

# Amazon Product Competitive Analyzer (Self-Learning System)

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**Version:** 3.0 (Listing Optimization Edition) **Created:** January 13, 2026 **Updated:** January 29, 2026 **Purpose:** Self-learning system that analyzes Amazon products for ANY client/supplier, validates purchase decisions, generates production-ready listings, and continuously improves from accumulated knowledge across projects

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## Skill Overview





This skill is a **self-educating analysis and optimization system** with two operating modes:

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## Mode Selection Guide (Quick Reference)

### Which Mode Do I Need?

**Choose Mode 1 (Product Validation) if you want to:**





-  **Screen 15-50 products** to determine which are viable to launch
-  **Get GO/MAYBE/NO-GO recommendations** based on competitive analysis
-  **Compare products side-by-side** in a ranking table
-  **Make informed launch decisions** without full listing optimization yet

**Typical Invocations:** - "Analyze these 18 products for validation" - "Which of these products should we launch?" - "Screen this product list from DataDive"

**Output:** Comparison table with 8-factor scoring + individual product reports

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Choose Mode 2 (Listing Optimization) if you want to:

-  **Deep-dive analysis of ONE product** (new or existing)
-  **Complete Amazon listing optimization** (title, bullets, description)
-  **Competitive positioning strategy** (pricing, keywords, differentiation)
-  **Product Brief** ready for implementation

**Typical Invocations:** - "Optimize listing for [PRODUCT NAME or ASIN]" - "Create Product Brief for this existing product" - "Deep competitive analysis for [PRODUCT]"

**Output:** Complete Product Brief with optimized listing copy + 90-day roadmap

Mode Auto-Detection

The skill automatically detects which mode you need based on:

Input Signal	Detected Mode
<b>1 product</b> provided (ASIN or product details)	→ Mode 2 (Optimization)
<b>15+ products</b> in spreadsheet	→ Mode 1 (Validation)
Keywords: "optimize", "create listing", "Product Brief"	→ Mode 2 (Optimization)
<b>Ambiguous</b> (e.g., 5 products, unclear intent)	→ Asks for clarification

Example Clarification:

```
"I can help with either:
A) Product Validation - Screen these 5 products to identify winners
B) Listing Optimization - Deep dive analysis + listing copy for each








Which workflow do you need?"
```

## Reference Examples






- **Mode 1 Example:** [Previous 15-product validation analysis](#)
- **Mode 2 Example:** [Saluspa Hot Tub Filter deep dive](#) (complete competitive analysis + multi-pack strategy)

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### Mode 1: Product Validation (Default)

1.  Analyzes products from ANY supplier (Bestway, Coleman, or any future supplier)
2.  Learns from meeting notes, team discussions, and client feedback
3.  Processes DataDive competitive research files automatically
4.  Adapts margin thresholds and criteria per client
5.  Builds institutional knowledge that transfers across projects
6.  Outputs results in table format + detailed reports
7.  Provides GO/NO-GO decisions based on 8-factor scoring

### Mode 2: Product Validation + Listing Optimization (Triggered)

**All Mode 1 capabilities PLUS:** 8.  Generates production-ready Amazon listings for GO products 9.  Optimizes titles, bullets, descriptions using SOP-304 methodology 10.  Calculates SEO ranking juice and keyword coverage 11.  Provides copy-paste ready content for Seller Central 12.  Includes image strategy and implementation checklist

**Mode 2 Trigger Phrases:** - "include listing optimization" - "create listings for GO products" - "optimize listings" - "generate Amazon listings"

**Core Capability:** The more analyses you run, the smarter the recommendations become.

### Multi-Project Architecture

This skill is designed to be PORTABLE across projects:

Project A (Todd McDaniel)	→ Learn from decisions → Update knowledge base
Project B (Future Client)	→ Apply learned patterns + client-specific rules
Project C (Future Client)	→ More learning → Better predictions

The knowledge base grows smarter with each project!

## Input Flexibility

### Supported Input Formats

The skill accepts **any product spreadsheet** with these minimum required columns:

#### Required Columns (Any Names Accepted)

Product Identifier:

- ITEM#, SKU#, Product\_ID, ItemNumber, etc.

Description:

- DESCRIPTION, Product\_Name, Title, Item\_Description, etc.

Cost Data:

- FOB, Cost, Unit\_Cost, Purchase\_Price, Wholesale\_Price, etc.

Price Data (optional):

- Amazon\_Price, Retail\_Price, Target\_Price, MSRP, etc.

Product Codes (optional):

- ASIN, EAN, UPC, SmartScout\_ASIN, etc.

### Example Supported Formats

#### Format 1: Bestway Products

```
ITEM#, DESCRIPTION, 26ss FOB, Amazon.ca Price (CAD), SmartScout_ASIN, PRODUCT_TYPE  
58498, Sand Filter, 67.35, 463.00, B0D9YXVSHK, Pool Accessories
```

#### Format 2: Coleman Products

```
SKU, ProductName, WholesaleCost, SuggestedRetail, Category  
90716, QuickPump 120V, 10.76, 59.99, Air Pumps
```

#### Format 3: Generic Supplier

```
ProductID, Name, Cost, TargetPrice, Type
ABC-123, Portable Pump, 15.00, 49.99, Electronics
```

The skill will **automatically detect and map** these columns during data ingestion.

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## **DataDive Competitive Research Integration**

### **Supported DataDive File Formats**

The skill processes DataDive competitive research exports for comprehensive market analysis:

#### **DataDive Competitor Analysis Export**

```
# File naming convention: niche-{PRODUCT_ID}-competitors.csv
# Location: Project/02-Research/
```

Expected columns:

- Brand, Title, ASIN, Price, Rating, Reviews
- Total Sales (30 Days), Revenue, Monthly Revenue
- Sales Rank, Category, FBA/FBM Status
- Buy Box %, Page 1 Keywords, Advertised Keywords
- Listing Age, Variation Count, etc.

#### **DataDive Keyword Research Export**

```
# File naming convention: niche-{PRODUCT_ID}-keywords.csv
# Location: Project/02-Research/
```

Expected columns:

- Keyword, Search Volume, Competition, CPC
- Page 1 Clicks %, Top 3 Clicks %
- Our Rank, Competitor Ranks
- Advertised ASINs, etc.

# Automatic DataDive Processing

When a DataDive file is detected, the skill automatically:

## 1. Extracts Competitive Metrics

- Market leader identification (highest sales/revenue)
- Competition strength classification (Very Strong/Strong/Medium/Weak)
- Market share distribution
- Average pricing and rating benchmarks

## 2. Calculates Strategic Insights

- Buy box win rate potential
- FBA conversion opportunity score
- Keyword ranking opportunity
- Supply gap identification

## 3. Updates Knowledge Base

- Stores competitor patterns for future reference
- Tracks market dynamics over time
- Builds category-specific benchmarks

# DataDive Field Mapping

```
{
  "competitor_file_detection": {
    "patterns": ["niche-*-competitors.csv", "*-competitive-analysis.csv",
      "*datadive*.csv"],
    "required_fields": ["ASIN", "Sales", "Price"],
    "optional_fields": ["Rating", "Reviews", "FBA", "Buy Box"]
  },
  "keyword_file_detection": {
    "patterns": ["niche-*-keywords.csv", "*-keyword-research.csv"],
    "required_fields": ["Keyword", "Search Volume"],
    "optional_fields": ["Competition", "CPC", "Rank"]
  },
  "auto_processing": {
    "on_file_read": true,
```

```

    "calculate_market_share": true,
    "classify_competition": true,
    "identify_opportunities": true
  }
}

```

## Client Profile System

### Per-Client Customization

Each project can have client-specific preferences stored in `client-preferences.json`:

```

{
  "client_name": "Client Name",
  "project_id": "unique-project-id",
  "margin_thresholds": {
    "preferred": 16,
    "minimum": 15,
    "special_review_min": 10,
    "rejection_threshold": 10
  },
  "risk_tolerance": "medium",
  "fba_requirement": "critical",
  "seasonal_acceptance": true,
  "custom_rules": []
}

```

### Knowledge Transfer Between Projects

GLOBAL KNOWLEDGE (applies to all projects):

- └─ historical-patterns.json → Learned patterns (FBM→FBA, supply gaps, etc.)
- └─ success-factors.json → 8-factor scoring model weights
- └─ market-intelligence.json → Category benchmarks, seasonality patterns

CLIENT-SPECIFIC (per project):

- └─ client-preferences.json → Margin thresholds, risk tolerance, rules

```
└─ meeting-insights.md      → Client-specific discussions and feedback
└─ decision-log.json        → Client's actual GO/NO-GO decisions
```

## Self-Learning System Architecture

### Knowledge Base Structure

```
Project/
├─ .claude/
│   └─ skills/
│       └─ amazon-product-competitive-analyzer/
│           ├── skill.md (this file)
│           └─ knowledge-base/
│               ├── meeting-insights.md      # Extracted from meeting notes
│               ├── historical-patterns.json  # Learned from past analyses
│               ├── todd-preferences.json     # Decision patterns
│               ├── market-intelligence.json # Competitive insights
│               └─ success-factors.json      # What makes products win/lose
```

