

How to Assign a Risk and Opportunity Score to a New Potential Product in just minutes with Data Dive

A Standard Operating Procedure

September 2023

Overview

What is this SOP all about?

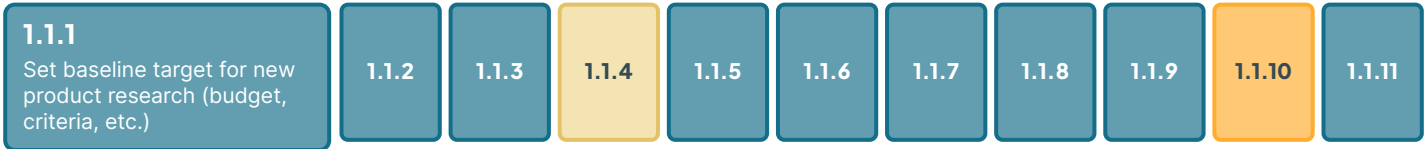
To keep up with the competition, you must prioritize **speed and accuracy** in your research and development process. With Data Dive, you can now complete what used to take you 4-6 hours of product research in a matter of seconds and clicks, freeing up valuable time to search for new opportunities or accelerate your innovation process.

Don't let your competition outpace you in the Amazon marketplace. Invest in Data Dive today and take your business to new heights of success!

Process Map

What is the flow of this process and who do I interact with?





Set baseline target for new product research (budget, criteria, etc.)

Performed by	Frequency	Estimated task completion time
R&D Manager	Annually	30 mins (during annual strategic planning)

For the purpose of this SOP, we will look into a potential **dog bed** product to see if it's worth pursuing through a comprehensive keyword research and analysis process.

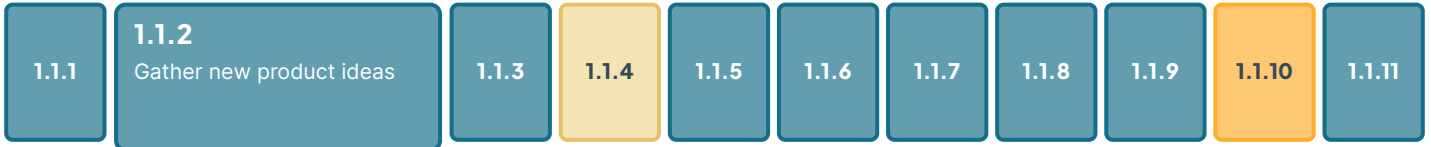
1. Define the product development budget.
 - a. This budget will set the overall framework for the project, including the scope of research, development, and testing.

2. Establish product criteria.
 - a. Once the budget has been defined, the next step is to establish the criteria for the new product. This should include factors such as the product category, features, target market, and other key specifications.
 - i. *What product categories offer the most potential for success and align with our budget constraints?*
 - ii. *Who is our target market, and what are their behaviors and pain points that we can address through product development?*
 - iii. *Within our existing product catalog, which products present low-hanging fruit opportunities for further development and investment?*

3. Outline your research plan.
 - a. Outline the research objectives, methodologies, and a detailed timeline, while also providing a comprehensive budget breakdown for each research area within the plan.

4. Once these are set, delegate the research task to the Research Specialist.

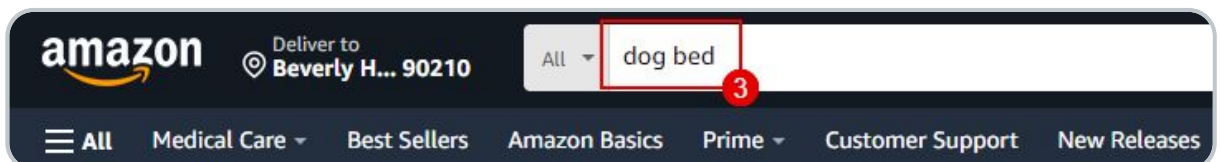
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Gather new product ideas

Performed by	Frequency	Estimated task completion time
Research Specialist	Daily	10 - 15 mins

- Utilize available software for gathering product ideas, such as but not limited to:
 - Amazon Product Opportunity Explorer** - Gather insights on customer demand to evaluate new product opportunities. Get access to customer search volume, their purchasing behavior, and the competitive landscape.
 - Keepa** - Find highly relevant and specific products by searching in niche categories with a relatively low number of products; the lower the competition, the easier it is to get the best-seller badge.
 - Jungle Scout Opportunity Finder** - Input a category or set of data (e.g. search volume) to research niches and how likely they are to be successful in the current market, with data such as average units sold history for better context.
 - Viral Launch Product Discovery** - Find untapped markets, and browse thousands of successful products, brands, and categories to find product opportunities.
 - Manufacturer** - Ask manufacturers what new products they have coming to market and/or what other products they sell/produce.
 - Other Selling Platforms** - Explore trending products from other selling platforms such as Etsy, Wish, etc.
- For every new product idea, identify a **seed keyword** that best describes it and one that drives sales to the products.
- Go to Amazon.com and type in the seed keyword on the search bar.
 - Since Amazon.com is considered the biggest eCommerce marketplace, it's best to use it as a baseline for your research and analysis.



