

Amazon Product Competitive Analyzer

Version: 3.0 (Listing Optimization Edition) **Created:** January 13, 2026 **Updated:** January 29, 2026

A self-learning system that analyzes Amazon products, validates purchase decisions, generates production-ready listings, and continuously improves from accumulated knowledge across projects.

Quick Start: Which Mode Do I Need?

Choose Mode 1 (Validation) if:

✅ You have **15-50 products** to screen ✅ You want to **identify which products are viable** to launch ✅ You need a **comparison table** ranking all products ✅ You'll **decide later** which to optimize

Example: "I have 18 products from DataDive, help me pick the best ones"

What you'll get: - Comparison table with GO/MAYBE/NO-GO ratings - 8-factor scoring for each product - Competitive analysis summary - Launch recommendations

Choose Mode 2 (Optimization) if:

✅ You have **ONE product** (new or existing) ✅ You need **complete listing optimization** ✅ You want **competitive positioning strategy** ✅ You need **Product Brief** with implementation plan

Example: "Optimize my Saluspa filter listing (ASIN B08R11D8NJ)"

What you'll get: - Complete Product Brief (title, bullets, description) - Competitive keyword analysis - Multi-pack pricing strategy (if applicable) - 90-day implementation roadmap - PPC campaign structure

Reference Examples

Mode 1 Example: Batch Validation

See previous 15-product analysis for comparison table format and GO/MAYBE/NO-GO decision framework.

Mode 2 Example: Deep Optimization

Saluspa Hot Tub Filter Complete Analysis

This real-world example demonstrates: - Competitive per-filter pricing analysis - Multi-pack variation strategy (2, 4, 8, 12-pack) - Complete listing optimization - 90-day implementation roadmap - Expected results: +128% revenue, +211% profit

How to Use This Skill

Mode 1: Product Validation Workflow

- 1. Prepare Your Data** - Product spreadsheet (15+ products minimum) - (Optional) DataDive competitor export
 - 2. Invoke the Skill** Use natural language like: - "Analyze these 18 products for validation" - "Which products should we launch?" - "Screen this product list from DataDive"
 - 3. Review Output** - Comparison table with all products ranked - Individual product reports - GO/MAYBE/NO-GO recommendations
 - 4. Next Steps** - Select GO products for launch - (Optional) Run Mode 2 on specific products for listing optimization
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Mode 2: Listing Optimization Workflow

- 1. Prepare Your Data** - Single product ASIN or product details - Competitor keyword research (from Helium 10/DataDive) - (If existing) Current listing data

2. Invoke the Skill Use natural language like: - "Optimize listing for [PRODUCT NAME]" - "Create Product Brief for [ASIN]" - "Deep competitive analysis for [PRODUCT]"

3. Review Output - Complete Product Brief document - Optimized title, bullets, description - Competitive positioning strategy - Implementation roadmap

4. Next Steps - Review and refine copy - Upload to Amazon Seller Central - Launch PPC campaigns - Track performance metrics



Mode Auto-Detection

The skill automatically detects which mode you need:

Your Input	Detected Mode
1 product + ASIN or details	→ Mode 2 (Optimization)
15+ products in spreadsheet	→ Mode 1 (Validation)
Keywords: "optimize listing", "Product Brief"	→ Mode 2 (Optimization)
2-14 products (ambiguous)	→ Asks for clarification

Example Clarification:

```
"I detected 5 products in your input. I can help with either:
```






```
A) Product Validation - Screen these 5 to identify winners
```

```
B) Listing Optimization - Deep dive + listing copy for each
```







```
Which workflow do you need?"
```

Key Features

Mode 1 (Validation) Features:

-  Auto-detects any product spreadsheet format
-  8-factor scoring model (margins, competition, search volume, etc.)
-  Self-learning system that improves with each analysis
-  Comparison table output for easy decision-making
-  Learns from meeting notes and team feedback