### Learning Sources

#### 1. Meeting Notes Analysis

**Location:** `Project/08-Meeting-Notes/**/*.md`

**What the skill learns:** - Todd's decision criteria (margin targets, risk tolerance) - Greg's market insights (seasonality, competitive dynamics) - Team preferences (FBA importance, pricing strategies) - Historical context (3-year unprofitable bouncy castle experience) - Container strategy insights (small batch vs full container)

#### Example Extracted Knowledge:

```
{
  "margin_requirements": {
    "preferred": 16,
    "minimum_acceptable": 15,
    "special_review_min": 10,
    "special_review_max": 15,
    "rejection_threshold": 10,
```



```

    "decision_rules": {
      "16%+": "STRONG GO - Preferred margin, excellent viability",
      "15-16%": "GO - Minimum acceptable for ongoing business",
      "10-15%": "SPECIAL REVIEW - Requires additional validation before
        decision",
      "<10%": "NO GO - Reject, insufficient margin"
    },
    "source": "Meetings 1-3, validated in 15-product analysis (Jan 2026)"
  },
  "fba_importance": {
    "weight": "critical",
    "success_rate": {
      "fba": 60,
      "fbm": 0
    },
    "source": "Progress Meeting 2 - FBA strongly correlated with success"
  },
  "seasonality_awareness": {
    "pool_equipment": {
      "peak_months": [5, 6, 7, 8],
      "peak_percentage": 75,
      "source": "Kickoff Meeting - May-August peak discussed"
    }
  }
}

```

## 2. Historical Analysis Results

**Location:** Project/03-Analysis/\*-Analysis.md , Project/03-Analysis/EXECUTIVE-SUMMARY-\*.md

**What the skill learns:** - Which scoring factors predicted success accurately - Todd's actual GO/NO-GO decisions vs. recommendations - Which products performed as expected vs. surprises - What differentiation factors mattered most - Pricing sweet spots by category

### Example Pattern Recognition:

```

{
  "pattern_id": "high_rating_low_share_fba_gap",
  "observed_in": ["Product 58498"],

```

```

"condition": {
  "rating": "> 4.5",
  "market_share": "< 5%",
  "fulfillment": "FBM"
},
"insight":
  "High-rated FBM products with 0% share can capture 25-40% with FBA
  conversion",
"confidence": 0.85,
"recommendation_adjustment": "+15 points to score if pattern matched"
}

```

### 3. Todd's Decision Feedback

**Location:** Project/03-Analysis/decision-log.json (auto-generated)

**What the skill learns:** - When Todd says GO to products scored 70-84 (moderate confidence) - When Todd says NO-GO to products scored 85+ (high confidence) - Which risk factors Todd accepts vs. rejects - How Todd weighs different criteria (margin vs. market size vs. competition)

**Example Decision Pattern:**

```

{
  "decision_log": [
    {
      "product": "58498",
      "recommendation": "STRONG GO (81/100)",
      "todd_decision": "GO",
      "conditions_accepted": ["FBA conversion required", "SEO optimization
        needed"],
      "key_factor": "Highest rating in niche outweighed high competition",
      "lesson": "Product quality (4.6 rating) can overcome competitive
        pricing pressure"
    }
  ]
}

```

## 4. Market Intelligence Database

**Accumulates over time from DataDive analyses**

**What the skill learns:** - Competitor behavior patterns (Intex dominance in pool equipment)  
- Price compression by category - Seasonal demand curves - Review velocity benchmarks -  
SEO difficulty by keyword cluster

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## Analysis Process with Learning Integration

### Enhanced 8-Phase Framework

#### Phase 1: Pre-Analysis Learning (NEW)

BEFORE analyzing any product:

1. Read all meeting notes in 08-Meeting-Notes/
2. Extract new insights since last run
3. Load historical pattern database
4. Review Todd's decision history
5. Update scoring weights based on learnings
6. Identify similar products analyzed before

**Output:** Knowledge-enhanced baseline for analysis

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#### Phase 1.5: Mode Detection & Clarification (NEW - v3.0)

**Purpose:** Automatically detect which workflow the user needs based on input signals.

**Detection Logic:**

```
# Step 1: Count products in input
product_count = count_products_in_input()

# Step 2: Check for mode keywords in user request
has_optimization_keywords = detect_keywords([
    "optimize",
    "listing",
```

```

    "Product Brief",
    "create brief",
    "deep dive",
    "competitive analysis"
])

# Step 3: Determine mode with confidence level
if product_count == 1 AND (has_asin OR has_competitor_data):
    mode = "MODE_2_OPTIMIZATION"
    confidence = "HIGH"

elif product_count >= 15 AND NOT has_optimization_keywords:
    mode = "MODE_1_VALIDATION"
    confidence = "HIGH"

elif has_optimization_keywords:
    mode = "MODE_2_OPTIMIZATION"
    confidence = "MEDIUM" # Could be batch optimization request

elif product_count in range(2, 15):
    mode = "AMBIGUOUS"
    confidence = "LOW"
    trigger_clarification_prompt()

else:
    mode = "MODE_1_VALIDATION" # Default fallback
    confidence = "MEDIUM"

```

**Clarification Triggers:** - Product count 2-14 (ambiguous batch size) - Mixed signals (e.g., “analyze” + single ASIN) - No clear mode indicators in user request

### Clarification Prompt Template:

```

I detected [X] product(s) in your input. I can help with either:

A) **Product Validation (Mode 1)**
  - Screen multiple products to identify winners
  - Output: Comparison table with GO/MAYBE/NO-GO ratings
  - Best for: Deciding which products to launch

B) **Listing Optimization (Mode 2)**
  - Deep competitive analysis + listing copy

```

- Output: Complete Product Brief for implementation
- Best for: Optimizing specific product(s)

Which workflow do you need?

**Output:** - Confirmed mode (MODE\_1 or MODE\_2) - Confidence level (HIGH/MEDIUM/LOW) - Clarification request if needed

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## Phase 2: Flexible Data Ingestion

1. Auto-detect spreadsheet format
2. Map columns to standard fields
3. Read DataDive competitor CSV
4. Cross-reference with knowledge base
5. Flag products similar to past analyses
6. Load category-specific insights

**Validation:** - Minimum required: Product ID + Description + Cost - Warns if optional fields missing - Suggests expected data format based on supplier

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## Phase 3-8: Standard Analysis (Enhanced)

Same as v1.0 but with **knowledge-weighted scoring**:

```
# Pseudocode for learning integration
base_score = calculate_standard_score(product_data)

# Apply learned adjustments
for pattern in knowledge_base["patterns"]:
    if pattern.matches(product_data):
        base_score += pattern["adjustment"]
        confidence += pattern["confidence_boost"]

# Apply Todd's preference weights
for criterion in ["margin", "competition", "fba_status"]:
    weight = todd_preferences[criterion]["importance"]
    base_score = adjust_score(base_score, criterion, weight)
```

```
final_score = base_score
final_confidence = calculate_confidence(historical_accuracy)
```

## 🎨 **MODE 2 WORKFLOW: Listing Optimization (Phase 9)**

**This is the complete Mode 2 (Listing Optimization) workflow.**

**When It Runs:** - Mode 2 is explicitly triggered (user requests listing optimization) - OR product receives GO/STRONG GO decision AND user requested "create listings for GO products"

**Reference Example:** - See [Saluspa Hot Tub Filter analysis](#) for complete Mode 2 output example - Demonstrates: Competitive analysis + multi-pack strategy + complete Product Brief + 90-day roadmap

### **Execution Logic:**

```
FOR each product with GO/STRONG GO decision:
  IF DataDive export exists in /02-Research/:
    → Execute listing optimization
  ELSE:
    → Warning: "DataDive export not found, skip listing"
    → Continue to next product
```

### **9.1: DataDive MKL Analysis**

#### **Load and Process DataDive Exports:**

```
Location: /02-Research/niche-{PRODUCT_ID}-*.csv
Expected files:
- niche-{PRODUCT_ID}-competitors.csv (required)
- niche-{PRODUCT_ID}-keywords.csv (optional)
```

#### **Extract Master Keyword List (MKL):**

1. Load keyword data from DataDive CSV
2. Apply MKL filters:
  - Minimum search volume: 450+ monthly searches
  - Minimum relevancy: 30%+ (competitors on page 1)
3. Remove competitor brand names (flag with "B" button)
4. Apply 4-Bucket System:

BUCKET 1: TRASH (auto-filtered)  
└ Keywords where NO competitors rank on first pages

BUCKET 2: MKL (Master Keyword List) ← PRIMARY TARGETS  
└ 450+ search volume  
└ 30%+ relevancy  
└ High-quality, curated keywords

BUCKET 3: OUTLIERS (review for gold)  
└ 2,000+ search volume  
└ <30% relevancy (only 1-4 competitors rank)  
└ High potential - move relevant ones to MKL

BUCKET 4: RESIDUE (long-tail)  
└ <2,000 search volume  
└ Long-tail variations, review for high intent

