions, pricing, package dimensions
- Cost analysis for each item
- Product images and reference materials
- Manual notes and observations from team

B. Data Dive CSV Exports

- Competitor data: ASINs, prices, ratings, revenue estimates
- Keyword analysis: Search volume, market strength, competition levels
- Historical trends and seasonality patterns
- Each "dive" produces two CSV files:
 1. Competitor Analysis Data
 2. Keyword Analysis Data

C. Meeting Notes and Project Context

- All meeting transcripts (Meetings 1-4)
- Company structure and relationships
- Pricing strategies and business model
- Team roles and decision-making processes
- Stored in markdown files for AI accessibility

D. Manual Observations

- Greg's expert commentary on each item
- Market insights not captured in raw data
- Supplier relationships and exclusivity notes
- Canadian Tire availability and competitive positioning

2.4 Data Processing Methodology

Step 1: Keyword Research and Filtering

Master Keyword List (MKL) Creation:

- Relevancy threshold: 40% (adjustable based on niche sensitivity)
- Removes brand-specific keywords that skew analysis (Intex, Funicle, etc.)

- Filters out conjunction words and plurals for PPC purposes
- Categorizes keywords into:
 - **MKL (Master Keyword List):** ≥40% relevancy
 - **Outliers:** <40% but potentially valuable
 - **Residuals:** Leftover/irrelevant terms

Root Words and Normalizers:

- Strips conjunctions (with, for, and, etc.)
- Converts to singular form
- Creates "pure" keywords for PPC targeting
- Maintains search intent while optimizing for Amazon's algorithm

Brand Filtering Strategy:

Example: Sand Filter Analysis

- Include: "sand filter", "pool filter", "above ground pool filter"
- Exclude for calculations: "Intex sand filter" (unless analyzing Intex specifically)
- Use for competitive intelligence: Track Intex search volumes separately
- PPC negative keywords: Competitor brand names (if not compatible)

Step 2: Competitive Analysis

Competitor Strength Assessment:

- Seller ratings and review counts
- Time in market (account age)
- Sales velocity (units per month)
- Pricing strategies and patterns
- Rank distribution across keywords
- Amazon presence (FBA vs FBM vs Amazon direct)

Gap Identification:

- Weak competitors with high sales = optimization opportunity
- Strong competitors ranking for irrelevant keywords = wasted advantage
- Specific keyword niches with low competition
- Seasonal patterns and supply gaps

2.5 AI Scoring System: The Eight Criteria

The AI system evaluates each product against **weighted criteria**. These factors and weights were selected by Greg based on analysis best practices and can be adjusted as needed.

Criterion 1: Margin Viability

- **Target:** >16% net margin minimum
- **Evaluation:** Compares landed cost + Amazon fees vs. competitive pricing
- **Weight:** Critical (highest impact on go/no-go decision)
- **Output:** Pass/Fail threshold with margin percentage

Criterion 2: Competition Strength

- **Assessment:** Number of sellers, their strength ratings, market dominance
- **Factors:** Review counts, seller ratings, time in market
- **Red Flags:** Amazon selling directly, multiple very strong sellers

- **Opportunity Indicators:** Mix of weak/medium sellers with sales

Criterion 3: FBA Capability

- **Analysis:** FBA vs FBM competitor distribution
- **Advantages:** FBA listings typically rank higher, faster shipping
- **Consideration:** Logistics costs and viability for product dimensions

Criterion 4: Review Ratings & Scores

- **Benchmark:** Compare proposed product quality vs. competition
- **Impact:** 4.6-star item scores better than 3.5-star alternative
- **Strategy:** Identifies opportunities to enter with superior quality

Criterion 5: Seasonality Risk

- **Analysis:** Sales graphs from historical data (Keepa, Google Trends)
- **Pattern Recognition:**
 - Year-round sales
 - Seasonal windows (e.g., April-September only)
 - Two-month peak periods
- **Quantity Adjustments:** Modifies recommended order quantities based on selling window

Criterion 6: Supply Gap Opportunities

- **Identification:** Periods where demand exceeds supply
- **Factors:** Out-of-stock competitors, increasing search volume, seasonal preparation
- **Timing:** Optimal entry points before peak season

Criterion 7: Freight Optimization

- **Evaluation:** Small batch vs. full container economics
- **Phases:**
 - Phase 1: Test quantities (minimize risk)
 - Phase 2: Partial containers (proven demand)
 - Phase 3: Full containers (established listing)
- **Cost Impact:** Significant per-unit cost reduction with volume

Criterion 8: Brand Approval Restrictions

- **Current Status:** Best Way allows other sellers (non-exclusive)
- **Future Consideration:** Coleman exclusivity pending
- **Risk Assessment:** Number of sellers on listing, Amazon's presence
- **Recommendation:** Pursue exclusivity agreements where possible

2.6 AI System Output: The Master Product Analysis Report

Report Structure (83 Pages):

Section 1: Executive Summary

- Overall recommendations: Strong Go / Go / No-Go classifications
- Quick reference scoring for all SKUs
- Priority ranking for implementation

Section 2: Item-by-Item Analysis

For each product, the system provides:

A. Classification & Scoring

- Overall score (composite of 8 criteria)
- Go/No-Go recommendation with confidence level
- Critical success factors highlighted