Mode 2 (Optimization) Features:

-  Complete Amazon listing optimization (SOP-304 methodology)
-  SEO ranking juice calculations
-  Competitive keyword analysis
-  Multi-pack pricing strategies
-  PPC campaign recommendations
-  90-day implementation roadmap

Required File Structure

For Mode 1 (Validation):

```
01-Project/  
├─ 02-Research/  
│   └─ [supplier]-products.csv (product spreadsheet)  
└─ 08-Meeting-Notes/ (optional - improves learning)
```

For Mode 2 (Optimization):

```
01-Project/  
├─ 02-Research/  
│   ├── niche-{PRODUCT_ID}-competitors.csv (DataDive export)  
│   └─ niche-{PRODUCT_ID}-keywords.csv (DataDive export)
```

```
└─ 09-Listing-Optimization/
   └─ {Product-Name}/ (output directory)
```

Learning Resources

Documentation:

- [skill.md](#) - Complete skill documentation (2,180 lines)
- [SKILL-FLOW-DIAGRAM.md](#) - Visual workflow diagrams (v3.0 Dual-Mode Edition)
- [knowledge-base/validation-mode-guide.md](#) - Mode 1 deep dive
- [knowledge-base/optimization-mode-guide.md](#) - Mode 2 with Saluspa example
- [knowledge-base/mode-selection-faq.md](#) - Common questions

Knowledge Base Files:

- `success-factors.json` - 8-factor scoring model + weights
 - `historical-patterns.json` - Learned patterns from analyses
 - `market-intelligence.json` - Category benchmarks
 - `todd-preferences.json` - Client decision criteria
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Common Use Cases

Scenario 1: New Supplier Evaluation

Goal: Screen 30 products from new supplier to pick top 10 **Mode:** Mode 1 (Validation)

Output: Comparison table ranking all 30 products

Scenario 2: Existing Product Optimization

Goal: Improve listing for underperforming product **Mode:** Mode 2 (Optimization) **Output:** Optimized listing copy + competitive strategy

Scenario 3: Launch New Product Line

Goal: Validate 20 products, then create listings for winners **Mode:** Combined (Mode 1 → Mode 2) **Invocation:** "Analyze these 20 products and create listings for GO products"
Output: Comparison table + Product Briefs for GO products

Scenario 4: Competitive Deep Dive

Goal: Understand why competitors are winning on specific product **Mode:** Mode 2 (Optimization) **Output:** Complete competitive analysis + repositioning strategy



Troubleshooting

"Skill didn't detect the right mode"

Solution: Be explicit in your request: - For validation: "Run product validation on these products" - For optimization: "Create Product Brief for [PRODUCT]"

"I have 10 products - which mode?"

Answer: Skill will ask for clarification. Choose based on intent: - **Validation:** Screen 10 to pick best 2-3 (get comparison table) - **Optimization:** Deep dive on all 10 (get 10 Product Briefs, takes longer)

"Can I run Mode 1, then Mode 2 later?"

Answer: Yes! Run validation first, review results, then request: "Now create Product Brief for [specific winning product]"

"Output format different than expected?"

Check: - Did you provide DataDive export for Mode 2? - Did skill detect the right mode? (Check beginning of output) - Are you running Mode 1 but expecting Product Brief? (Mode 2 only)

Support

Questions about this skill? - Check [mode-selection-faq.md](#) - Review [Saluspa example](#) - See full documentation in [skill.md](#)

Version History: - v3.0 (Jan 29, 2026): Added Mode 2 (Listing Optimization) + dual-mode documentation + flow diagram v3.0 - v2.0 (Jan 21, 2026): Added self-learning system + knowledge base - v1.0 (Jan 13, 2026): Initial batch product validation

Next Steps: 1. Decide which mode you need (use decision tree above) 2. Prepare your input data 3. Invoke the skill with clear natural language 4. Review output and take action!