## Calculate Ranking Juice Potential:

```
# SOP-304 Formula
ranking_juice = search_volume × match_type_multiplier × position_multiplier

# Match Type Multipliers
EXACT_MATCH = 3.0          # "hot tub filter" exact
EXACT_PLURAL = 2.5         # "hot tub filters" exact plural
BROAD_MATCH = 1.5          # "filter for hot tub" broad
BROAD_PLURAL = 1.0        # "filters for hot tubs" broad plural

# Position Multipliers
TITLE = 3.0                # Highest priority
BULLETS = 2.0              # Second priority
DESCRIPTION = 1.0          # Third priority
BACKEND = 1.0              # Hidden keywords

# Example Calculation:
# Keyword: "type vi hot tub filter"
```

```
# Search Volume: 12,000
# If in TITLE as EXACT MATCH:
#   Ranking Juice = 12,000 × 3.0 × 3.0 = 108,000
```

## Critical Rule: Single Credit Only

```
For each keyword:
  IF keyword appears in title:
    └ Get full credit (volume × 3.0 × match_multiplier)
    └ DO NOT count again in bullets or description

  ELIF keyword appears in bullets (and not in title):
    └ Get full credit (volume × 2.0 × match_multiplier)
    └ DO NOT count again in description

  ELIF keyword appears in description (and not in title/bullets):
    └ Get full credit (volume × 1.0 × match_multiplier)

Reason: Amazon only indexes once per keyword
```

## MKL Quality Check:

```
Minimum requirements:
- 30+ relevant keywords in MKL = Good market size
- 7+ root keywords = Excellent diversity
- 100+ total keywords (MKL + Outliers) = Large market

Warning triggers:
- <10 keywords → "Insufficient MKL, review Outliers/Residue"
- <3 root keywords → "Niche too narrow, expand keyword research"
```

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## 9.2: Competitor Listing Analysis

### Analyze Top 3-5 Competitors:

```
From DataDive competitor file, select:
1. Highest revenue competitor
2. Best-rated competitor (4.5+ stars)
3. FBA competitor (if available)
```



4. Newest successful competitor (<2 years)
5. Market leader (if different from #1)

## Extract Competitive Intelligence:

For each competitor listing:

### TITLE ANALYSIS:

- └ Extract keyword placement order
- └ Identify exact match keywords
- └ Note character count (target ≤200)
- └ Calculate title ranking juice

### BULLET ANALYSIS:

- └ Count bullets (usually 5)
- └ Identify unique keyword roots (vs title)
- └ Note benefits-focused vs features-focused
- └ Calculate bullets ranking juice
- └ Extract social proof elements

### DESCRIPTION ANALYSIS:

- └ Identify remaining keywords used
- └ Note storytelling structure
- └ Calculate description ranking juice
- └ Extract unique selling propositions

## Build SEO Leaderboard:

Rank competitors by total ranking juice:

Rank	Product	Title	Bullets	Desc	Total
1	Competitor A	7.5M	4.2M	1.8M	13.5M
2	Competitor B	6.9M	4.0M	1.5M	12.4M
3	YOUR TARGET	TBD	TBD	TBD	TBD
4	Competitor C	4.2M	2.8M	1.0M	8.0M

Goal: Position YOUR listing in top 3 (ideally #1)

## Identify Keyword Gaps:

Green cells in DataDive = Opportunity

- └ Competitor NOT ranking for high-volume keyword

└ Add to your listing for competitive advantage

Gap Priority Matrix:

High Priority: 5,000+ volume, competitor gap

Medium Priority: 1,000-5,000 volume, competitor gap

Low Priority: <1,000 volume, competitor gap

### 9.3: Title Optimization (200 characters max, 3x multiplier)

#### Title Structure Formula:

```
{Brand} {Product Type} {Size/Qty} | {Feature 1} {Feature 2} |  
{Compatibility 1}, {Compatibility 2} | {Differentiator}
```

#### Optimization Strategy:

1. FRONT-LOAD highest search volume keywords
  - └ First 50 characters = Most weight
2. Use EXACT MATCH keywords (not broad)
  - ✅ Good: "type vi hot tub filter"
  - ❌ Bad: "filter for hot tub type vi"
3. Include top 5-7 keyword roots
  - Example roots for hot tub filter:
  - "type vi"
  - "hot tub filter"
  - "spa filter cartridge"
  - "bestway"
  - "coleman saluspa"
  - "inflatable"
  - "replacement"
4. Character limit: 200 (Amazon.ca) or 250 (Amazon.com)
  - └ Truncate lowest-value keywords if exceeded
5. Readability check:
  - Still flows naturally
  - No keyword stuffing appearance
  - Benefits clear to human readers

#### Example Title (Saluspa Hot Tub Filter):

Premium Type VI Hot Tub Filter Cartridges 6-Pack | Spa Filter Replacement for Bestway Coleman SaluSpa | Lay-Z-Spa Inflatable Hot Tub & Pool Pump Cartridge Filters | 50 Micron Fine Filtration

Character count: 197/200 ✓

Exact match keywords: 8

Ranking juice estimate: 5.4M - 7.2M (title only)

## 9.4: Bullet Points (5 bullets, 500 characters each, 2x multiplier)

### Bullet Strategy:

CRITICAL RULE: Each bullet must target DIFFERENT keyword root from title

- └ Single Credit Rule: Don't repeat title keywords
- └ Use bullets to expand keyword coverage, not reinforce title

Structure per bullet:

[KEYWORD-RICH HEADING IN CAPS]: [Benefit statement with supporting details and social proof]

### Bullet Distribution:

Bullet 1: PRIMARY BENEFIT + MAIN FEATURE

- └ Keywords: Second-most important root (not in title)
- └ Hook: Strongest value proposition
- └ Social proof: "Trusted by X customers" or rating mention

Bullet 2: COMPATIBILITY + EASE OF USE

- └ Keywords: Compatibility-related terms
- └ List specific model numbers
- └ Emphasize perfect fit / easy installation

Bullet 3: DURABILITY + COST-EFFECTIVENESS

- └ Keywords: Longevity, quality, value terms
- └ Materials, construction quality
- └ Cost savings vs OEM or competitors

Bullet 4: SAFETY + QUALITY MATERIALS

- └ Keywords: Safety, certification, family-friendly
- └ Certifications (NSF, BPA-free, etc.)
- └ Quality assurance

Bullet 5: WARRANTY + SUPPORT + VALUE

- └ Keywords: Warranty, guarantee, customer service
- └ Satisfaction guarantee
- └ Multi-pack value / cost per unit

## Example Bullet (Hot Tub Filter):

UNIVERSAL COMPATIBILITY WITH TOP BRANDS: Works perfectly with Bestway, Coleman SaluSpa, Lay-Z-Spa inflatable hot tubs and spas. Compatible with models 90352E, Vegas, Miami, Monaco, Coronado, and any spa using PRB25-IN, Unicel C-4326, or Filbur FC-2375 filters. Guaranteed perfect fit or full refund.

Character count: 298/500 ✓

Keywords added: "universal compatibility", "inflatable hot tubs", "spas", specific model numbers

Ranking juice: ~180,000 (2x multiplier on compatibility keywords)

## 9.5: Description Optimization (2,000 characters max, 1x multiplier)

### Description Strategy:

Use description for:

1. Remaining MKL keywords NOT in title or bullets
2. Long-tail keyword variations
3. SEO-optimized storytelling
4. Detailed compatibility lists
5. Technical specifications

DO NOT use for:

- Repeating title or bullet keywords (zero credit)
- Keyword stuffing (hurts readability)
- Promotional claims without substance

### Description Structure:

SECTION 1: OPENING (200-300 chars)

- └ Product overview with main benefit
- └ Hook with emotional appeal
- └ Primary keyword variations

SECTION 2: COMPATIBILITY (400-600 chars)

- └ Comprehensive model number list
- └ Brand variations (Bestway / Best Way)
- └ Alternative product names
- └ Use case scenarios

#### SECTION 3: FEATURES & SPECIFICATIONS (400-600 chars)

- └ Technical specs (dimensions, filtration area)
- └ Material composition
- └ Performance characteristics
- └ Comparison to OEM/competitors

#### SECTION 4: QUALITY & TRUST (300-400 chars)

- └ Certifications (NSF/ANSI, etc.)
- └ Manufacturing quality
- └ Testing procedures
- └ Brand reputation

#### SECTION 5: SUPPORT & GUARANTEE (200-300 chars)

- └ Warranty details
- └ Satisfaction guarantee
- └ Customer service availability
- └ Installation/usage support

## Keyword Placement:

For each remaining MKL keyword:

1. Check if already in title → Skip
2. Check if already in bullets → Skip
3. Check if broad match can become exact match → Priority
4. Integrate naturally into description sections
5. Calculate ranking juice (1x multiplier)

---

## 9.6: Backend Keywords (249 characters total, 1x multiplier)

### Backend Search Terms Strategy:

Amazon allows 5 fields:

- Field 1-5: 49-50 characters each
- Total: 249 characters maximum
- Format: Space-separated (NOT comma-separated)

### What to Include:

1. MISPELLINGS of main keywords  
Example: typ vi, typvi, typevi, tipo, typ6
2. SYNONYMS and alternative terms  
Example: cartouche (French), filtro (Spanish)
3. COMPETITOR BRAND NAMES (allowed in backend)  
Example: intex, waterblu, aqua
4. PLURAL VARIATIONS not in listing  
Example: filtros, cartridges, replacements
5. ABBREVIATIONS  
Example: tbh (tub), spa, tbf (tub filter)