B. Optimal Entry Pricing

- Phase 1: Test pricing (market entry)
- Phase 2: Optimization pricing (listing established)
- Phase 3: Mature pricing (ranked and reviewed)

C. Three-Phase Strategy

Example: Sand Filter Analysis

PHASE 1 (Months 1–3): Market Entry & Testing

- Price Point: \$250 (16% margin)
- Quantity: 24 units
- Strategy: Test market acceptance, gather reviews
- Focus: Listing optimization, keyword research
- Risk Level: Low (minimal inventory commitment)

PHASE 2 (Months 4–6): Growth & Scaling

- Price Point: \$299 (enhanced margin)
- Quantity: 60 units
- Strategy: Leverage initial reviews, expand PPC
- Focus: Ranking improvement, review accumulation
- Condition: Phase 1 shows positive sales velocity

PHASE 3 (Months 7–12): Establishment & Optimization

- Price Point: \$349 (optimized margin)
- Quantity: 200 units
- Strategy: Maintain rank, optimize for profitability
- Focus: Full container orders, margin maximization
- Condition: Established listing with reviews and rank

D. Market Context & Opportunities

- Competitive landscape analysis
- Unique selling propositions identified
- Listing optimization recommendations
- PPC keyword suggestions

E. Risk Factors & Mitigation

- Seasonality warnings
- Competition threats
- Supply chain considerations
- Exit strategies (liquidation paths if needed)

2.7 How the System Self-Learns

Context Retention: The system maintains "memory" through markdown files containing:

- All meeting transcripts and decisions
- Company structure and relationships

- Pricing philosophy and constraints
- Previous analysis results and outcomes
- Supplier relationships and exclusivity arrangements

Learning Examples:

```

Initial Analysis: Sand filter shows 16% margin - borderline
Manual Input Added: "Newer model, exclusive design, no competition"
AI Learning: Adjusts risk assessment, recommends "Go" despite lower margin
Future Applications: Recognizes exclusivity value in similar situations

Initial Analysis: Generic pool pump - many competitors
Manual Input Added: "Available through Canadian Tire, not available to other Amazon sellers"
AI Learning: Assigns higher score for supply gap opportunity
Future Applications: Prioritizes items with retail exclusivity

```

Continuous Improvement:

- Each dive and analysis adds to knowledge base
- System recognizes patterns in successful vs. unsuccessful items
- Weighting adjustments based on actual market performance
- Incorporates new competitive intelligence automatically

2.8 Advanced Features: Skills & Automation

What are "Skills"?

- Standard Operating Procedures written in English
- Guide AI behavior for specific tasks
- Reusable across multiple projects
- Examples:
 - "Product Analysis Skill" - Complete evaluation workflow
 - "Keyword Research Skill" - MKL generation process
 - "Competitor Analysis Skill" - Gap identification methodology

Agentic Mode: Multiple AI agents work simultaneously on different tasks:

- Agent 1: Processing Data Dive CSVs
- Agent 2: Analyzing competitor pricing trends
- Agent 3: Evaluating seasonal patterns
- Agent 4: Generating listing optimization recommendations

Automation Capabilities:

- Scheduled Data Dive updates (weekly, bi-weekly, monthly)
- Automatic refresh of competitive analysis
- Price monitoring and adjustment recommendations
- Alert system for significant market changes

2.9 Dashboard & Accessibility (In Development)

Planned Features:

- GitHub-hosted web dashboard
- Access via unique URL from any device

- Real-time data visualization
- Reference file library
- Training documentation archive
- Quick SKU lookup and comparison tools

Technology Stack:

- JSON data storage
- Python processing scripts
- HTML/CSS frontend
- Mobile-responsive design

3. PRACTICAL APPLICATION EXAMPLES FROM MEETING

3.1 Niche Analysis Walkthrough

Example: Pool Pump Dive Review

Step 1: Initial Data Assessment

- Competitor Distribution: 4 very strong, 2 strong, 2 weak sellers (50/50 balance)
- Average Review Count: 266 reviews (moderate competition, not oversaturated)
- Seller Age Range: 5-7 years (established market but not locked in)
- Sales Range: 5-71 units/month (opportunity exists)
- **Context:** January data (off-season) - must account for seasonality

Step 2: Deep Dive Analysis

- Review Keepa historical sales data
- Analyze Google Trends for search patterns
- Identify seasonal peaks: Sales spike April-September
- Daily unit velocity: 1-2 units off-season, up to 10 units peak season
- Pricing stability: \$754 price point consistently maintained

Step 3: Opportunity Identification

- Lower-ranked seller (91% page 1 keywords) outperforming higher-ranked competitors
- Investigation reveals: Ranking for brand-specific keywords missed by others
- **Learning:** Optimization opportunity exists in targeted keyword niches

Step 4: Decision Framework

- Margin viability: Check
- Reasonable competition: Check (mix of strong/weak)
- FBA capability: Check
- Seasonal risk: Moderate (clear selling window)
- **Recommendation:** Go - with timing consideration for inventory arrival

3.2 Keyword Filtering Real-World Example

Scenario: Best Way Pool Pump Analysis

Raw Keyword Data from Data Dive:

- "best way pool pump" - 250 searches/month
- "intex pool pump" - 2,500 searches/month
- "pool pump" - 10,000 searches/month

- "above ground pool pump" - 5,000 searches/month

Filtering Process:

1. Brand Keyword Handling:

- Keep "best way pool pump" - our brand
- Separate "intex pool pump" - competitor data, don't include in niche calculations
- Prevents Intex search volume from artificially inflating market size

2. PPC Strategy:

- Target: "pool pump", "above ground pool pump"
- Negative Keywords: "intex", "hayward", "pentair" (competitor brands)
- Cost Savings: Avoid paying for incompatible product searches

3. MKL (Master Keyword List) Creation:

- Include keywords >40% relevant to actual product
- Remove brand-specific terms that skew analysis
- Result: Accurate niche size and opportunity assessment

3.3 Pricing Strategy Implementation

Real Example: Sand Filter

Market Context:

- Nurise Group has newer model sand filter
- No direct competition with exact model
- Current competitive range: \$280-\$380

Three-Phase Pricing Strategy:

PHASE 1: Market Entry (Months 1-3)

Retail Price: \$250
 Cost: \$210 landed
 Margin: 16% (\$40)
 Quantity: 24 units (test order)

Strategy Rationale:

- Price below competition to incentivize early buyers
- Lower barrier to first reviews (critical for ranking)
- Minimal inventory risk during test phase
- Margin covers costs while establishing presence

Marketing Focus:

- PPC campaigns for awareness
- Request reviews from early buyers
- Optimize listing based on customer questions
- A/B test images and bullet points

PHASE 2: Optimization (Months 4-6)

Retail Price: \$299

Margin: Enhanced to ~24%

Quantity: 60 units

Conditions to Enter Phase 2:

- ✓ Minimum 10-15 reviews achieved
- ✓ Positive sales velocity from Phase 1
- ✓ Listing fully optimized
- ✓ Keyword rankings improving

Strategy Rationale:

- Established social proof allows price increase
- Better rankings support higher price point
- Increased margin funds more aggressive PPC
- Larger order quantity reduces per-unit landed cost

Marketing Focus:

- Expand PPC to secondary keywords
- Amazon B2B pricing tier introduction
- Enhanced content (A+ pages)
- Email campaigns to existing customers

PHASE 3: Mature Market Position (Months 7-12)

Retail Price: \$349

Margin: Optimized to ~30%

Quantity: 200 units (full container consideration)

Conditions to Enter Phase 3:

- ✓ Top 3 ranking for primary keywords
- ✓ 30+ reviews with 4.5+ rating
- ✓ Consistent sales velocity
- ✓ Seasonal pattern understood

Strategy Rationale:

- Established listing supports premium pricing
- Full container orders maximize margin
- Market position defensible against new entrants
- Focus shifts to profitability over growth

Marketing Focus:

- Maintenance PPC (not aggressive spending)
- Brand building and loyalty
- B2B relationship development
- Cross-selling to related products

Important Note: Phase timelines are guidelines, not rigid schedules. Advance to next phase based on actual performance metrics, not calendar dates.

4. DATA MANAGEMENT BEST PRACTICES

4.1 File Format Guidelines

CSV Files > Screenshots

- Numerical data always provided as CSV when possible
- Screenshots acceptable for visual reference only
- AI processes CSV data more accurately and efficiently
- Easier to update and refresh analysis

Spreadsheet Enhancement: Add manual notes in dedicated columns:

Column: Greg's Notes

- "Canadian Tire exclusive – no other Amazon sellers have access"
- "Newer model – 2024 release, competitors selling 2022 version"
- "Supplier offers 90-day payment terms"

These notes fill critical data gaps the AI cannot discover from raw data alone.

4.2 Markdown Documentation

Why Markdown?

- Plain text format AI can easily process
- Retains formatting for human readability
- Version control friendly
- Platform independent
- Creates project "memory" for self-learning system

What Gets Documented:

- Meeting transcripts and decisions
- Analysis methodology and reasoning
- Supplier communications and agreements
- Market observations and insights
- Performance results and learnings

4.3 Data Dive Management

Update Frequency: Set automatic refresh schedules:

- **High Season (Apr-Sep):** Weekly updates
- **Shoulder Season (Mar, Oct):** Bi-weekly updates
- **Off Season (Nov-Feb):** Monthly updates

Version Control:

- Date-stamp all dive exports
- Maintain historical data for trend analysis
- Compare month-over-month changes
- Archive seasonal peak data for year-over-year comparison

5. BUSINESS STRATEGY INSIGHTS

5.1 Amazon B2B Pricing Strategy

Why Use B2B Pricing for All Listings:

Customer Benefits:

- Quantity discounts automatically applied
- Business-only pricing tiers
- Net payment terms available
- Consolidated invoicing

Seller Benefits:

- **FBA Fee Optimization:** Ship 24 units as one B2B order vs. 24 individual FBA fees
 - Individual Order: $24 \times \$5 \text{ FBA fee} = \120
 - B2B Order: 1 × shipping arrangement (negotiable)
 - Savings: Significant on bulk orders to professional clients
- **Price Tier Control:**
 - Set different pricing for different quantity breaks
 - Maintain higher margins on small orders
 - Competitive pricing on bulk orders
 - Special quotes for specific customers

Implementation:

- Separate platform: Amazon Business
- Application required (straightforward approval)
- Dashboard for B2B management
- Custom shipping arrangements possible

Marketing Strategy: Even for non-business customers:

- Run educational email campaigns
- "Why become an Amazon Business customer"
- Highlight advantages and savings
- Provide valuable content (ebooks, guides, tips)
- Build relationship and encourage business account creation