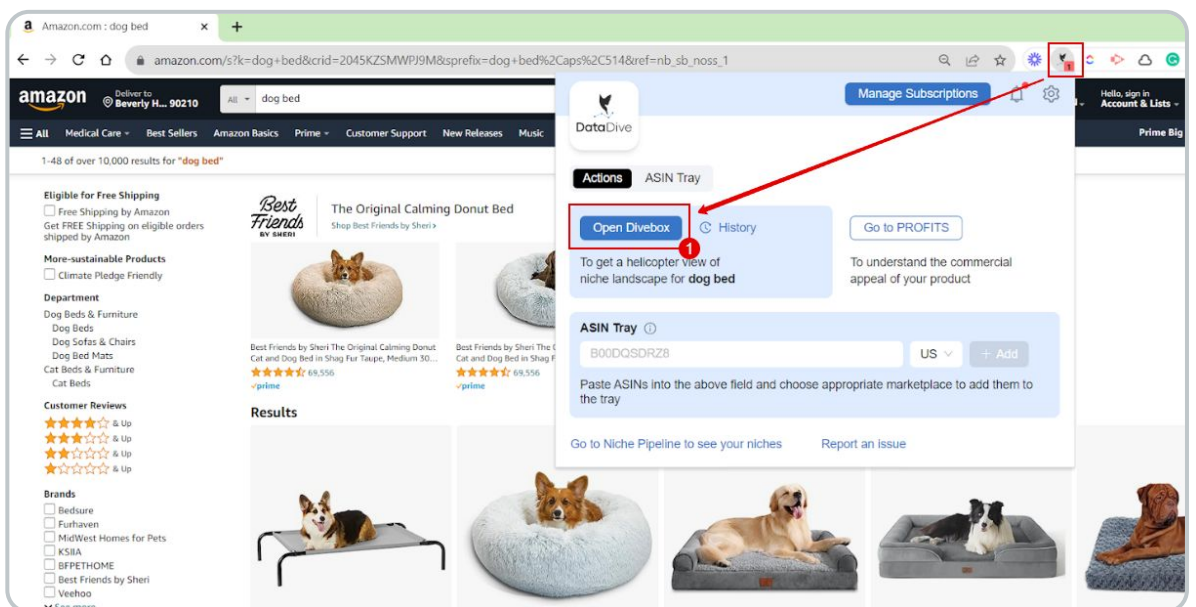
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- 1.1.3
Identify up to 30 relevant competitors
- 1.1.4
- 1.1.5
- 1.1.6
- 1.1.7
- 1.1.8
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- 1.1.11

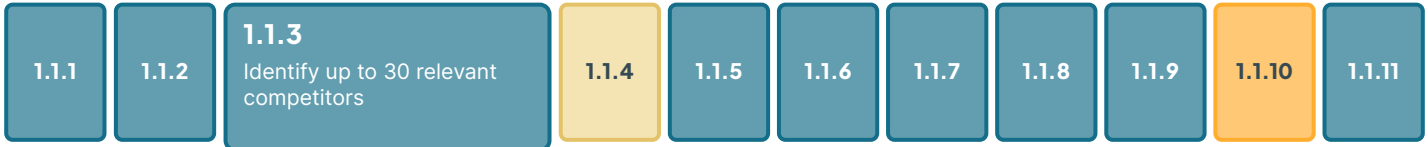
Identify up to 30 relevant competitors

Performed by	Frequency	Estimated task completion time
Research Specialist	For every new product idea	5 mins

1. Once you're on the Amazon search page, click the Data Dive extension tool and click the **Dive Box** button.
 - o Data Dive partners with Jungle Scout to access more accurate and thorough data, without the need for any additional subscriptions.
 - o In case a prompt appears requiring access, grant it by logging into your G-Suite account enrolled in Data Dive.
 - o Once the Dive Box has finished loading, you will see an aggregated overview of the niche, including total search volume, revenues, unit sales, median reviews, and a detailed list of all competitors in that niche. Data Dive pulls data from the **past 30 days** from the time of the search.



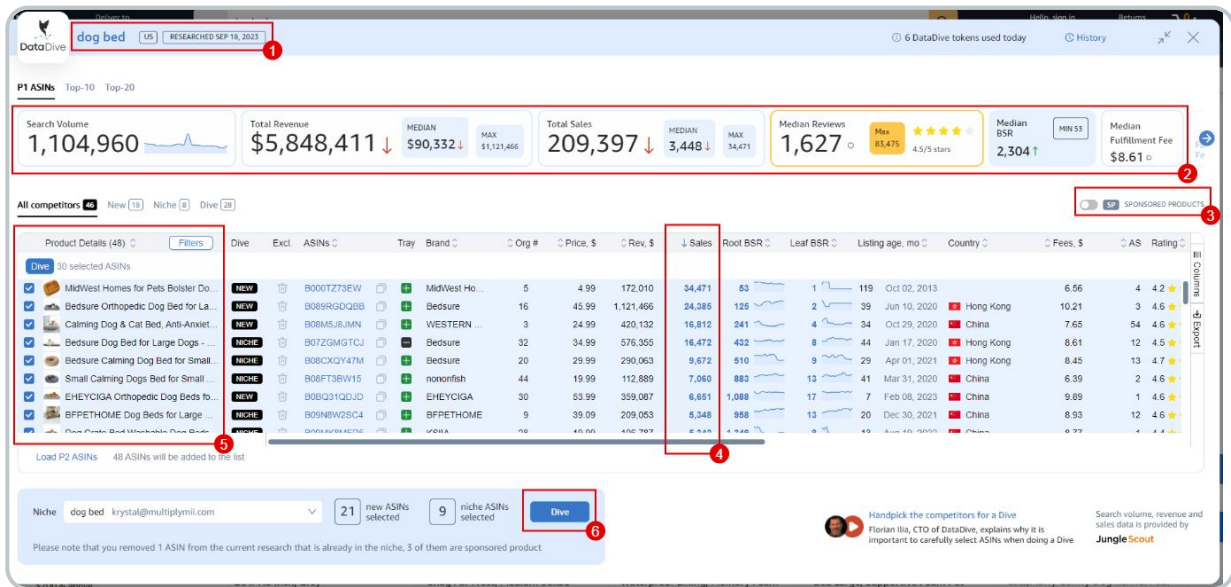
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Selecting up to 30 relevant competitors