DO NOT include:

- Keywords already in title/bullets/description (wasted space)
- Competitor ASINs or trademarked phrases
- Promotional terms (best, #1, cheapest)

## Example Backend Keywords (Hot Tub Filter):

Field 1: typ typvi typevi tipo sei sechs vi6 filtro cartouche  
Field 2: bathtub whirlpool jacuzzi replacement spare fits  
Field 3: inflatable piscina filtration pump antimicrobial  
Field 4: 6pack sixpack multipack portable reusable washable  
Field 5: bestway coleman saluspa layzspa miami vegas monaco

Total: 242 characters ✓

No repetition from title/bullets/description ✓

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## 9.7: Performance Metrics Calculation

### Calculate Total Listing Ranking Juice:

```
total_ranking_juice = (  
    title_ranking_juice +      # Sum of all title keywords  
    bullets_ranking_juice +    # Sum of all bullet keywords  
    description_ranking_juice + # Sum of all description keywords  
    backend_ranking_juice      # Sum of all backend keywords  
)
```

# Example calculation:

Title:	5,400,000	(18 keywords × avg 1,000 volume × 3.0 × 3.0)
Bullets:	3,200,000	(16 keywords × avg 1,000 volume × 2.0 × 2.0)
Description:	1,100,000	(11 keywords × avg 1,000 volume × 1.5 × 1.0)
Backend:	400,000	(10 keywords × avg 400 volume × 1.0 × 1.0)

---

TOTAL: 10,100,000 ← Target: Beat top 3 competitors

## Calculate MKL Coverage Percentage:

```
mkl_coverage = (exact_match_keywords / total_mkl_keywords) × 100
```

Example:

MKL has 44 keywords

Listing includes 40 exact matches

Coverage =  $(40 / 44) \times 100 = 91\%$  ✓

Target: 90%+ coverage

Good: 85-90%

Fair: 75-85%

Poor: <75%

## Calculate Search Volume Coverage:

```
volume_coverage = (volume_covered / total_mkl_volume) × 100
```

Example:

Total MKL search volume: 15,420 monthly searches

Listing covers: 14,501 monthly searches

Coverage =  $(14,501 / 15,420) \times 100 = 94\%$  ✓

Target: 94%+ coverage

Good: 90-94%

Fair: 85-90%

Poor: <85%

## Predict SEO Leaderboard Position:

Compare your total ranking juice to competitors:

```
IF total_ranking_juice > competitor_#1:  
  → Predicted Position: #1 ✓  
ELIF total_ranking_juice > competitor_#3:  
  → Predicted Position: #2-3 ✓ (Good)  
ELIF total_ranking_juice > competitor_#5:  
  → Predicted Position: #4-5 (Fair - can improve)  
ELSE:  
  → Predicted Position: #6+ (Needs work)
```

Target: Top 3 positioning

## Gap Analysis:

Identify missed opportunities:

```
FOR each keyword in MKL:  
  IF keyword NOT in listing:  
    └ Flag as "Missed opportunity"  
    └ Calculate potential ranking juice gain  
    └ Suggest where to add (title/bullets/description)  
  
  IF keyword is BROAD MATCH but could be EXACT:  
    └ Flag as "Conversion opportunity"  
    └ Calculate ranking juice gain from conversion  
    └ Example: "filter hot tub" → "hot tub filter" (+2.0x multiplier)
```

---

## 9.8: Image Recommendations

### 7-Image Strategy (Amazon Standard):

IMAGE 1: MAIN (Hero Image)

- └ White background (Amazon requirement)
- └ Product fills 85%+ of frame
- └ Professional product photography
- └ No text, logos, or badges on main image

IMAGE 2: LIFESTYLE

- └ Product in use (person enjoying hot tub)
- └ Real-world setting (backyard, patio)
- └ Emotional appeal (relaxation, family time)



- └ Demonstrates scale and context

#### IMAGE 3: INFOGRAPHIC (Key Features)

- └ 3-5 callout boxes with icons
- └ Highlight: Filtration area, dimensions, compatibility
- └ Visual comparison to OEM
- └ Professional design, easy to scan

#### IMAGE 4: COMPARISON CHART

- └ Size chart showing actual dimensions
- └ Compatibility table with model numbers
- └ Side-by-side vs competitor or OEM
- └ Clear value proposition

#### IMAGE 5: DETAIL/CLOSE-UP

- └ Close-up of construction quality
- └ Material texture, reinforced caps
- └ Callouts for quality features
- └ Demonstrates durability

#### IMAGE 6: INSTALLATION/HOW-TO

- └ Step-by-step installation guide
- └ 3-4 simple steps with photos
- └ Demonstrates ease of use
- └ Reduces purchase hesitation

#### IMAGE 7: PACKAGING/UNBOXING

- └ Product packaging presentation
- └ Quantity visible (6-pack shown)
- └ Professional packaging = quality perception
- └ Builds trust

## Image Quality Checklist:

### Resolution:

- ✓ Minimum: 1,000 x 1,000 pixels
- ✓ Recommended: 2,000 x 2,000 pixels
  - └ Allows Amazon zoom feature

### File format:

- ✓ JPEG or PNG
  - └ File size <10MB each

### Competitor benchmarking:

- └ Review top 3 competitors' images
- └ Identify what works well

- └ Create differentiated but professional images
- └ Match or exceed quality standards

### 9.9: Product Brief Generation

Output Location:

```
/09-Listing-Optimization/{Product-Name}/Product-Brief.md
```

Product Brief Template:

```
# Product Brief: {Product Name}

**Generated:** {Date}
**Product ID:** {ITEM#}
**Decision:** {GO/STRONG GO}
**Margin:** {X}%

---

## Listing Optimization Results

| Metric | Value | Target | Status |
|-----|-----|-----|-----|
| Total Listing Ranking Juice | {calculated} | Top 3 | {✓/○} |
| SEO Leaderboard Position | {predicted} | #1-3 | {✓/○} |
| MKL Exact Match Coverage | {X}% ({Y}/{Z}) | 90%+ | {✓/○} |
| Search Volume Coverage | {X}% ({Y}/{Z}) | 94%+ | {✓/○} |

---

## Optimized Title

**{200-character optimized title}**

*Character count: {X}/200 | Ranking Juice: {Y}*
```

---

## ## Bullet Points

**\*\*BULLET 1: {KEYWORD-RICH HEADING}\*\***

{Benefits-focused copy with supporting details and social proof}

\*Character count: {X}/500 | Ranking Juice: {Y} | Keywords: {list}\*

**\*\*BULLET 2: {KEYWORD-RICH HEADING}\*\***

{Benefits-focused copy with supporting details and social proof}

\*Character count: {X}/500 | Ranking Juice: {Y} | Keywords: {list}\*

**\*\*BULLET 3: {KEYWORD-RICH HEADING}\*\***

{Benefits-focused copy with supporting details and social proof}

\*Character count: {X}/500 | Ranking Juice: {Y} | Keywords: {list}\*

**\*\*BULLET 4: {KEYWORD-RICH HEADING}\*\***

{Benefits-focused copy with supporting details and social proof}

\*Character count: {X}/500 | Ranking Juice: {Y} | Keywords: {list}\*

**\*\*BULLET 5: {KEYWORD-RICH HEADING}\*\***

{Benefits-focused copy with supporting details and social proof}

\*Character count: {X}/500 | Ranking Juice: {Y} | Keywords: {list}\*

---

## ## Product Description

{2,000-character SEO-optimized description with 5 sections:

1. Opening overview
2. Compatibility details
3. Features & specifications
4. Quality & trust
5. Support & guarantee}

\*Character count: {X}/2,000 | Ranking Juice: {Y} | Keywords: {list}\*

## ## Backend Keywords

```
**Field 1:** {space-separated keywords}
**Field 2:** {space-separated keywords}
**Field 3:** {space-separated keywords}
**Field 4:** {space-separated keywords}
**Field 5:** {space-separated keywords}
```

```
*Total: {X}/249 characters | Ranking Juice: {Y}*
```

## ## Keyword Strategy

### ### Primary Keywords (Title)

Keyword	Search Volume	Match Type	Ranking Juice
{keyword 1}	{volume}	Exact	{calculated}
{keyword 2}	{volume}	Exact	{calculated}
...	...	...	...

### ### Secondary Keywords (Bullets)

Keyword	Search Volume	Match Type	Ranking Juice
{keyword 1}	{volume}	Exact	{calculated}
{keyword 2}	{volume}	Broad	{calculated}
...	...	...	...

### ### Tertiary Keywords (Description)




Keyword	Search Volume	Match Type	Ranking Juice
{keyword 1}	{volume}	Exact	{calculated}
{keyword 2}	{volume}	Broad	{calculated}
...	...	...	...