5.2 Multi-Channel Sales Strategy

Off-Amazon Sales: Higher Margins

Website Wholesale Pricing (Shopify):

Amazon B2C: \$299 retail → ~\$200 after fees = \$50 profit
Website Wholesale: \$180 (40% off retail) → ~\$170 after costs = \$60 profit

Advantage: No Amazon fees (15%), No FBA fees

Challenge: Customer acquisition cost, Shipping logistics

Customer Segmentation:

- **Individual Consumers (1-5 units):** → Amazon
 - Benefits: Prime shipping, Amazon trust, faster delivery
 - Also benefits listing rank and visibility
- **Small Retailers ("Mom & Pop" shops):** → Website Wholesale

- Benefits: Better margins, direct relationship, email list building
- Minimum order quantities ensure profitability
- **Large Retailers/Distributors:** → Amazon Business or Direct
 - Custom quotes and terms
 - Container-level orders
 - Long-term partnership potential

Launch Strategy - Critical: When launching new products:

1. Alert existing wholesale customers first
2. Direct them to Amazon listing (helps ranking immediately)
3. Offer incentive for early reviews if purchased via Amazon
4. Result: Faster rank climb, better initial momentum

5.3 Inventory Management & Risk Mitigation

Conservative Ordering Strategy:

Phase 1 Guidelines:

- **Minimum:** 60-day supply (allows for variability)
- **Maximum:** 90-day supply (limits exposure)
- **Exception:** Seasonal items - adjust for selling window

Example:

Year-Round Product: Order 60–90 days supply
 Seasonal Product (Apr–Sep window): Order 30–45 days supply
 Rationale: Compressed selling season, higher risk of oversupply

Liquidation Planning:

Before Ordering, Confirm:

- ✓ Liquidation channels identified
- ✓ Minimum acceptable liquidation price calculated
- ✓ Exit strategy doesn't result in total loss

Liquidation Options (Canada):

1. **Local Liquidators:** Quick exit, 20–30% of cost recovery
2. **Individual Stores:** Better recovery (50–60%), slower process
3. **Main Distributors:** Bulk deals, 40–50% recovery
4. **Discount Campaigns (Own Website):** 60–70% recovery, customer relationship maintained

Greg's Current Example:

- 30,000 units of sound protection hats (surplus inventory)
- Breakdown: 6 models × 5,000 units each
- Strategy:
 - First: Offer 70% discount to existing retail customers
 - Second: Approach main distributors with bulk pricing
 - Last Resort: Local liquidators

5.4 Pricing Automation & Repricing

Amazon Built-In Repricing:

- Follows competitors automatically
- Set minimum/maximum thresholds
- Basic rule-based adjustments
- Free to use, limited sophistication

Third-Party Repricing Software: Recommended for wholesale sellers with many SKUs

Advanced Features:

- **Time-Based Pricing:** Adjust prices by hour/day/month
- **Historical Analysis:** Price based on past performance patterns
- **Competitor Velocity:** React to competitor stock levels
- **Profit Protection:** Never drop below minimum margin
- **Strategic Positioning:** "Always \$0.50 below lowest FBA seller"

Example Scenario:

```
9 AM (Low Traffic): $299
12 PM (Lunch Peak): $309
6 PM (Evening Peak): $319
2 AM (Low Activity): $299
```

Result: Higher average selling price while maintaining sales velocity

When NOT to Use Repricing:

- Exclusive products (no competition to follow)
- Brand-restricted items with MAP pricing
- Risk of "race to the bottom" with multiple sellers

Exclusivity = Pricing Control: Best strategy is securing exclusive distribution rights, eliminating need for repricing entirely.

6. TECHNICAL INSIGHTS: COMPETITIVE ANALYSIS

6.1 Reading Data Dive Results

Competitor Strength Classification:

Very Strong Sellers:

- 1,000+ reviews
- 4.5+ star rating
- FBA enabled
- 2+ years selling
- High sales velocity

Strong Sellers:

- 500-1,000 reviews
- 4.3+ star rating
- FBA enabled
- 1-2 years selling

Weak Sellers:

- <200 reviews
- Variable ratings
- Often FBM
- Newer to market

Ideal Niche Distribution:

- 50/50 or 60/40 mix of strong/weak sellers
- No Amazon direct presence
- Average review counts under 500
- Room for new entrant to rank

Red Flag Distributions:

- 80%+ very strong sellers = oversaturated
- Amazon selling = extreme price pressure
- One dominant seller with 5,000+ reviews = market leader established

6.2 Why Weak Sellers Sometimes Outperform

Mystery: Seller with 91% page 1 keyword ranking selling fewer units than weaker-ranked competitor

Investigation Process:

1. Compare keyword portfolios
2. Identify unique keywords weaker seller ranks for
3. Analyze search volume of those keywords
4. Assess relevancy and conversion potential

Common Findings:

- **Brand-Specific Keywords:** Ranking for "Intex compatible" brings targeted buyers
- **Long-Tail Keywords:** "sand filter for 15 foot above ground pool" - specific but high-intent
- **Problem-Solving Keywords:** "pool filter that removes algae" - conversion-focused

Actionable Intelligence:

- Copy successful keyword targeting
- Optimize listing for overlooked niches
- Add specific use cases to bullet points
- Create backend keywords for discovered terms

6.3 Seasonality Deep Dive

Using Historical Data (Keepa + Google Trends):

What to Look For:

- **Sales Graphs:** Consistent year-over-year patterns?
- **Search Volume Trends:** When do people start searching?
- **Preparation Window:** Lead time before season starts
- **Peak Duration:** How long is prime selling season?
- **Cliff Drop-Off:** When does demand disappear?

