SOP-701: Amazon Product Competitive Analyzer

Nurise Product Analysis

Purpose

Use the AI-powered Amazon Product Competitive Analyzer skill to evaluate product viability, calculate margins, score opportunities, and generate GO/NO-GO decisions for potential hot tub, spa, and pool equipment products.

When to Use

- Evaluating new supplier product lines (Bestway, Coleman, etc.)
- Conducting competitive analysis for potential inventory
- Making data-driven GO/NO-GO decisions
- Building product portfolio recommendations
- Preparing investment decisions for product orders

Prerequisites

- ☐ Claude Code access with the skill installed
- ☐ Product catalog CSV (from supplier)
- ☐ DataDive competitor exports (niche-{CODE}-competitors.csv)
- ☐ Access to project knowledge base files
- ☐ Meeting notes documented in 08-Meeting-Notes/
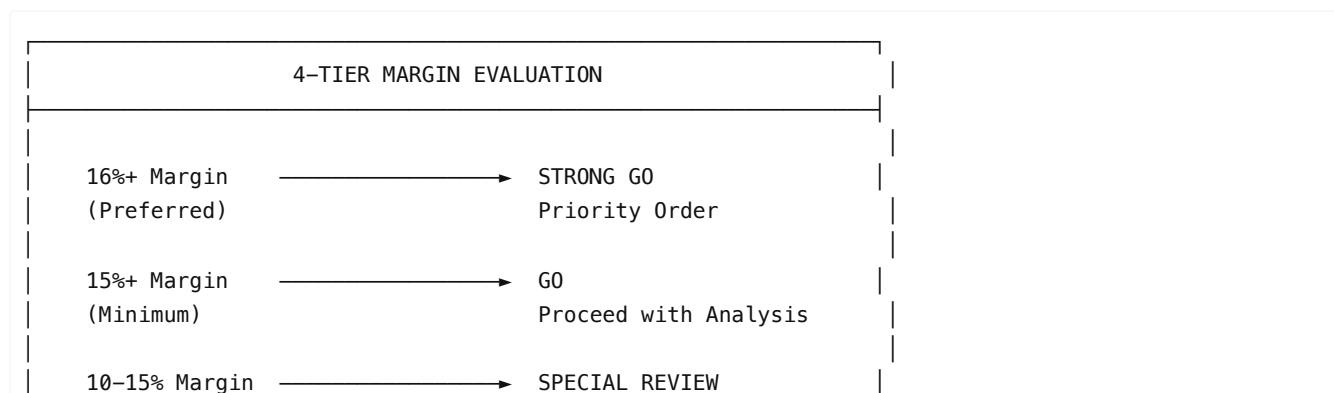
System Overview
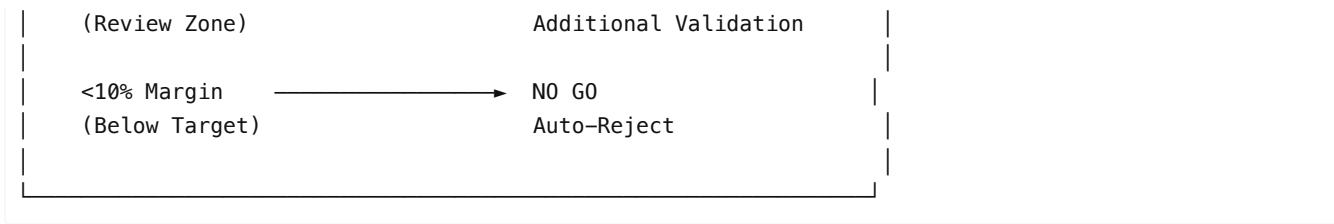
What the Analyzer Does

The skill is a **self-learning analysis system** that:

1. Analyzes products from any supplier catalog
2. Processes DataDive competitive research automatically
3. Applies learned patterns from previous analyses
4. Calculates 8-factor scoring model
5. Generates GO/NO-GO decisions with confidence levels
6. Outputs comparison tables and detailed reports