This will give you a healthy amount of data points to evaluate whether the idea is profitable to enter or not.

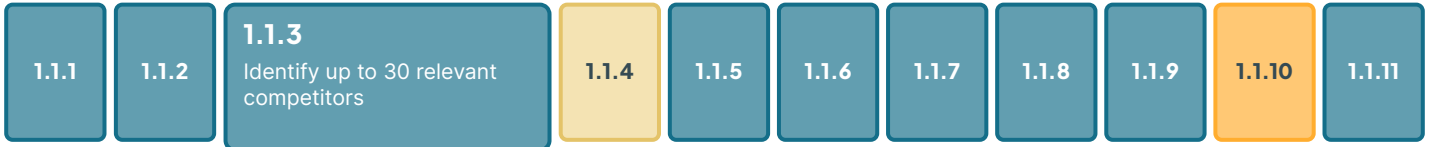
1. Your seed keyword appears on top, along with the date of the dive.
2. In the top section, you will find summary results for search volume, total revenues in dollars and units, median reviews, ratings, and BSR.
3. Toggle off the sponsored products button to exclude them from your list.
4. Sort the list from the highest to lowest unit sales to identify the products with the most units sold without comparing prices just yet.
5. Select up to 30 relevant competitors. ensure their products are either directly related or similar to your product idea.
6. Once done, click the **Dive** button.



PRO TIP #1: Conduct multiple dives to gain insights into both the broader market and specific niches you're interested in. This approach enables you to assess the competitiveness of sub-categories within their parent category. For instance, consider 'dog bed' as the parent category, with sub-categories including orthopedic, memory foam, cave-style, and more.



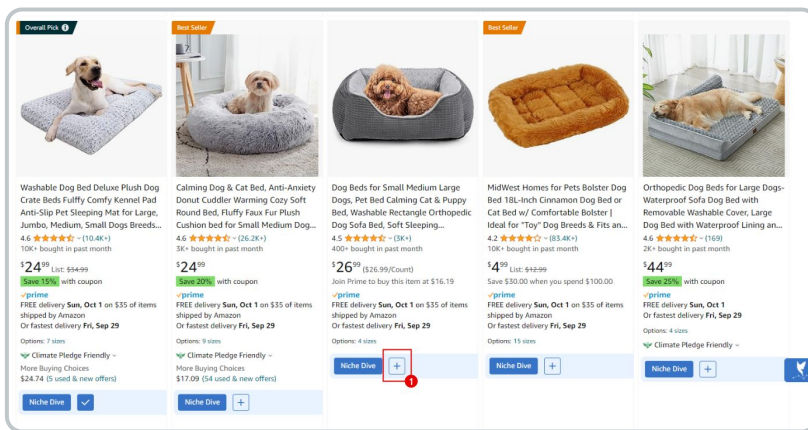
Go back to Process Maps



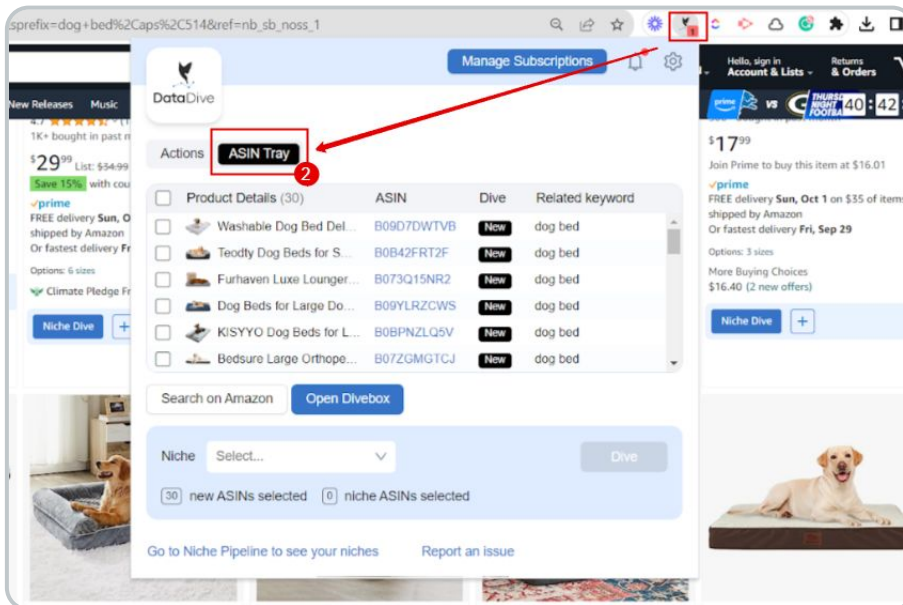
PRO TIP #2: Often, you'll discover that your leading competitors aren't necessarily ranking for the same keywords. Some may capitalize on broader, more generic keywords with high search volume, giving them an edge in overall rankings that others might not have.