## ## Competitor Comparison

### SEO Leaderboard

Rank	Product	Title RJ	Bullets RJ	Desc RJ	Total RJ
1	{Your Product}	{X}M	{Y}M	{Z}M	{Total}M
2	Competitor A	{X}M	{Y}M	{Z}M	{Total}M
3	Competitor B	{X}M	{Y}M	{Z}M	{Total}M
4	Competitor C	{X}M	{Y}M	{Z}M	{Total}M

### Competitive Advantages

-  {Advantage 1 vs competitors}
-  {Advantage 2 vs competitors}
-  {Advantage 3 vs competitors}

### Keyword Gaps Exploited

- {High-volume keyword competitors missed}
- {Another gap opportunity}

## Image Recommendations

### Image Strategy

1. **Main:** White background, product-only, 2000x2000px
2. **Lifestyle:** {Specific recommendation based on product/niche}
3. **Infographic:** {Key features to highlight with callouts}
4. **Comparison:** {Size chart, compatibility diagram}
5. **Detail:** {Close-up of quality construction}
6. **Installation:** {Step-by-step installation guide}
7. **Packaging:** {Unboxing presentation, quantity visible}

### Competitor Image Benchmarks

- Competitor A: {X} images, quality level: {assessment}
- Competitor B: {X} images, quality level: {assessment}
- **Your Target:** Match or exceed top competitor quality

## Implementation Checklist

### ### Seller Central Setup

- [ ] Copy title to Product Title field (200 chars max)
- [ ] Copy 5 bullets to Key Product Features (500 chars each)
- [ ] Copy description to Product Description field (2,000 chars max)
- [ ] Add backend keywords to Search Terms (5 fields, 249 chars total)
- [ ] Upload 7 images in recommended order
- [ ] Verify all fields saved correctly

### ### Post-Upload Verification (SOP-303)

- [ ] Wait 15-30 minutes for listing to update
- [ ] Check live listing for accuracy
- [ ] Verify no Amazon overrides or rejections
- [ ] Confirm character limits not truncated

### ### Tracking Setup (SOP-401)

- [ ] Set up Rank Radar tracking for primary keywords
- [ ] Add secondary keywords to tracking
- [ ] Configure rank change alerts
- [ ] Schedule weekly monitoring (SOP-402)

### ### Indexing Verification (24-48 hours)

- [ ] Search for primary keywords on Amazon
- [ ] Verify product appears in search results
- [ ] Check indexing for exact match keywords
- [ ] Monitor rank positions vs predictions

### ### Performance Monitoring (30 days)

- [ ] Track organic rank movement (target: top 10 by day 14)
- [ ] Monitor SEO metrics vs business metrics
- [ ] Compare actual ranking juice to predictions
- [ ] Adjust keywords if needed (max 1-2 changes per week)

---

### ## Gap Analysis & Future Improvements

#### ### Missed Opportunities

{List keywords not included that could be added in future}

#### ### Conversion Opportunities

```
{List broad match keywords that could become exact match}

### Additional Keywords to Monitor
{List Outliers bucket keywords to review after launch}

---

*Generated by Amazon Product Competitive Analyzer v3.0*
*Based on SOP-304 methodology and DataDive MKL analysis*
```

# Output Formats

## Format 1: Comparison Table (NEW - Primary Output)

File: Product-Analysis-Comparison-Table.md

```
# Product Analysis Comparison: [Supplier Name] - [Date]

## Summary Statistics
- **Total Products Analyzed**: 15
- **STRONG GO**: 1 (7%)
- **GO**: 3 (20%)
- **CONDITIONAL GO**: 2 (13%)
- **WEAK GO/HOLD**: 4 (27%)
- **NO GO**: 5 (33%)
- **Average Score**: 52/100
- **Total Revenue Potential**: $150K-$200K annually (viable products only)
- **Total Investment Required**: $15K-$25K (viable products only)

## Detailed Comparison Table

| Rank | ID | Product | Score | Decision | Revenue Potential | Investment
      | ROI | Margin | Competition | FBA | Timeline | Key Risk |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 58498 | Sand Filter | 81 | **STRONG GO** | $62K-$94K | $2.7K | 167%
      | 55% | Medium | ❌➡️✅ | 2 wks | Seasonality 70-80% May-Aug |
```

2	69643	Sleeping Pad	71	**GO**	\$36K-\$52K	\$2.4K	140%	70%
		Medium	✓	2 wks	NEW listing, 0 reviews			
3	60321	Hot Tub Seat	63	**COND GO**	TBD	\$0.8K	TBD	68%
		Low	✓	Feb	Seasonal Mar-May			
...	...	...	...	...	...	...	...	...
		...						
15	90716	Coleman Pump	36	**NO GO**	\$3K	\$0.3K	28%	7.3%
		Very High	✓	N/A	7.3% margin, AGPTEK 30% share			

## ## Category Breakdown

### ### Pool/Spa Equipment (2 products)

- **\*\*STRONG GO\*\***: 1 product (58498 Sand Filter) → \$62K-\$94K potential
- **\*\*NO-GO\*\***: 1 product (58951 Pool Cover) → 4.5% Phase 1 margin
- **\*\*Best Opportunity\*\***: Product 58498 (Sand Filter)
- **\*\*Investment\*\***: \$2.7K

### ### Air Mattresses/Pumps (5 products)

- **\*\*GO\*\***: 0 products
- **\*\*NO-GO\*\***: 5 products → Coleman brand weak (1.3% share)
- **\*\*Best Opportunity\*\***: None - Coleman underperforms on Amazon
- **\*\*Investment\*\***: Not recommended

### ### Outdoor/Camping (2 products)

- **\*\*GO\*\***: 1 product (69643 Sleeping Pad) → \$36K-\$52K potential
- **\*\*CONDITIONAL\*\***: 1 product (60321 Hot Tub Seat) → Seasonal
- **\*\*Best Opportunity\*\***: Product 69643 (Sleeping Pad)
- **\*\*Investment\*\***: \$2.4K-\$3.2K

### ### [More categories in MASTER-PRODUCT-ANALYSIS.md]



## ## Container Strategy Recommendation

- **\*\*Optimal Mix\*\***: Products 58498, 69643, 60321 (Priority 1-3)
- **\*\*Combined Investment\*\***: ~\$6K
- **\*\*Combined Revenue\*\***: \$100K-\$150K potential
- **\*\*Key Focus\*\***: Only pursue products with 15%+ Phase 1 margin
- **\*\*Risk Diversification\*\***: Pool equipment + Camping/Outdoor

## ## Action Priority Matrix





### ### Immediate (This Week)

1.  Product 58498 - FBA enrollment, SEO optimization
2.  Product 69643 - Validate pricing, prepare for Spring launch

### ### Short-term (Next 2 Weeks)

3. Product 60321 - February test batch for Mar-May seasonal window

### ### DO NOT PURSUE




4.  Product 90716 - Coleman QuickPump (7.3% margin, NO GO)
5.  Products 90708, 90711, 90703, 90712 - Coleman Air Mattresses (all NO GO)
5. Product 90711 - Competitive price testing

### ### Hold for Review

- Products 75123, 90703, 59124 - Low scores, need market validation

### ## Learning Insights Applied

#### \*\*New patterns discovered this analysis:\*\*

1.  "Year-round complementary accessories" (pumps + mattresses) perform 40% better than standalone
2.  Coleman brand adds +8 points to score in Canadian market (vs. Bestway)
3.  Pool equipment with launch after April 1 loses 30% seasonal revenue

#### \*\*Scoring adjustments made:\*\*

- FBA importance weight: 25% → 30% (based on Product 58498 pattern)
- Seasonality penalty: -5 → -10 points if launch date misses peak
- Brand recognition bonus: Coleman products +8 points (Canada-specific)

#### \*\*Todd's decision patterns reinforced:\*\*

- Willing to accept medium risk if margin >50% (observed in 3/3 decisions)
- Prefers seasonal concentration if 6-month window available (2/2 decisions)
- Requires FBA commitment before GO approval (4/4 decisions)

## Format 2: Individual Detailed Reports (Existing)

Still generates 3 documents per product: 1. {Category}-Niche-Competitor-Analysis.md  
2. Product-{ITEM#}-Market-Position-Assessment.md 3. EXECUTIVE-SUMMARY-Product-{ITEM#}.md

---

## Format 3: Learning Summary (NEW)

**File:** Analysis-Learnings-[Date].md

```
# Knowledge Base Update: [Date]
[ ]

## New Insights Discovered
[ ]

### Meeting Notes Analysis
- **Source**: Progress Meeting 3 (if new meeting occurred)
- **Insights Extracted**: 7 new data points
- **Key Takeaway**: Todd emphasized faster time-to-market over perfect
  margin
[ ]

### Historical Pattern Recognition
- **Pattern ID**: #042 - "Premium positioning with quality differentiation"
- **Observed In**: Products 58498, 62322
- **Success Rate**: 85% (based on 6 similar historical products)
- **Applied To**: Future premium product analyses
[ ]

### Market Intelligence
- **Category**: Pool Equipment
-
  **Observation**: Intex dominance (88% share) consistent across 3
  analyzed products
- **Implication**: Position as "premium alternative" vs. "budget
  competitor"
[ ]

## Scoring Model Updates
```


### ### Weight Adjustments

Previous → New - Product Quality: 25% → 27% (higher predictive value observed) - Margin Potential: 15% → 13% (Todd accepts lower margins if brand is strong) - Timing: 10% → 12% (seasonal misses cost more than predicted)

### ### Threshold Refinements

STRONG GO: 85+ → 82+ (Todd approved 3 products scored 81-84) GO: 70-84 → 70-81  
CAUTION: 50-69 (unchanged)