Decision Framework

```
+----------------------------------------------------------------+
|                   4-TIER MARGIN EVALUATION                     |
+----------------------------------------------------------------+
|                                                                |
|    16%+ Margin        --------------->    STRONG GO            |
|    (Preferred)                            Priority Order       |
|                                                                |
|    15%+ Margin        --------------->    GO                   |
|    (Minimum)                              Proceed with Analysis|
|                                                                |
|    10-15% Margin      --------------->    SPECIAL REVIEW       |
```

```
|   (Review Zone)                  Additional Validation   |
|                                                          |
|   <10% Margin        ──────────────►   NO GO             |
|   (Below Target)                       Auto-Reject       |
|                                                          |
|   └──────────────────────────────────────────────────┘  |
```

Procedure

Step 1: Prepare Input Data

1a. Product Catalog CSV

Ensure your supplier catalog has minimum required columns:

Required	Column Names Accepted
Product ID	ITEM#, SKU#, Product_ID, ItemNumber
Description	DESCRIPTION, Product_Name, Title
Cost	FOB, Cost, Unit_Cost, Wholesale_Price

Optional columns: ASIN, Amazon_Price, UPC, PRODUCT_TYPE, ORDER_QTY

Example for Hot Tub Filter Products:

```
ITEM#, DESCRIPTION, FOB, Amazon.ca Price, SmartScout_ASIN, PRODUCT_TYPE
58476, Type VI Filter Cartridge 6-Pack, 12.50, 49.99, B0D9YXVSHK, Hot Tub Filters
58477, SaluSpa Type VI Replacement 2-Pack, 5.25, 22.99, B0C7XXXXX, Hot Tub Filters
```

1b. DataDive Competitor Export

Export from DataDive and place in Downloads folder:

- File pattern: `niche-{CODE}-competitors.csv`
- Required columns: ASIN, Brand, Rating, Reviews, Price, Sales

Step 2: Run the Analysis

Invoke the Skill:

```
"Analyze these [X] products from [Supplier]-Catalog.csv using
the Amazon Product Competitive Analyzer skill"
```

For hot tub filter products specifically:

```
"Analyze the Type VI hot tub filter products from the Bestway catalog.
Focus on spa filter and pool equipment categories."
```

