

# Competitor Analysis & Differentiation Strategy Tool

This tool helps founders and entrepreneurs analyze their market position by identifying competitors, analyzing their features, and generating differentiation strategies using AI-powered insights.

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## Features

-  Real-time competitor research
  -  Feature comparison visualization
  -  AI-generated differentiation strategies
  -  Market gap analysis
  -  Export analysis results
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## Prerequisites

- Python 3.8+
  - [Streamlit](#)
  - API Keys:
    - Tavily API Key
    - Google API Key (for Gemini)
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## Installation

### Clone the Repository

bash

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```
git clone https://github.com/yourusername/competitor-analysis-tool.git
cd competitor-analysis-tool
```

1.

### Install Dependencies

bash

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```
pip install -r requirements.txt
```

2.

### Configure API Keys

Create a `.env` file:

ini

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```
TAVILY_API_KEY=your_tavily_api_key
GOOGLE_API_KEY=your_google_api_key
```

3.

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## Usage

Run the application:

bash

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```
streamlit run app.py
```

1.

2. Open your browser at: <http://localhost:8501>

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## Example: AutoCare Analysis

### Step 1: Enter Your Startup Idea

Example: *"AutoCare - AI-powered auto repair shop management software"*

### Step 2: Click Analyze Competitors

The tool will:

- Identify top competitors
  - Compare features, pricing, USPs
  - Generate strategy recommendations
  - Visualize gaps & strengths
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## Analysis Tabs

### 1. Competitors Tab

- List of similar competitors
- Details:
  - Website
  - Features
  - Pricing
  - Target Audience
  - USP

### 2. Differentiation Strategy Tab

- AI-generated ideas on:
  - Niche opportunities
  - Innovative tech
  - Pricing edge
  - Positioning strategy

### 3. **Feature Analysis Tab**

- Interactive Visuals:
  - Feature Matrix
  - Category-wise comparisons

### 4. **Export Tab**

- Download full analysis as JSON
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## **Sample Output**

### **Competitors**

- **Shopware Pro:**
  - Features: Digital inspections, inventory, CRM
  - Pricing: \$199/month
  - Target: Small shops
- **AutoTech Solutions:**
  - Features: AI diagnostics, technician app

- Pricing: \$299/month
- Target: Medium shops

## **Differentiation Strategy**

- **Underserved Niches:**
    - Mobile repair, EV garages, Fleet managers
  - **Tech Innovations:**
    - Predictive diagnostics (AI)
    - AR-based repair guidance
    - Blockchain service logs
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## **Tips for Best Results**

- Be specific with your idea input
  - Highlight your core value proposition
  - Mention your target customer/industry
  - Use the visual matrix to spot feature gaps
  - Export and reuse insights
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## **Troubleshooting**

- **API Errors:** Check `.env` for valid keys
- **No Results:** Rephrase idea or add detail

- **Visual Glitches:** Ensure at least 2 competitors found; refresh page
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## **Support**

For questions or bugs, please create an issue in the GitHub repository.

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## **License**

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