In this case, use **Data Dive's ASIN Tray** to pre-select ASINs.

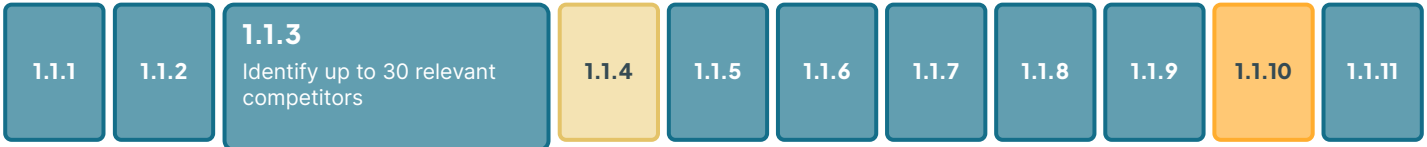
1. Click the + button below the ASINs you want to include.



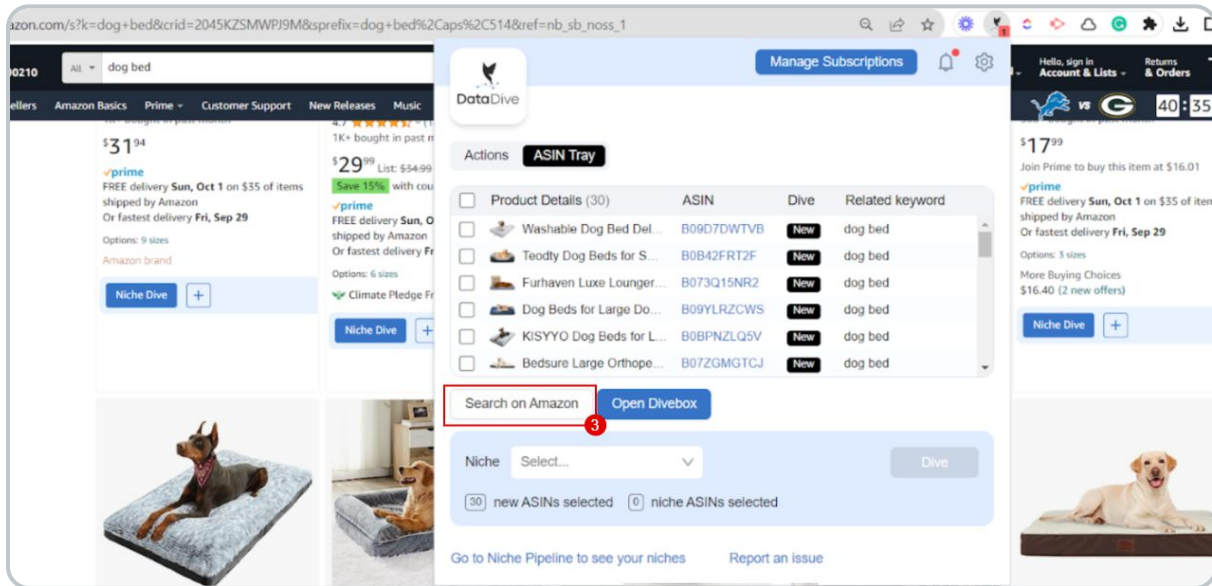
2. Open the Data Dive extension tool and click the **ASIN Tray** tab. The ASINs will be populated here.



Go back to Process Maps



3. Once you've completed the list, click the **Search on Amazon** button to see a search page with only the listed ASINs will be populated. Then, proceed to Dive.



Go back to Process Maps

1.1.1	1.1.2	1.1.3	1.1.4 Process data and load a master keyword list	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11
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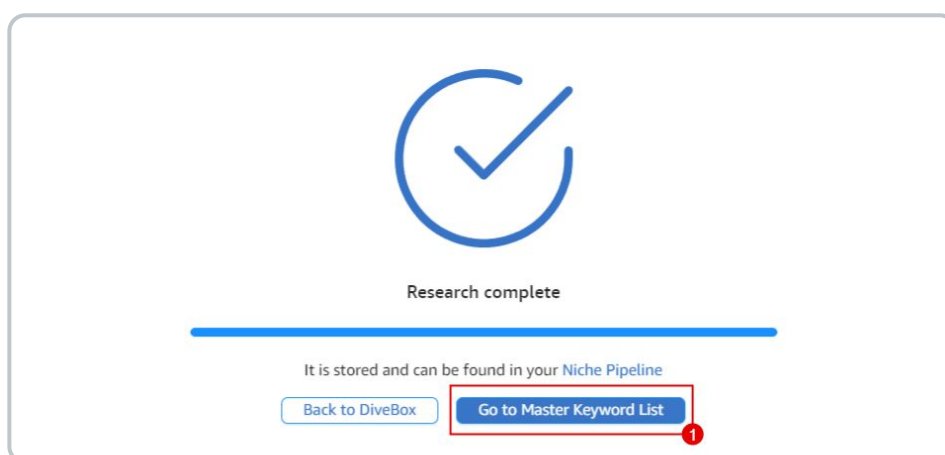
Process data and load a master keyword list