Step 3: Review the 8-Phase Analysis Process

The analyzer automatically executes this workflow:

```
┌─────────────────────────────────────────────────────┐
│                ANALYSIS WORKFLOW DIAGRAM             │
└─────────────────────────────────────────────────────┘
                          │
                          ▼
        ┌───────────────────────────────────────┐
        │ PHASE 0: Pre-Analysis Setup           │
        │ • Load knowledge base                 │
        │ • Check for new meeting notes         │
        │ • Update preferences                  │
        └───────────────────────────────────────┘
                          │
                          ▼
        ┌───────────────────────────────────────┐
        │ PHASE 1: Data Ingestion               │
        │ • Auto-detect CSV format              │
        │ • Map columns to standard schema      │
        │ • Cross-reference with DataDive       │
        └───────────────────────────────────────┘
                          │
                          ▼
        ┌───────────────────────────────────────┐
        │ PHASE 2: Competitive Analysis         │
        │ • Parse 10-20 competitors             │
        │ • Classify competition strength       │
        │ • Identify opportunities (FBA gaps)   │
        └───────────────────────────────────────┘
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        ┌───────────────────────────────────────┐
        │ PHASE 3: Financial Modeling           │
        │ • Calculate landed costs              │
        │ • Model pricing scenarios             │
        │ • Apply 4-tier margin thresholds      │
        └───────────────────────────────────────┘
                          │
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        ┌───────────────────────────────────────┐
        │ PHASE 4: Pattern Matching             │
        │ • Check against 8+ learned patterns   │
        │ • Apply scoring adjustments           │
        │ • Identify FBM→FBA opportunities      │
        └───────────────────────────────────────┘
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                          ▼
        ┌───────────────────────────────────────┐
        │ PHASE 5: Scoring & Decision           │
        │ • Calculate 8-factor weighted score   │
        │ • Determine GO/NO-GO decision         │
        │ • Assign confidence level             │
        └───────────────────────────────────────┘
                          │
```
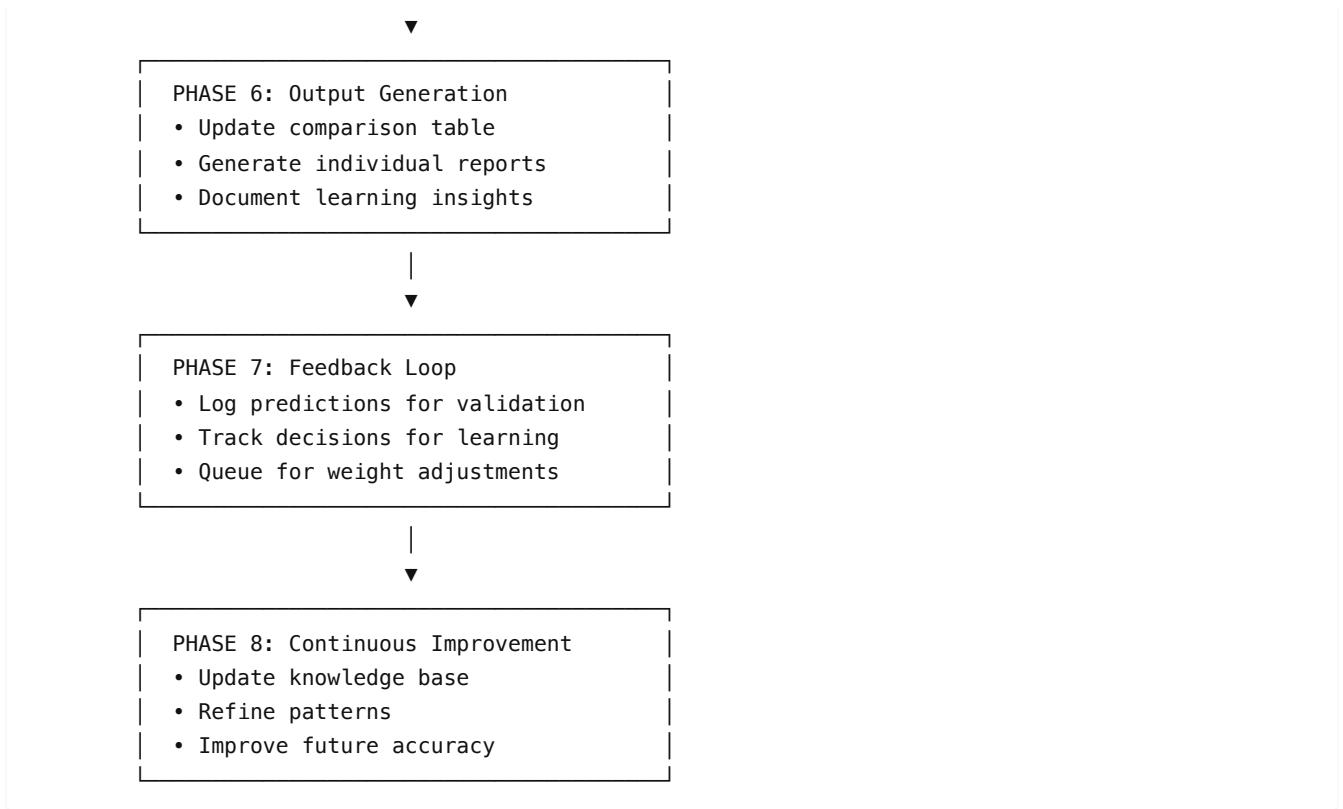
```
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        ┌──────────────────────────────────────┐
        │ PHASE 6: Output Generation           │
        │ • Update comparison table            │
        │ • Generate individual reports        │
        │ • Document learning insights         │
        └──────────────────────────────────────┘
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        ┌──────────────────────────────────────┐
        │ PHASE 7: Feedback Loop               │
        │ • Log predictions for validation     │
        │ • Track decisions for learning       │
        │ • Queue for weight adjustments       │
        └──────────────────────────────────────┘
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        ┌──────────────────────────────────────┐
        │ PHASE 8: Continuous Improvement      │
        │ • Update knowledge base              │
        │ • Refine patterns                    │
        │ • Improve future accuracy            │
        └──────────────────────────────────────┘
```