Example Analysis:

Pool Chemical Dispenser:

- Search volume increases: March
- Sales begin: April
- Peak season: May–August
- Decline: September
- Dead period: October–March

Inventory Strategy:

- Order arrival: March (be ready for season start)
- Quantity: 6-month supply (Apr–Sep)
- Reorder trigger: June 1 (for Aug–Sep demand)
- Liquidation plan: If unsold by October, discount heavily

Off-Season Data Caveat: Current meeting: January 15

- All current data reflects off-season
- Competitor sales are at annual low
- Market will transform dramatically by April
- Need to plan for refreshed dives in March

7. IMPLEMENTATION ROADMAP

7.1 Immediate Next Steps (This Week)

Todd's Action Items:

- Review complete 83-page Master Product Analysis report
- Compare Greg's analysis with DA's preliminary findings
- Spot-check 2-3 Data Dives to learn the platform
- Identify any questions or unclear elements
- Share DA's work files with Greg for integration

Greg's Action Items:

- Provide insurance brokerage contact (Harley Polevoy - Brown & Brown Canada)
- Begin building dashboard for data visualization
- Prepare additional SOPs and reference materials
- Plan for existing listing optimization review (next week)

7.2 Short-Term Goals (Next 2-4 Weeks)

Week of January 20:

- Existing listing optimization analysis
- Comprehensive review of current Nurise Group Amazon presence
- Keyword optimization opportunities
- Content enhancement recommendations

Insurance Resolution:

- Obtain quotes from UK provider via Greg's contact
- Compare with current TSW pricing
- Prepare filtered item list for current provider
- Make decision before April renewal

Coleman Brand Approval:

- Follow up with New (US) for status
- Plan for exclusivity negotiation if approved
- Adjust product strategy based on outcome

7.3 Long-Term System Maintenance Options**Option 1: Self-Management (DIY Approach) Requirements:**

- Learn Claude Code platform
- Understand prompt engineering
- Maintain markdown documentation
- Update data sources regularly
- Troubleshoot system errors

Pros:

- Full control and flexibility
- No ongoing fees
- Deep system understanding
- Immediate access and updates

Cons:

- Significant learning curve
- Time investment required
- Technical knowledge needed
- Risk of system degradation without expert support

Option 2: Maintenance Package (Recommended) Service Includes:

- Monthly system access and analysis runs
- Data source updates and integration
- System improvements and learning integration
- Troubleshooting and error correction
- Regular reporting and insights
- Dashboard access and updates

Pros:

- Expert management ensures accuracy
- Time-efficient for Nurise Group team
- Continuous system improvement
- No technical learning required
- Guaranteed uptime and support

Investment:

- Monthly subscription model
- Pricing to be provided in separate proposal
- Scalable based on SKU count and analysis frequency

Option 3: Hybrid Approach

- Initial training on basic operations
- Quarterly expert tune-ups and system improvements

- On-demand support for complex analyses
- Self-service for routine data updates

7.4 Future Enhancement Possibilities

Advanced Analytics:

- Predictive modeling for seasonal demand
- Competitor monitoring with automatic alerts
- Price optimization recommendations
- Profit projection scenarios

Integration Opportunities:

- Direct connection to Amazon Seller Central API
- Automated inventory planning
- PPC campaign optimization
- Review monitoring and response automation

Expanded Coverage:

- Real-time market change detection
- New product opportunity identification
- Category expansion analysis
- International marketplace evaluation

8. EDUCATIONAL SUMMARY: PRODUCT ANALYSIS APPROACHES FOR NEW RISE

8.1 Manual Product Research Approach

Traditional Expert Analysis:

- Each SKU requires 4-6 hours of thorough manual research
- 15 SKUs = 60-90 hours of expert analyst time
- Requires experienced product researcher with Data Dive expertise
- Deep understanding of market dynamics and competition
- Hands-on evaluation ensures nothing is missed
- Expert judgment applied to each unique situation

Time Requirements:

Variable per SKU: 30 minutes to several hours
 – Quick assessment: 30-60 minutes
 – "No-go" identification: Often just minutes
 – Deep dive on opportunities: 2-4+ hours
 15 SKUs analyzed for this project over several days
 Timeline varies based on analyst experience and niche familiarity

Advantages:

- Proven methodology that works
- No dependency on specialized AI technology
- Full understanding and control of process

- Can be performed by internal team with training

Considerations:

- Time investment increases with SKU count (though experience speeds up process)
- Results depend on individual analyst expertise and niche knowledge
- Market changes require re-analysis of affected SKUs
- Each additional SKU requires dedicated time (efficiency improves with familiarity)

8.2 Optional AI-Enhanced Approach

AI-Powered Automated Analysis: The system demonstrated in this meeting combines AI automation with expert oversight:

- Processes multiple data sources simultaneously (spreadsheets, Data Dive CSVs, meeting notes)
- Applies consistent 8-criterion scoring framework
- Generates comprehensive reports with recommendations
- Self-learning capability – incorporates new information from each analysis
- For this project: 15-SKU analysis completed in 3-4 days