Performed by	Frequency	Estimated task completion time
Data Dive tool	When the Dive button is clicked	1 - 2 mins

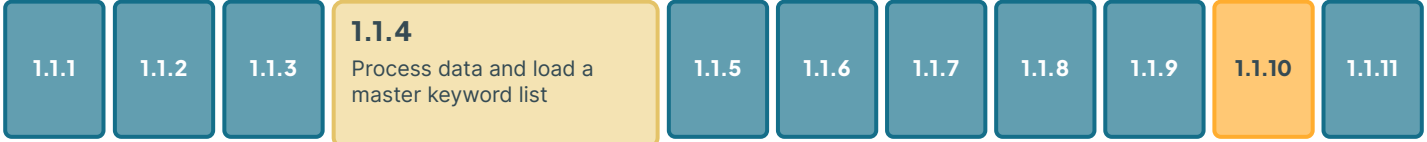
This is where Data Dive automates the manual research for you, saving you hours of productivity!

Once you clicked the **Dive** button, Data Dive processes the data within the niche and will automatically populate the data points into a competitor landscape interface.

- Click **Go to Master Keyword List** to see your competitor landscape.
 - Information such as competitor ASINs, main images, number of reviews, listing age, price, estimated monthly sales, and more are automatically pre-populated, significantly reducing the manual work you used to perform.
 - By default, Data Dive populates data for keywords with **at least 20% relevancy** and a **minimum of 150 monthly search volume**. For instance, in our example, you'll notice that there is approximately 3.3 million in total search volume for 494 relevant keywords, as per the default filters. At this early stage of your research process, you can infer that the keyword we used (i.e., 'dog bed') is highly competitive due to its substantial monthly search volume, with half of the competitors ranking on page 1.



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DataDive Master Keyword List dog bed US Excl. 3 NICHE SETTINGS ASSIGNEE RESEARCHED

150 Min SV, 20% Min Rel. 1 krystal@multiplmii.com Sep 18, 2023

Opportunity Evaluation

SV Strength 50% K/W Strength 33% Launch KW 146 Relevant KW 494

Competitors Search Volume Strength

Very Weak 47% Weak 3% Strong 13% Very Strong 37%

Search Volume of MKL

Total SV 3.3m Outlier SV 2.1m Residue SV 6.2m Visible SV 3.3m

Competitors	ASINs	Niche Median	MidWest Homes fo...	Bedsure	KSIIA	Bedsure	WESTERN HOME WH	WE
Brand								
ASIN			B0002DHXVE	B089QXMQXX	B0907DWTVB	B07ZGMGTCJ	B08M5RM5DD	B08...
Outlier Keywords			29	35	13	6	3	10
Outlier Search Volume			407,607	457,178	262,430	73,429	12,020	176
Rating		4.5	4.2	4.6	4.6	4.5	4.6	4.6
Price		\$32.85	\$21.66	\$39.99	\$24.99	\$34.99	\$20.96	\$20
Sales		7,885 - 21,628	32,128	23,977	22,665	18,241	17,695	17,
% of KWs on P1		56%	56%	88%	72%	76%	70%	70%
Seller's Country			N/A	Hong Kong	China	Hong Kong	China	China
Review Count		26,049	83,066	30,400	10,226	43,168	26,049	26,
Listing Age		3 yrs, 5 mos	11 yrs, 1 mo	3 yrs, 4 mos	2 yrs, 1 mo	3 yrs, 11 mos	2 yrs, 11 mos	2 yr

Keyword (494)	SV (3.3m)	Relevancy %	Sugg. Bid	Exact Bid Range	B0002DHXVE	B089QXMQXX	B0907DWTVB	B07ZGMGTCJ	B08M5RM5DD	B08...
dog bed	972,483	50%	-	-	9	32	6	35	7	7
dog beds for large dogs	632,732	50%	-	-	96	3	5	17	34	34
dog beds for medium dogs	336,690	47%	-	-	27	2	17	9	9	9
dog beds	256,384	53%	-	-	17	3	6	34	36	36
large dog bed	226,979	43%	-	-	90	37	14	23	43	43
dog beds for small dogs	151,247	47%	-	-	5	26	41	93	3	3
dog beds & furniture	85,854	57%	-	-	13	12	20	31	14	14
dog beds for large dogs cle...	65,256	50%	-	-	39	45	32	36	97	97
extra large dog bed	40,937	43%	-	-	-	12	27	6	22	22
pet bed	38,375	47%	-	-	6	3	17	56	5	5
hin don bed	10,101	44%	-	-	64	70	20	22	47	47



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1.1.1	1.1.2	1.1.3	1.1.4	1.1.5 Clean up the list to exclude irrelevant keywords	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11
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Clean up the list to exclude irrelevant keywords