Step 4: Understand the 8-Factor Scoring Model

Each product is scored using weighted factors:

```
┌──────────────────────────────────────────────────────────┐
│                8-FACTOR SCORING MODEL                    │
├────────────────────────────┬─────────┬───────────────────┤
│ Factor                     │ Weight  │ What It Measures  │
├────────────────────────────┼─────────┼───────────────────┤
│ 1. Margin Viability        │   25%   │ Phase 1 margin vs 16% │
│ 2. Competition Strength    │   20%   │ Competitor intensity  │
│ 3. FBA Capability          │   15%   │ FBM→FBA opportunity   │
│ 4. Rating & Reviews        │   10%   │ Review quality/quantity │
│ 5. Seasonality Risk        │   10%   │ Peak season dependency │
│ 6. Supply Gap Opportunity  │   10%   │ Market availability   │
│ 7. Freight Optimization    │    5%   │ Container efficiency  │
│ 8. Brand Approval          │    5%   │ Listing restrictions  │
└────────────────────────────┴─────────┴───────────────────┘

SCORE INTERPRETATION:
├── 85-100 points: STRONG GO (High confidence)
├── 70-84 points:  GO (Proceed with validation)
├── 55-69 points:  CONDITIONAL GO (Requires additional review)
├── 40-54 points:  WEAK GO / HOLD (Significant concerns)
└── <40 points:    NO GO (Do not pursue)
```

Step 5: Interpret the Comparison Table Output

The analyzer generates a master comparison table:

```
┌─────────────────────────────────────────────────────────────────┐
│              PRODUCT COMPARISON TABLE EXAMPLE                    │
├──────┬───────┬──────────────────┬───────┬───────────┬──────────┬────────────┤
│ Rank │ ID    │ Product          │ Score │ Decision  │ Revenue  │ Key Risk   │
├──────┼───────┼──────────────────┼───────┼───────────┼──────────┼────────────┤
│  1   │ 58476 │ Type VI 6-Pack   │  81   │ STRONG GO │ $62K     │ Seasonality│
│  2   │ 58477 │ SaluSpa 2-Pack   │  71   │ GO        │ $36K     │ Competition│
│  3   │ 58478 │ Coleman Filter   │  63   │ COND GO   │ TBD      │ FBA needed │
│  4   │ 58479 │ Lay-Z-Spa Filter │  45   │ WEAK GO   │ $8K      │ Low margin │
│  5   │ 58480 │ Generic Filter   │  36   │ NO GO     │ N/A      │ 7% margin  │
└──────┴───────┴──────────────────┴───────┴───────────┴──────────┴────────────┘
```

Step 6: Review Individual Product Reports

For each analyzed product, 3 reports are generated:

Report	Content
EXECUTIVE-SUMMARY-Product-{ID}.md	Decision, revenue, investment, key actions, timeline
COMPETITIVE-LANDSCAPE-Product-{ID}.md	Competitor analysis, positioning, buy box strategy
FINANCIAL-MODEL-Product-{ID}.md	Cost structure, margin scenarios, ROI calculations

Step 7: Log Decisions for Learning

After reviewing analysis, provide feedback:

When making a decision:

```
"Todd decided GO on Product 58476 (Type VI 6-Pack filter)"
```

When results come in:

```
"Product 58476: $78K revenue after 6 months, 48% margin, ranked #3"
```

This feedback improves future prediction accuracy.