How It Works:

System ingests: Product data, Data Dive exports, historical context

Processing: Automated scoring with expert review and refinement

Output: Comprehensive analysis reports with recommendations

Updates: Can refresh analysis as market data changes

Learning: System remembers context and improves with each iteration

Benefits Observed:

- Significant time savings once system is configured
- Consistent methodology applied across all SKUs
- Maintains institutional knowledge in markdown documentation
- Scales well when analyzing many similar products
- Combines automation with expert judgment

Important Considerations:

- Requires deep knowledge of AI technologies (Claude Code, MCP protocols, agentic systems)
- Steep learning curve for setup and maintenance
- System must be trained on specific business context and requirements
- Expert oversight needed to validate AI outputs and refine recommendations
- Not a "set and forget" solution – requires ongoing refinement

8.3 Specific Benefits for Nurise Group

1. Risk Mitigation:

- Clear go/no-go recommendations reduce bad bets
- Three-phase strategy minimizes inventory exposure
- Liquidation planning prevents total losses
- Seasonality warnings prevent poor timing

2. Margin Optimization:

- Identifies optimal entry pricing
- Plans for price increases as listing matures

- Prevents "race to the bottom" pricing
- Maximizes profitability over product lifecycle

3. Competitive Intelligence:

- Identifies market gaps and opportunities
- Reveals competitor weaknesses to exploit
- Discovers overlooked keyword niches
- Monitors market changes automatically

4. Time Efficiency:

- Eliminates 80%+ of manual research time
- Frees team to focus on execution and relationships
- Reduces analysis paralysis
- Enables faster decision-making

5. Knowledge Retention:

- System "remembers" all past decisions and context
- No knowledge loss when team members leave
- Institutional memory improves over time
- New team members onboard faster with documented reasoning

8.4 Comparison: Pool Pump Analysis Example

Manual Analysis Process (Demonstrated in Meeting):

- Review Data Dive data and competitor landscape
- Examine listing quality, reviews, and market positioning
- Evaluate keyword opportunities and search volume
- Analyze seasonality patterns using Keepa and Google Trends
- Calculate margins and develop pricing strategy
- Apply expert judgment considering all factors
- Document findings and recommendations

Time: Highly variable

- Initial scan: 30-60 minutes
- If opportunity identified: Additional 1-3 hours for deep analysis
- Experience with niche: Reduces time significantly
- Complex market dynamics: May require more investigation

AI-Enhanced Process (This Project):

- System processes Data Dive CSV + product spreadsheet
- Applies 8-criterion scoring framework consistently
- Cross-references meeting notes and project context
- Generates detailed recommendation with reasoning
- Produces three-phase pricing strategy
- Includes comprehensive risk assessment
- Outputs structured report

Setup and Operation:

- Initial system configuration: Requires significant AI expertise
- Per-product processing: Automated once configured

- Expert review: Still necessary to validate outputs
- Learning: System improves as it processes more products

Key Differences:

Aspect	Manual Analysis	AI-Enhanced System
Time per SKU	30 min to several hours (variable)	Automated processing (after setup)
Consistency	Depends on analyst	Consistent framework
Flexibility	High - adapts to unique situations	Structured approach
Setup	Minimal - just Data Dive access	Significant - requires AI expertise
Scalability	Time per SKU relatively consistent	Efficient for many SKUs
Expertise Needed	Product research skills	AI/LLM technical knowledge
Learning Curve	Moderate	Steep

Notes on Application:

- Manual analysis works well for most situations
- AI system valuable when processing many similar products
- Both approaches benefit from analyst experience and niche knowledge
- AI doesn't replace expert judgment - it augments the process
- Choice depends on volume, frequency of updates, and available expertise

9. FUTURE COLLABORATION CONSIDERATIONS

9.1 Potential Service Models Discussed

During the meeting, various approaches to ongoing product analysis were mentioned for reference:

Traditional Consulting Approach:

- Per-project manual analysis using Data Dive and expert judgment
- Ongoing advisory for product research and listing optimization
- Flexible engagement based on specific needs and timing
- No specialized AI infrastructure required

AI-Enhanced Approach:

- System maintenance and updates as market conditions change
- Integration of new product data for automated processing
- Dashboard development for easier data access
- Requires ongoing AI expertise for system refinement

Hybrid Model:

- Manual analysis for complex strategic decisions
- AI automation for routine monitoring and updates
- Flexible combination based on specific requirements
- Adaptable as business needs evolve

Note on System Maintenance: The AI system demonstrated requires:

- Comprehensive knowledge of Claude Code, MCP protocols, and agentic AI systems
- Regular updates to skills (SOPs) as business context evolves
- Ongoing refinement based on new product experiences
- Validation and expert review of automated outputs
- Steep learning curve for independent operation

9.2 System Learning and Adaptation

How the System Improves Over Time: The AI analysis system demonstrated is designed to learn from each engagement:

Context Accumulation:

- Meeting notes and decisions stored in markdown files
- Product analysis results retained for reference
- Market insights documented and accessible
- Supplier relationships and exclusivity arrangements tracked

Continuous Refinement:

- Each new product analyzed adds to the knowledge base
- Successful/unsuccessful outcomes inform future recommendations
- Niche-specific patterns recognized and applied
- Scoring criteria can be adjusted based on real-world results

Building the Knowledge Base: As Nurise Group works with more products:

- System learns industry-specific terminology and trends
- Recognizes patterns in successful product launches
- Understands company-specific constraints and preferences
- Improves accuracy of margin calculations and pricing strategies

Training Requirements: To maintain and improve the system independently:

- Deep understanding of Claude Code and AI agent frameworks
- Knowledge of MCP (Multi-Channel Protocol) integrations
- Ability to write and refine "skills" (SOPs in structured format)
- Expertise in prompt engineering and AI behavior tuning
- Technical capability to troubleshoot and debug issues

Alternative Approach: Given the steep learning curve and specialized expertise required, ongoing collaboration with someone who has this technical knowledge can be more efficient than developing in-house capabilities.