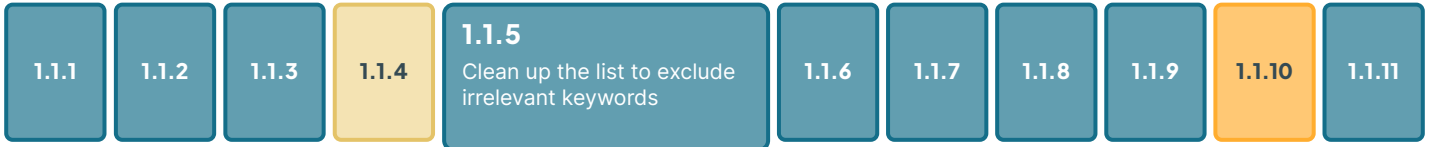
Performed by	Frequency	Estimated task completion time
Research Specialist	For every new product idea	5 mins

Assessing Product Competitiveness

1. Navigate to the **Master Keyword List** dashboard to conduct your initial product competitiveness assessment.
2. At the bottom of the dashboard, you'll find a list of keywords matching the default filter, sorted by highest search volume. On the right side, competitor keyword ranks are color-coded: red, orange, yellow, and green.
 - **Red** indicates less opportunity to outperform competitors, while a dashboard filled with **greens** suggests a better opportunity, as competitors rank lower for the main keywords.
 - In summary, a dashboard with lots of greens signifies a good opportunity, while an abundance of red and orange indicates a challenging opportunity.
3. In the top section, take note of the number of competitors marked as RED and ORANGE at this stage. A high presence of these colors suggests a high-risk product to enter. In such cases, you may want to consider narrowing your focus to a specific product type or exploring closely-related sub-categories.
 - **Red** → Sellers with over 80% of the search volume ranking on Page 1.
 - **Orange** → Sellers with a 60%-80% share.
 - **Yellow** → Sellers with a 40%-60% share.
 - **Green** → Sellers with less than a 40% share.



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Using our example, in the illustration above, 37% of the top 30 competitors fall into the 'Very Strong' category with 50% of the total search volume, while another 13% have a 60%-80% share of the search volume. This indicates a highly competitive market to enter.

Keep in mind that the list may change and become more competitive when you proceed to clean up the data.

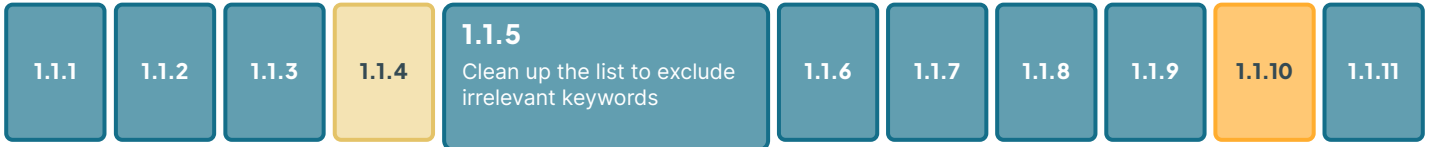
Cleaning up the Master Keyword List

Remove keywords not relevant to your idea to have a much more accurate list of keywords that drive sales to the type of product you're analyzing. This will allow you to niche down and understand how strong your true competitors are.

1. Tick the checkbox next to the keywords you want to remove.
2. Once done, click the **Exclude selected keyword from the MKL** button.
3. Click the blue **B** button to automatically exclude keywords with branded names.



Go back to Process Maps



Observe how the results changed and analyze how competitive the market is as you niche down.

Following our example, we excluded all branded keywords and misspellings like 'sog' and 'bef' and irrelevant keywords like 'cat.'



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1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6 Analyze keyword relevancy and search volume	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11
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Analyze keyword relevancy and search volume

Performed by:	Frequency	Estimated task completion time:
Research Specialist	For every new product idea	5 mins

Throughout your analysis, be sure to answer the most crucial question: **How are my competitors getting their sales?**

After you've refined the data to create a more precise and niche-specific keyword list, you can begin experimenting with various filters to uncover valuable insights and determine whether the product offers a favorable opportunity for competition.

Outlier Keywords

Outlier keywords are those where only 1 or 2 sellers rank on Page 1, driven by either branded searches or more generic and broad keywords. These keywords are crucial to monitor because:

- They present low-hanging opportunities for ranking and converting sales when you decide to launch the product.
- They provide valuable insights into how shoppers behave as they browse through Amazon.com.

1. From the top section of the **MKL** dashboard, analyze how the outlier keywords contribute to the top competitors' sales.

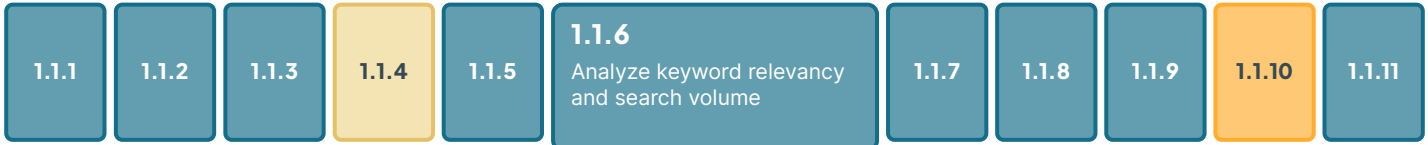
Following our example, you see that the top two ASINs take advantage of 53 and 36 outlier keywords respectively, generating a total of 1.3M monthly search volume.

2. Go to the **Outlier Keywords** dashboard and take note of which competitors are ranking for what keywords that the rest of the competition is not even indexed for.

Following our example, you see that the top 1 ASIN ranks on Page 1 for 'puppy essentials' which is a generic keyword, and for 'cat beds' and 'cat beds for indoor cats', which are not necessarily for dogs. These keywords generate a total of 340K monthly search volume with only 3-13% of the top competitors taking advantage of that.