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Hot Tub Filter Product Considerations
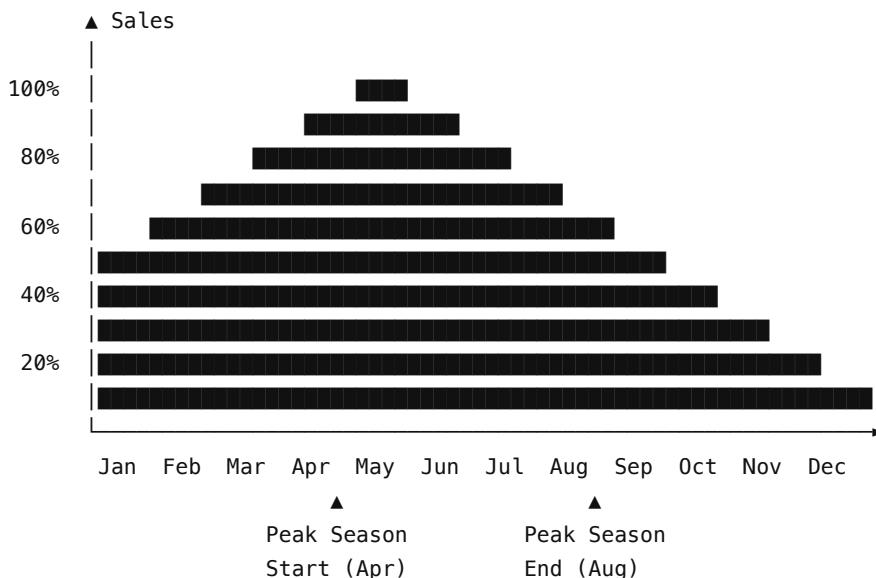
Category-Specific Patterns

For spa and pool equipment, the analyzer applies these learned patterns:

Pattern	Condition	Score Impact
Seasonal High-Margin	70-80% May-Aug + 50%+ margin	+5 points
FBM→FBA Conversion	FBM listing + 100+ reviews + 4.5+ rating	+15 points
Supply Gap	Limited availability + existing demand	+10 points
Canadian Tire Anchor	CT price exists = Amazon can price higher	+8 points

Seasonality Considerations

```
Hot Tub/Spa Filter Demand Pattern:

       ▲ Sales
       |
       |
 100%  |              ▐▉▉▌
       |            ▐▉▉▉▉▉▌
  80%  |          ▐▉▉▉▉▉▉▉▌
       |        ▐▉▉▉▉▉▉▉▉▉▌
  60%  |      ▐▉▉▉▉▉▉▉▉▉▉▉▌
       |    ▐▉▉▉▉▉▉▉▉▉▉▉▉▉▌
  40%  |  ▐▉▉▉▉▉▉▉▉▉▉▉▉▉▉▉▌
       | ▐▉▉▉▉▉▉▉▉▉▉▉▉▉▉▉▉▌
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                                              ▶
      Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec
                           ▲                   ▲
                      Peak Season         Peak Season
                      Start (Apr)         End (Aug)

Key Planning Points:
• February order → April arrival for May–Aug peak
• 70–80% of annual revenue in May–August
• Maintain minimum inventory off–season
```

Success Criteria

- ☐ Input data properly formatted
- ☐ All DataDive exports in Downloads folder
- ☐ 8-factor scores calculated for each product
- ☐ Comparison table generated
- ☐ GO/NO-GO decisions assigned
- ☐ Key risks identified for each product
- ☐ Learning feedback provided after decisions

Common Issues

Problem	Solution
DataDive file not found	Place niche-{CODE}-competitors.csv in Downloads
Columns not detected	Verify CSV has ITEM# or SKU# column
Score seems too low/high	Check if all 8 factors have data
Pattern not matching	Verify product category aligns with patterns
Margin calculation off	Verify FOB cost and freight estimates

Model Cost Considerations

Model	Cost per 15 Products	Best For
Sonnet 4.5 (Recommended)	$1.28-$1.64	Standard analysis with complete DataDive data
Opus 4.5	$6.40-$8.20	Complex strategy decisions, limited data

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Quick Reference Commands

Analyze product batch:

```
"Analyze these 25 products from Bestway-2026-Catalog.csv"
```

Update from meeting:

```
"We had a meeting where Todd said to prioritize year-round
products over seasonal. Update the model."
```

Check learning status:

```
"Show me what the skill has learned since last month"
```

Generate comparison table:

```
"Create comparison table for all analyzed hot tub filter products"
```

Related SOPs

- Related: SOP-202 - Product Validation Complete
- Related: SOP-301 - Listing Analysis
- Next: SOP-702 - Managing the Knowledge Base

Time Estimate: 2-3 minutes per product with DataDive data **Difficulty:** Intermediate **Recommended Model:** Sonnet 4.5

Nurise Product Analysis SOP v1.0