9.3 Documentation for Future Reference

This Meeting Serves As:

1. **Training Document:** Understanding both manual and AI-enhanced analysis methodologies
2. **Process Reference:** How Data Dive research translates to product decisions
3. **System Overview:** How the AI automation works and what it requires
4. **Decision Framework:** The 8-criterion scoring system explained
5. **Strategy Template:** Three-phase pricing approach for new products

Materials for Ongoing Use:

- 83-page Master Product Analysis report (all 15 SKUs)

- Meeting recording for detailed review
- Markdown documentation of project context
- Data Dive methodology and best practices
- Framework for evaluating future products

Building on This Foundation: As Nurise Group gains more experience:

- Product research efficiency will improve
 - Niche-specific knowledge will accumulate
 - Decision-making confidence will increase
 - System (if used) will become more accurate with additional data
-

10. KEY DECISIONS & ACTION ITEMS

10.1 Decisions Made

Product analysis framework established using demonstrated methodologies **Three-phase pricing strategy** to be standard approach for new product launches **Amazon B2B pricing** to be implemented for all appropriate listings **Pursue alternative insurance providers** through UK connection **Conservative inventory approach** for Phase 1 testing (60-90 day supply)

10.2 Action Items Summary

Todd McDaniel - Nurise Group:

Task	Priority	Deadline
Review 83-page Master Product Analysis report	HIGH	Jan 16
Compare Greg's analysis with DA's findings	HIGH	Jan 16
Spot-check 2-3 Data Dives for learning	MEDIUM	Jan 17
Contact insurance broker re: exploring alternatives	HIGH	Jan 17
Send filtered item list to current insurance provider	MEDIUM	Jan 20
Follow up on Coleman brand approval status	MEDIUM	Jan 22
Provide feedback on analysis methodology	HIGH	Jan 23

Greg Kowalczyk - GearTOP Inc:

Task	Priority	Deadline
Provide insurance contact information (Harley Polevoy - Brown & Brown Canada)	<input checked="" type="checkbox"/> COMPLETED	Jan 16
Build initial dashboard prototype	MEDIUM	Jan 23
Prepare SOPs and reference materials	MEDIUM	Jan 23
Conduct existing listing optimization analysis	HIGH	Week of Jan 20

Prepare maintenance service proposal (if requested)	MEDIUM	Upon request
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10.3 Pending Items

DA's Return & Analysis Integration

- Await DA's availability and findings
- Integrate her analysis with Greg's report
- Reconcile any differences in approach or conclusions

Coleman Brand Approval

- Status unknown, pending New (US) response
- Critical for exclusivity strategy
- May affect prioritization of certain SKUs

Insurance Resolution

- Obtain alternative quotes via UK provider
- Compare cost-benefit vs. current provider
- Decision needed before April renewal

11. MEETING METRICS & ENGAGEMENT

Meeting Effectiveness:

- Duration: 1 hour 29 minutes
- Topics Covered: 11 major discussion areas
- Deliverables Reviewed: 1 (83-page analysis report)
- Decisions Made: 5 strategic decisions
- Action Items Generated: 13 items
- Next Meeting Scheduled: Week of January 20 (existing listings review)

Participant Engagement:

- Questions Asked: 25+ clarification questions (excellent engagement)
- Screen Sharing: Extensive (Data Dive platform, analysis report, keyword research)
- Technical Demonstrations: 6 (dashboard, CSV processing, keyword filtering, etc.)
- Training Components: 60% of meeting (valuable knowledge transfer)

12. APPENDICES

Appendix A: Glossary of Terms

AI & Technology:

- **Claude Code:** AI platform operating in terminal environment with local and cloud capabilities
- **MCP (Multi-Channel Protocol):** System allowing AI to connect with external applications
- **Agentic Mode:** Multiple AI agents working autonomously on different tasks simultaneously
- **Skills:** Standard Operating Procedures written in English to guide AI behavior
- **Markdown Files:** Plain text files with formatting that create system "memory"

Amazon & E-Commerce:

- **FBA (Fulfillment by Amazon):** Amazon stores, packs, and ships products
- **FBM (Fulfillment by Merchant):** Seller handles their own fulfillment
- **B2B (Business to Business):** Amazon's business customer program with wholesale pricing
- **ASIN:** Amazon Standard Identification Number (unique product identifier)
- **PPC (Pay-Per-Click):** Amazon advertising where sellers pay for clicks on ads
- **MKL (Master Keyword List):** Curated list of most relevant keywords for product
- **MAP (Minimum Advertised Price):** Brand-mandated minimum price for advertising

Research & Analysis:

- **Data Dive:** Research platform for Amazon market analysis
- **Keepa:** Historical price and sales tracking tool for Amazon
- **CSV (Comma-Separated Values):** Spreadsheet data in plain text format
- **Root Words:** Base form of keywords without modifiers or plurals
- **Normalizers:** Process of standardizing keywords for PPC

Product Strategy:

- **Three-Phase Pricing:** Strategy of progressive price increases as listing matures
- **Liquidation:** Selling excess inventory at discount to recover costs
- **Seasonality:** Product demand varying by time of year
- **Supply Gap:** Period where demand exceeds available supply

Appendix B: Reference Materials

Meeting Recording:

- File: Project review - 2026_01_15 13_59 EST - Recording.mp4
- Duration: 1:29:49
- Location: Same folder as these minutes

AI-Generated Notes:

- File: Project review - 2026_01_15 13_59 EST - Notes by Gemini.md
- Contains: Automated summary and transcript
- Accuracy: Should be verified against recording

Master Product Analysis:

- File: (Referenced, location TBD)
- Length: 83 pages
- Coverage: 15 SKUs with comprehensive analysis

Data Dive Access:

- Platform: Data Dive
- Credentials: Available to Todd McDaniel
- Location: Multiple saved dives visible in meeting screen share

Appendix C: Contact Information

Alternative Insurance Broker Contact:

- **Contact Name:** Harley Polevoy, BA, CAIB - Senior Account Executive
- **Brokerage:** Brown & Brown Canada o/b Highcourt Partners Limited
- **Email:** Harley.Polevoy@bbrown.com
- **Office:** (905) 752-4747 x3218

- **Cell:** (416) 908-5500
- **Address:** 85 Enterprise Blvd Suite 401, Markham, ON L6G 0B5
- **Website:** BBrown.com/ca
- **Specialty:** E-commerce sellers, product liability insurance
- **Advantage:** Significantly lower premiums with full Canada coverage

Current Insurance:

- Broker: BFL Canada
- Provider: TSW
- Renewal: April 2026
- Status: Seeking alternatives due to premium increase concerns

Appendix D: Technical Resources

Claude Code Resources:

- Platform: Claude.ai (Anthropic)
- Subscription Tiers:
 - Pro: \$24/month
 - Max: \$140-160/month (recommended for this application)
 - Enterprise: \$299/month
- Requirements: Technical knowledge for self-management OR maintenance package

Data Management Tools:

- Spreadsheet: Excel or Google Sheets
 - Data Export: CSV format preferred
 - Documentation: Markdown files
 - Dashboard: GitHub-hosted (in development)
-

13. SUMMARY AND NEXT STEPS

This meeting documented the product analysis process for Nurise Group's 15 SKU evaluation, demonstrating both traditional research methods and an optional AI-enhanced approach.

What Was Accomplished:

1. **Product Analysis Complete:** 83-page comprehensive report with go/no-go recommendations for all SKUs
2. **Methodology Training:** Detailed walkthrough of Data Dive analysis and expert evaluation process
3. **AI System Demonstration:** Overview of advanced automation capabilities and requirements
4. **Strategic Framework:** Three-phase pricing strategy and risk mitigation approach
5. **Decision Support:** Clear recommendations with supporting data for each product
6. **Documentation:** Meeting recorded and notes prepared for future reference

Key Takeaways for Nurise Group:

For Product Decisions:

- Comprehensive analysis of all 15 SKUs with clear recommendations
- Three-phase pricing strategies developed for each item
- Risk factors identified with mitigation approaches

- Seasonal considerations and timing guidance

For Process Understanding:

- How to conduct Data Dive research effectively
- Keyword filtering and niche analysis techniques
- Competitive assessment methodology
- Manual vs. AI-enhanced approaches explained

Important Considerations:

- Analysis time varies significantly based on experience and product complexity
- Quick rejections can take minutes; deep opportunities require hours
- Niche familiarity greatly accelerates the research process
- AI system is sophisticated but has steep learning curve requiring specialized AI/LLM expertise

Looking Forward: The next phase involves reviewing existing listings (week of January 20). The analysis framework and methodologies documented in this meeting can be applied to future product evaluations as Nurise Group's business grows.

Note on AI System: The AI-enhanced analysis demonstrated is a sophisticated tool that combines automation with expert oversight. It requires:

- Deep knowledge of Claude Code, MCP protocols, and agentic AI systems
- Ongoing maintenance and refinement
- Expert validation of outputs
- Continuous learning from each new analysis

This is not a simple plug-and-play solution, but rather an advanced capability requiring specialized expertise. Traditional manual analysis remains highly effective for most product research needs.

Document Prepared By: Greg Kowalczyk, GearTOP Inc **Date:** January 15, 2026 **Version:** 1.0 **Classification:** Client Deliverable - Meeting Minutes & Training Guide

Distribution:

- Todd McDaniel (Nurise Group)
- Greg Kowalczyk (GearTOP Inc)
- Project File Archive

Next Review: Week of January 20, 2026 (Existing Listings Analysis Meeting)

These minutes are confidential and intended for Nurise Group internal use. The product analysis methodologies and AI system implementation described herein represent specialized expertise in Amazon product research and advanced AI technologies. The AI-enhanced approach requires comprehensive knowledge of Claude Code, MCP protocols, agentic systems, and related cutting-edge AI/LLM technologies.