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DataDive Master Keyword List | dog bed | US | Excl. 11 | Niche Settings: 150 Min SV, 20% Min Rel. | ASSIGNED: krystal@multiplymii.com | RESEARCHED: Sep 18, 2023

Opportunity Evaluation: SV Strength 50%, KW Strength 33%, Launch KW 145, Relevant KW 489

Competitors Search Volume Strength: Very Weak 47%, Weak 3%, Strong 13%, Very Strong 37%

Search Volume of MKL: Total SV 3.3m, Outlier SV 2.6m, Residue SV 6.2m, Visible SV 3.3m

Competitors	Brand	ASIN	Rating	Price	Sales	% of KWs on P1	Seller's Country	MidWest Homes fo...	Bedsure	KSIIA	Bedsure	WESTERN HOME WH	WE
Outlier Keywords								53	36	13	6	3	21
Outlier Search Volume								827,630	459,405	262,430	73,429	12,020	436
Rating			4.5	\$32.85	7,885 - 21,628	56%	N/A	4.2	4.6	4.6	4.5	4.6	4.6
Price				\$21.66	\$39.99	\$24.99	\$34.99	\$21.66	\$39.99	\$24.99	\$34.99	\$20.96	\$20.96
Sales				32,128	23,977	22,665	18,241	32,128	23,977	22,665	18,241	17,695	17,695
% of KWs on P1				56%	88%	72%	76%	56%	88%	72%	76%	70%	70%
Seller's Country				N/A	Hong Kong	China	Hong Kong	N/A	Hong Kong	China	Hong Kong	China	China

Keyword (489)	SV (3.3m)	Relevancy %	Sugg. Bid	Bid Range	B0002DHXVE	B089QXMQXK	B0907DWTVB	B07ZGMGTCJ	B08MSRM5DD	B08...
dog bed	972,463	50%	-	-	9	32	6	35	7	7
dog beds for large dogs	632,732	50%	-	-	96	3	5	17	34	34
dog beds for medium dogs	336,690	47%	-	-	27	2	17	9	9	9
dog beds	256,384	53%	-	-	17	3	6	34	36	36
large dog bed	226,979	43%	-	-	90	37	14	23	43	43
dog beds for small dogs	151,247	47%	-	-	5	26	41	93	3	3
dog beds & furniture	85,854	57%	-	-	13	12	20	31	14	14

DataDive Outlier Keywords | dog bed | US | Excl. 11 | Niche Settings: 2000 Min SV, 13.333333... | ASSIGNED: krystal@multiplymii.com | RESEARCHED: Sep 18, 2023

Search Volume Results: Visible Outlier SV 2.6m, Outlier Kws 198

The Outlier Keywords have been selected from all the 92k keywords - not just the 489 that appear on the Master KW List. The Master KW List contains 0 of these outliers, that are either included due to overlap in relevancies or manually adding to MKL.

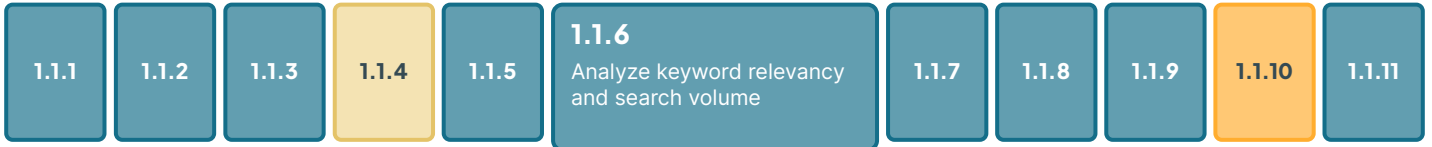
Competitors	Brand	ASIN	Rating	Price	Sales	% of KWs on P1	Seller's Country	MidWest Homes fo...	Bedsure	KSIIA	Bedsure	WESTERN HOME WH	WE
Outlier Keywords								53	36	13	6	3	21
Outlier Search Volume								827,630	459,405	262,430	73,429	12,020	436
Rating			4.6	\$21.66	\$39.99	\$24.99	\$34.99	4.2	4.6	4.6	4.5	4.6	4.6
Price				\$21.66	\$39.99	\$24.99	\$34.99	\$21.66	\$39.99	\$24.99	\$34.99	\$20.96	\$20.96
Sales				32,128	23,977	22,665	18,241	32,128	23,977	22,665	18,241	17,695	17,695
% of KWs on P1				56%	88%	72%	76%	56%	88%	72%	76%	70%	70%
Seller's Country				N/A	Hong Kong	China	Hong Kong	N/A	Hong Kong	China	Hong Kong	China	China

Keyword (198)	SV (2.6m)	Relevancy %	Sugg. Bid	Bid Range	B0002DHXVE	B089QXMQXK	B0907DWTVB	B07ZGMGTCJ	B08MSRM5DD	B08...
pets	201,853	10%	-	-	50	61	6			
memory foam dog bed	189,001	13%	-	-	41			54		
human dog bed	188,693	10%	-	-	1					
puppy essentials	168,791	3%	-	-	10					
squishmallow pet bed	124,050	7%	-	-	36	69				22
cat beds	103,659	13%	-	-	6	87				5
dog pads	94,832	3%	-	-		20				
cat beds for indoor cats wa...	68,159	13%	-	-	5					7
cat accessories	62,089	3%	-	-	18					

Keep these keywords on your radar when optimizing matured products to achieve higher organic rankings for keywords that only a few competitors are targeting. However, this should be done when you've conducted a cost-benefit analysis, as these keywords can be more challenging and expensive to compete for.