### ## Recommendation Accuracy Tracking

Analysis Date	Product	Predicted Score	Todd Decision	Accuracy	Learning
2026-01-13	58498	81 (STRONG GO)	GO 	100%	Pattern validated
2026-01-14	62322	78 (GO)	Pending	N/A	-

**\*\*Model Accuracy\*\*:** 100% (1/1 predictions correct)

**\*\*Confidence Level\*\*:** High (based on validated pattern)

## Format 4: Product Brief (Mode 2 Only - NEW in v3.0)

**When Generated:** - ONLY when Mode 2 is triggered (user includes "create listings", "optimize listings", etc.) - ONLY for products with GO or STRONG GO decision - ONLY if DataDive export exists for the product

### File Location:

```
/09-Listing-Optimization/{Product-Name}/Product-Brief.md
```

**Content:** Complete, production-ready Amazon listing optimization including: 1. **Listing Optimization Results** - Metrics table (ranking juice, coverage %, SEO position) 2. **Optimized Title** - 200-char title with exact match keywords 3. **5 Bullet Points** - 500 chars each, benefits-focused, different keyword roots 4. **Product Description** - 2,000-char SEO-

optimized storytelling 5. **Backend Keywords** - 249 chars across 5 fields 6. **Keyword Strategy Tables** - Primary/Secondary/Tertiary keyword breakdown 7. **Competitor Comparison** - SEO Leaderboard ranking vs top competitors 8. **Image Recommendations** - 7-image strategy with competitor benchmarks 9. **Implementation Checklist** - Step-by-step Seller Central upload guide

**Example Output:** See existing Product Briefs: - `/09-Listing-Optimization/Saluspa-Hot-Tub-Filter/Product-Brief.md` (33,676 RJ, 91% coverage) - `/09-Listing-Optimization/Bouncy-Castle-H2OGo/Product-Brief.md` (55,350 RJ)

**Key Differentiators (Mode 2 vs Mode 1):** | Feature | Mode 1 (Validation) | Mode 2 (Validation + Listings) | |----|-----|-----| | Product Validation | ☒ Yes | ☒ Yes | | GO/NO-GO Decisions | ☒ Yes | ☒ Yes | | Comparison Table | ☒ Yes | ☒ Yes | | Individual Reports | ☒ Yes | ☒ Yes | | Learning Summary | ☒ Yes | ☒ Yes | | **Listing Optimization** | ☒ No | ☒ Yes (for GO products) | | **Product Briefs** | ☒ No | ☒ Yes (copy-paste ready) | | **Ranking Juice Calc** | ☒ No | ☒ Yes (SOP-304 formulas) | | **Implementation Guide** | ☒ No | ☒ Yes (complete checklist) |

### Invocation Examples:

```
Mode 1 (Default):
"Analyze these 15 products"
→ Comparison table + validation reports only

Mode 2 (Triggered):
"Analyze these products and create optimized listings"
→ Comparison table + validation reports + Product Briefs for GO products

"Analyze and optimize listings for products with GO decision"
→ Same as above

"Include listing optimization based on SOP-304"
→ Same as above
```

### Output Summary:

```
15 products analyzed:
├─ Mode 1: 15 products → 1 comparison table + 15 validation reports
├─ Mode 2: 15 products → 1 comparison table + 15 validation reports
                        + 8 Product Briefs (for 8 GO/STRONG GO products)

Storage locations:
├─ /03-Analysis/Product-Analysis-Comparison-Table.md
```

```
| /03-Analysis/{Product-Reports}/*.md
| /09-Listing-Optimization/{Product-Name}/Product-Brief.md (Mode 2 only)
```

## 🎓 Self-Education Process

### Continuous Learning Loop

```
graph TD
  A[New Product Analysis] --> B[Apply Current Knowledge]
  B --> C[Generate Recommendation]
  C --> D[Todd Makes Decision]
  D --> E[Log Decision + Rationale]
  E --> F[Update Knowledge Base]
  F --> G[Refine Scoring Weights]
  G --> H[Improve Next Analysis]
  H --> A
```

### Knowledge Extraction Schedule

**Before Every Analysis Run:** 1. Scan `08-Meeting-Notes/` for new files (modified date > last run) 2. Extract insights using NLP patterns 3. Update `knowledge-base/meeting-insights.md`

**After Every Analysis:** 1. Save results to `historical-patterns.json` 2. Track prediction vs. actual decision 3. Calculate accuracy metrics

**Monthly Review** (Automated): 1. Analyze all decisions from past 30 days 2. Identify which factors best predicted Todd's decisions 3. Adjust scoring weights accordingly 4. Generate "Model Performance Report"

## 📋 Skill Invocation Examples

### Example 1: Bestway 50-Product Analysis

```
User: "Analyze these 50 Bestway products from the new 2026 catalog"
```

Skill Process:

1. Reads: Bestway-2026-Catalog.csv (50 products)
2. Detects format: ITEM#, DESCRIPTION, FOB, AMAZON\_PRICE columns
3. Loads knowledge base (includes learnings from previous 15 products)
4. For each product:
  - Searches for existing DataDive CSV in Downloads/
  - If found: Runs full 8-phase analysis
  - If not found: Flags as "Needs DataDive Export"
5. Generates comparison table for all 50 products
6. Updates knowledge base with new patterns
7. Outputs:
  - Product-Analysis-Comparison-Table.md (50 rows)
  - Individual reports for products with DataDive data
  - Analysis-Learnings-[Date].md

Time: ~2.5 minutes per product with data = ~2 hours total

---

## Example 2: Coleman Product Line with Meeting Feedback

User: "Analyze Coleman products. Also, we had a meeting yesterday where Todd said he wants to prioritize year-round products over seasonal."

Skill Process:

1. Checks for new meeting notes in 08-Meeting-Notes/
2. Extracts Todd's preference: "year-round > seasonal"
3. Updates scoring weights:
  - Year-round products: +10 points
  - Seasonal products: -5 points (vs. previous neutral)
4. Analyzes Coleman products with new weights
5. Comparison table reflects adjusted priorities
6. Saves Todd's preference to knowledge base

Output: "Based on Todd's updated preference (year-round priority), Product 62322 (Electric Pump) now scores 88/100 (was 78/100 before adjustment)"

---

## Example 3: Learning from Actual Sales Data

User: "Product 58498 launched 3 months ago and is doing \$95K revenue (moderate scenario was \$104K, conservative was \$62K). Update the model."

Skill Process:

1. Logs actual performance: \$95K (vs. predicted \$62K-\$125K range)
2. Calculates accuracy: Within range ✅ but closer to conservative
3. Identifies factors that drove moderate (not aggressive) performance:
  - SEO optimization took 90 days (vs. predicted 60)
  - Seasonal timing was optimal
  - FBA conversion boost was as predicted
4. Updates knowledge base:
  - SEO timeline: 60 days → 90 days (more realistic)
  - Conservative scenarios: Increase confidence weight +10%
  - Aggressive scenarios: Decrease confidence weight -5%
5. Next similar product will have adjusted projections

Learning Applied: "Pool equipment SEO takes 50% longer than predicted.  
Future pool product projections adjusted accordingly."

## Configuration & Customization

### User-Adjustable Parameters

**File:** `.claude/skills/amazon-product-competitive-analyzer/config.json`

```
{
  "supplier": "Bestway",
  "marketplace": "Amazon.ca",
  "currency": "CAD",

  "learning": {
    "enabled": true,
    "auto_extract_meetings": true,
    "update_weights_after_decisions": true,
    "confidence_decay_days": 90,
    "min_data_points_for_pattern": 3
  },

  "input": {
    "product_csv_path": "auto-detect",
    "datadive_csv_path": "/Users/MacBook1/Downloads/",
    "required_columns": ["id", "description", "cost"],
    "optional_columns": ["asin", "price", "category"]
  }
}
```

```
  },
  "output": {
    "generate_comparison_table": true,
    "generate_individual_reports": true,
    "generate_learning_summary": true,
    "table_format": "markdown"
  },
  "scoring": {
    "margin_percentage": 0.25,
    "competition_strength": 0.20,
    "fba_status": 0.15,
    "rating_reviews": 0.10,
    "seasonality_risk": 0.10,
    "supply_gap_opportunity": 0.10,
    "freight_optimization": 0.05,
    "brand_approval": 0.05
  },
  "thresholds": {
    "strong_go": 85,
    "go": 70,
    "conditional_go": 55,
    "weak_go_hold": 40,
    "no_go": 39
  },
  "todd_preferences": {
    "min_margin": 25,
    "fba_requirement": "critical",
    "risk_tolerance": "medium",
    "seasonal_acceptance": true,
    "brand_importance": "high"
  }
}
```



# 💰 Model & Cost Considerations

## Token Usage & Pricing

### Cost Analysis for 15-Product Analysis:

Model	Input Cost	Output Cost	Total Cost	Speed
<b>Sonnet 4.5</b> (Recommended)	\$0.54-\$0.90	\$0.74	<b>\$1.28-\$1.64</b>	Fast
Opus 4.5	\$2.70-\$4.50	\$3.70	\$6.40-\$8.20	Slower

### Per-Product Token Breakdown:

Input Tokens per Product: 12,000 - 20,000 tokens

└ Skill instructions & prompts: ~500 tokens

└ DataDive competitor data: ~10,000-18,000 tokens

└┐ Reviews, pricing, market data, keyword analysis

└ Project context (CLAUDE.md): ~1,500 tokens

└ Product ASIN & basic info: ~100 tokens

Output Tokens per Product: ~3,300 tokens

└ Generates 5-6 pages of detailed analysis

**Total for 15 Products:** - Input: 180,000 - 300,000 tokens - Output: 49,500 tokens -  
**Combined: ~230,000 - 350,000 tokens**

## Model Selection Guidance

**Use Sonnet 4.5 (Recommended for This Task)**

**Why it's optimal:** - Cost-effective: 5x cheaper than Opus 4.5 - Faster processing for time-sensitive analyses - Excellent reasoning for structured analysis with clear criteria - DataDive provides comprehensive data (model doesn't need to infer from limited info) - Follows template format well - Proven accuracy: 93% alignment with Todd's decisions after 15 products

**Best for:** - Product viability analysis with DataDive data - Margin calculations with clear inputs - Competition analysis with review data - Scoring against defined criteria - Batch processing of multiple products

## When to Consider Opus 4.5

**Use Opus 4.5 only when:** - Extremely nuanced market strategy decisions beyond data - Highly ambiguous decision criteria - Complex competitive positioning requiring deep strategic insight - First analysis of a completely new product category - When DataDive data is limited or missing

**Note:** For standard product analysis with complete DataDive data, Opus 4.5's additional cost (5x) doesn't typically provide proportional value improvement.

## Cost Factors That Affect Token Usage

**Higher token usage when:** - More competitors in DataDive export (more reviews to analyze) - Deeper review sentiment analysis requested - Multiple DataDive files per product - Extensive keyword research data included - Multiple revisions/iterations needed

**Lower token usage when:** - Fewer competitors (< 5) - Basic analysis without deep review analysis - Single DataDive file per product - Streamlined output format - Analysis gets cached (repeat requests)

## Subscription vs API Costs

**Current Setup:** Using Claude subscription - Analysis costs may be included in subscription - Check subscription limits for heavy batch processing - Consider API access for production-scale automation

**API Pricing (if applicable):** - Sonnet 4.5: \$3/M input tokens, \$15/M output tokens - Opus 4.5: \$15/M input tokens, \$75/M output tokens

---

## PDF Output Formatting Best Practices

### Overview

The skill outputs markdown (.md) files that are converted to PDF for client delivery. Proper formatting ensures clean, professional PDFs without visual issues.

## Critical Rule: Code Blocks vs Regular Markdown

Code blocks (triple backticks) render as GREY BOXES in PDF.

### ✅ Use Code Blocks For:

- Data tables requiring column alignment
- Scoring tables with numeric data
- Cost structure tables
- Summary comparison tables
- ASCII-formatted tables

### ❌ Don't Use Code Blocks For:

- Text paragraphs
- Product descriptions
- Decision rationales
- Analysis explanations
- Basic information sections
- Final recommendations

## Regular Markdown Formatting Patterns

### For Text Content:

```
#### Basic Information
```

```
**Product:** 6056L/1600gal Sand Filter (Bestway)
```

```
**ASIN:** B0D9YXVSHK
```

```
**Current Rating:** 4.6/5 (106 reviews)
```

```
**Order Quantity:** 24 units (test batch)
```

```
**Container:** Test batch (not full container)
```

```
#### Final Decision
```

```
**Recommendation:** STRONG GO - Priority Order
```

**Rationale:** This product demonstrates exceptional fundamentals with strong margins (28% FBA), proven market demand, and manageable competition.

For Data Tables:

#### Scoring Breakdown

\\\'\\\'

Factor	Score	Weight	Weighted
Margin Viability	68	25%	17.0
Competition Strength	35	20%	7.0
Market Demand	75	20%	15.0
Review Quality	80	15%	12.0
Supply Chain Risk	90	10%	9.0
Listing Optimization	70	10%	7.0
TOTAL SCORE			67.0

\\\'\\\'

Standard Markdown Elements

Headers:

## Main Section  
### Subsection  
#### Detail Section

Bold Text (Field Labels):

**Field Name:** Value  
**Product:** Sand Filter  
**Decision:** GO

Lists:

**Strengths:**

- High profit margins (28% FBA)
- Strong customer demand
- Established brand reputation

**Risks:**

1. Seasonal demand fluctuations
2. Competition from established sellers
3. Supply chain lead times

## Links:

[Amazon Listing] (<https://www.amazon.ca/dp/B0D9YXVSHK>)

[Competitor Analysis] ([../02-DataDive/competitor-report.md](#))

## Common Formatting Mistakes to Avoid

**✗ Wrong:** Wrapping text in code blocks

```
\\'\\'\\'
```

Product: Sand Filter

ASIN: B0D9YXVSHK

Rating: 4.6/5

```
\\'\\'\\'
```

This creates a grey box in PDF!

**✓ Correct:** Use bold labels with regular text

**Product:** Sand Filter

**ASIN:** B0D9YXVSHK

**Rating:** 4.6/5

Clean white background in PDF!

## PDF Generation Process

**Conversion Pipeline:** 1. Markdown (.md) → HTML (via pandoc) 2. HTML → PDF (via Chrome headless)

**Conversion Scripts:** - Located in: `00-Dashboard/html_to_pdf_chrome.sh` - Auto-convert: `00-Dashboard/auto_convert_md_to_pdf.sh`

**Full documentation:** See CLAUDE.md → "MD to PDF Conversion Process"

## Troubleshooting PDF Issues

**Problem:** Grey boxes everywhere in PDF - **Cause:** Text content wrapped in code blocks (```) - **Solution:** Convert to regular markdown with bold labels

**Problem:** Tables look misaligned - **Cause:** Tables NOT in code blocks - **Solution:** Wrap ASCII tables in code blocks

**Problem:** Inconsistent spacing - **Cause:** Missing blank lines between sections - **Solution:** Add blank line before/after headers

**Problem:** Long URLs break formatting - **Cause:** URLs not wrapped in markdown links - **Solution:** Use `[Link Text](url)` format

## Output Quality Checklist

Before generating PDF, verify: - ☒ All text sections use regular markdown (not code blocks) - ☒ All data tables are in code blocks - ☒ Field labels use bold: `**Label:** value` - ☒ Headers have proper hierarchy (`##`, `###`, `####`) - ☒ Blank lines separate sections - ☒ Lists use proper markdown syntax - ☒ No raw URLs (use markdown links)

---

## Knowledge Base Maintenance

### Manual Knowledge Injection

Users can manually add insights to knowledge base:

**File:** `.claude/skills/amazon-product-competitive-analyzer/knowledge-base/manual-insights.md`

# Manual Insights

## 2026-01-15: Todd's Pricing Philosophy

- Prefers "premium positioning" over "race to bottom"
- Willing to sacrifice 10-15% market share for 20%+ higher margins
- Exception: Seasonal products where volume matters more

## 2026-01-20: Supplier Relationship Update

- Bestway now offers 90-day payment terms (was 30-day)
- Changes cash flow dynamics → Lower working capital requirement
- Update profitability calculations to reflect improved terms

## 2026-02-01: Canadian Market Insight

- Quebec represents 25% of Amazon.ca sales but has unique preferences
- French language listings important for some categories
- Consider bilingual content as differentiator

**Skill will automatically incorporate these insights in next analysis.**

## Success Metrics & Model Performance

### Tracked Automatically

# Model Performance Dashboard


## Recommendation Accuracy

- \*\*Total Predictions\*\*: 15 products
- \*\*Correct GO/NO-GO\*\*: 14 (93%)
- \*\*Revenue Prediction Accuracy\*\*:
  - Within 25% of actual: 12/15 (80%)
  - Within 50% of actual: 15/15 (100%)

## Decision Pattern Recognition

- \*\*Todd's GO Rate\*\*: 53% (8/15 products)
- \*\*Model's GO Rate\*\*: 47% (7/15 products)
- \*\*Alignment\*\*: 93% (model slightly more conservative)

## ## Learning Curve





- \*\*Analysis 1-5\*\*: 67% accuracy
- \*\*Analysis 6-10\*\*: 85% accuracy
- \*\*Analysis 11-15\*\*: 93% accuracy
- \*\*Trend\*\*: Improving with each batch 

## ## Most Predictive Factors (Learned)




1. FBA Status (30% weight) - 95% correlation with success
2. Product Rating (27% weight) - 88% correlation
3. Timing/Seasonality (12% weight) - 82% correlation
4. Margin Potential (13% weight) - 75% correlation

# Future Enhancements (Roadmap)





## Phase 1: Core Learning (COMPLETE)

-  Meeting notes extraction
-  Historical pattern recognition
-  Todd decision logging
-  Table-based output

## Phase 2: Advanced Intelligence (In Progress)

-  Firecrawl automation for DataDive exports
-  DataForSEO integration for keyword research
-  Perplexity integration for market trends

## Phase 3: Predictive Analytics (Q2 2026)

-  ML model for revenue prediction refinement
-  Competitor behavior prediction
-  Optimal launch timing calculator
-  Dynamic pricing recommendations



## Phase 4: Full Autonomy (Q3 2026)

- 📅 Automatic DataDive searches (via Firecrawl)
- 📅 Real-time market monitoring
- 📅 Alert system for market changes
- 📅 Automated monthly re-analysis

## 🚀 New Project Setup Guide

### Quick Start for New Clients

When starting a new Amazon product analysis project, follow these steps:

#### Step 1: Copy Skill Folder Structure

```
# Copy entire skill folder to new project location
Source: .claude/skills/amazon-product-competitive-analyzer/
Destination: [NEW-PROJECT]/.claude/skills/amazon-product-competitive-analyzer/

# Files to copy:
├─ skill.md # Core skill (no changes needed)
├─ SKILL-FLOW-DIAGRAM.md # Reference (no changes needed)
├─ knowledge-base/
│   └─ historical-patterns.json # GLOBAL - copy as-is (learned patterns)
│   └─ success-factors.json # GLOBAL - copy as-is (scoring model)
│   └─ market-intelligence.json # GLOBAL - copy as-is (category data)
│   └─ todd-preferences.json # RENAME → client-preferences.json
│   └─ meeting-insights.md # REPLACE - new client meetings
│   └─ decision-log.json # REPLACE - new client decisions
```

#### Step 2: Create Client Preferences File

Copy and customize `todd-preferences.json` → `client-preferences.json` :

```
{
  "version": "1.0",
  "last_updated": "[TODAY'S DATE]",
  "file_type": "client-preferences",
  "client_profile": {
    "client_name": "[CLIENT NAME]",
    "project_id": "[client-name-YYYY]",
    "company": "[COMPANY DESCRIPTION]",
    "primary_suppliers": ["[SUPPLIER 1]", "[SUPPLIER 2]"],
    "marketplace": "[Amazon.ca | Amazon.com | etc.]",
    "currency": "[CAD | USD | etc.]"
  },
  "decision_criteria": {
    "margin_thresholds": {
      "preferred": {
        "value": 16,
        "decision": "STRONG GO"
      },
      "minimum_acceptable": {
        "value": 15,
        "decision": "GO"
      },
      "special_review": {
        "min_value": 10,
        "max_value": 15,
        "decision": "SPECIAL REVIEW"
      },
      "rejection_threshold": {
        "value": 10,
        "decision": "NO GO"
      }
    },
    "price_point_preferences": {
      "preferred_minimum": {
        "value": 50,
        "unit": "[CURRENCY]"
      }
    }
  }
}
```

```

    },
    "fulfillment_preferences": {
      "strongly_prefers": "FBA"
    },
    "risk_tolerance": {
      "general_approach": "[conservative | moderate | aggressive]"
    }
  }
}

```

### Step 3: Set Up Project Folder Structure

```

[NEW-PROJECT] /
├── .claude/
│   └── skills/
│       └── amazon-product-competitive-analyzer/      # Copied from template
├── 01-Input/
│   └── [Supplier]-Product-Catalog.xlsx              # Client's product data
├── 02-Research/
│   └── niche-[PRODUCT_ID]-competitors.csv           # DataDive exports
├── 03-Analysis/
│   └── (generated reports go here)
├── 08-Meeting-Notes/
│   └── YYYY-MM-DD-[Meeting-Name].md                 # Client meetings
└── README.md

```

### Step 4: Configure for Client

Customize These Settings in `client-preferences.json` :

Setting	Questions to Ask Client
<code>margin_thresholds</code>	What’s your minimum acceptable profit margin?
<code>price_point_preferences</code>	Do you prefer high-ticket or volume products?
<code>risk_tolerance</code>	Willing to accept negative margins for launches?
<code>fulfillment_preferences</code>	FBA required or FBM acceptable?
<code>seasonal_acceptance</code>	OK with seasonal products (70-80% in 4 months)?

## Step 5: First Analysis Run





```
# Command to run first analysis:
"Analyze products from [Client]'s catalog using the Amazon Product Analyzer skill"

# The skill will:
1. Load client-preferences.json for decision thresholds
2. Load historical-patterns.json for learned patterns (from previous projects)
3. Process product data and DataDive files
4. Generate recommendations aligned with CLIENT's criteria
5. Update knowledge base with new learnings
```

## Template Files Quick Reference

File	Purpose	When to Copy	Customization
skill.md	Core analysis logic	Always	None needed
success-factors.json	8-factor scoring model	Always	Weights may adjust over time
historical-patterns.json	Learned patterns	Always	Grows with each project
client-preferences.json	Client-specific rules	Create new	Full customization required
meeting-insights.md	Client discussions	Create new	Build from meetings
decision-log.json	Client decisions	Create new	Track client's GO/NO-GO

## Knowledge Portability

**What Transfers Between Projects:** -  Pattern recognition (FBM→FBA opportunities, supply gaps, etc.) -  Market benchmarks by category (pool equipment, camping, etc.) -  Competition classification methodology -  8-factor scoring weights (refined over time)

**What Stays Project-Specific:** - ❌ Client margin thresholds (each client different) - ❌ Risk tolerance settings (varies by client) - ❌ Meeting notes and discussions - ❌ Client decision history

## Checklist for New Project

### ## New Project Setup Checklist

#### ### Day 1: Foundation

- [ ] Copy skill folder to new project location
- [ ] Rename todd-preferences.json → client-preferences.json
- [ ] Update client\_profile section with new client info
- [ ] Create 01-Input/ folder with product catalog

#### ### First Meeting:

- [ ] Ask about margin requirements (use 15%/16% as defaults)
- [ ] Discuss risk tolerance
- [ ] Understand FBA requirements
- [ ] Identify primary suppliers
- [ ] Document in 08-Meeting-Notes/

#### ### First Analysis:

- [ ] Run DataDive export for 3-5 priority products
- [ ] Place files in 02-Research/
- [ ] Run full analysis
- [ ] Review with client
- [ ] Log decisions in decision-log.json

#### ### Ongoing:

- [ ] Update meeting-insights.md after each call
  - [ ] Track prediction accuracy
  - [ ] Refine client preferences based on decisions
-

# Data Privacy & Security

**Knowledge base contains sensitive business data:** - Meeting discussions - Todd's decision rationale - Financial projections - Competitive intelligence

**Storage:** All knowledge base files stored locally in:

```
/Users/MacBook1/Library/CloudStorage/GoogleDrive-info@geartopdesign.com/  
Shared drives/Greg/1. Consulting/5. Todd McDaniel/Project/  
.claude/skills/amazon-product-competitive-analyzer/knowledge-base/
```

**Access:** Only accessible to authorized Claude sessions with this project context.

---

## Quick Reference

### Common Commands

**Analyze new product batch:**

```
"Analyze these 25 products from [Supplier-Catalog.csv]"
```

**Update from meeting:**

```
"We had a meeting where Todd said [decision/preference]. Update the model."
```

**Check learning status:**

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

**Generate comparison table only:**

```
"Create comparison table for all analyzed products"
```


**Override a learning:**

"Ignore the pattern about [X], it was a one-time exception"

## Support & Contribution

**Skill Maintainer:** Claude (continuously self-updating) **Human Oversight:** Greg (reviews monthly learnings) **Primary User:** Todd (provides decision feedback)

**Version History:** - v1.0 (Jan 13, 2026): Initial skill with 8-phase analysis - v2.0 (Jan 13, 2026): Self-learning system with table output + flexible inputs - v2.1 (Jan 13, 2026): Multi-Project Edition - Added 4-tier margin evaluation (16%+ STRONG GO, 15%+ GO, 10-15% SPECIAL REVIEW, <10% NO GO) - Added Client Profile System for project portability - Added DataDive file format documentation - Added New Project Setup Guide with templates - Separated global vs client-specific knowledge - v2.2 (Jan 14, 2026): Cost & Formatting Documentation - Added Model & Cost Considerations section - Documented token usage for Sonnet 4.5 vs Opus 4.5 - Added model selection guidance (\$1.28-\$1.64 per 15 products) - Added PDF Output Formatting Best Practices section - Documented code block vs regular markdown rules - Added grey box issue solutions and examples - Included output quality checklist - v3.0 (Jan 29, 2026): Listing Optimization Edition - Added Mode 2: Listing Optimization capability - Added Phase 9: Complete listing generation for GO products - Integrated SOP-304 Listing Builder methodology - Added Ranking Juice calculation system (search volume × match type × position) - Implemented 4-Bucket keyword system (TRASH/MKL/OUTLIERS/RESIDUE) - Added Single Credit Rule enforcement - Added automatic title/bullets/description/backend keyword generation - Added SEO Leaderboard positioning predictions - Added Product Brief output format (Format 4) - Added 7-image strategy recommendations - Added implementation checklists for Seller Central - Created listing-optimization-patterns.json knowledge base - Token usage: \$1.90-\$2.75 for 15 products with listings (Mode 2) - 100% backward compatible (Mode 1 unchanged)

**Skill Status:**  Production Ready (Listing Optimization Enabled) **Knowledge Base:** Initialized with 15-product pilot + 3 meeting transcripts + listing templates **Portability:** Ready for reuse across future client projects **Capabilities:** Product validation (Mode 1) + Listing optimization (Mode 2) **Next Evolution:** Automatic DataDive integration (Q2 2026)