Go back to Process Maps



3. Go to the **Deep Dive** dashboard to look at the keyword and search volume distribution.
 - When conducting your analysis, aim for a relatively even distribution of keywords and search volume. If you find that one or two keywords or a small group of sellers dominate, it's a sign of a heavily dominated niche.
 - Furthermore, Data Dive retrieves data from both Google Trends and Amazon.com to analyze search volume trends and normalize spikes, providing insights from up to a 5-year lookback period.
 - Ideally, you should seek out consistent or upward-trending search volume patterns in Google data, paired with a corresponding new or rising trend in Amazon data. This combination indicates a healthy niche opportunity worth considering.



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Deep dive on competitor listing performance

Performed by	Frequency	Estimated task completion time
Research Specialist	For every new product idea	5 mins

In addition to considering keyword search volume and relevancy, it's essential to examine competitor listings. Assess how effectively they optimize their customer-facing content to identify potential opportunities and address any gaps you may identify.

On the **Deep Dive** dashboard, check the competitors' listing as part of your decision criteria.

1. The competitor's listing title, brand, and ASIN appear at the top.
2. The category and subcategories are populated.
3. All of their current listing images will be pulled together to visually see and compare infographics, lifestyle images, etc.
4. All other listing information is populated for your review, including dimensions and weight, price points, and variations.
5. Keepa charts are also pulled so you can perform a trend analysis for the niche sales unit performance.
6. Competitor price trends and seller rankings are also retrieved, allowing you to assess when they perform well and when they do not.

Moreover, you can collapse all listing details to get a side-by-side comparison of the competitors' listing images. Assess how they capitalize on main image, infographics, and lifestyle images.

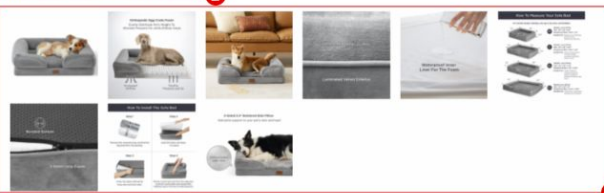


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- 1.1.1
- 1.1.2
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Deep dive on competitor listing performance
- 1.1.8
- 1.1.9
- 1.1.10
- 1.1.11

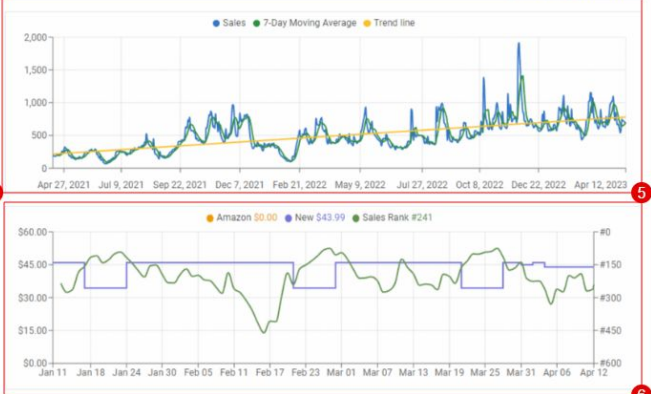
Bedsure Orthopedic Dog Bed for Medium Dogs - Waterproof Dog Bed Medium, Foam Sofa with Removable Washable Cover, Waterproof Lining and Nonskid Bottom Couch, Pet Bed
Bedsure [B089QXMQXX](#)

Pet Supplies > Dogs > Beds & Furniture > Beds # 241 | Top 1% | Pet Supplies



Seller's Country: **United States**
Buy Box is FBA
Yes - 3rd Party (A23G3809GSH7EX)
Current price (New): **\$43.99**
Sales: **22,729**
Package Dimensions (in): **16.8x12.8x7.4**
Color: **Grey**
90d OOS (New)
0%
Variation attributes

Current Lightning deals: 90d average price (New) **\$43.06**
Weight (lbs) **5.09**
Size **M (28x23x7")**
Size Tier **Large standard-size**
Frequently bought together:
[B00CVTR048](#) [B01LWSS514](#)
Variations:
[B0B615F2SJ](#) [B0B6HNVSE](#) [B0B6178PK8](#) [B091XYXF06](#)
[B09M7XKXYY](#) [B0B615T1Z0](#) [B091Y2ZKZ6](#) [B0B6HM6G53](#)




Sales (blue line), 7-Day Moving Average (green line), Trend line (yellow line). X-axis: Apr 27, 2021 to Apr 12, 2023. Y-axis: 0 to 2,000.

Amazon \$0.00 (red line), New \$43.99 (blue line), Sales Rank #241 (green line). X-axis: Jan 11 to Apr 12. Y-axis: \$0.00 to \$60.00.


[Support](#)

All collapsed


Bedsure Orthopedic Dog Bed for Medium Dogs - Waterproof Dog Bed Medium, Foam Sofa with Removable Washable Cover...
Bedsure [B089QXMQXX](#) Sales: 22,729




Best Friends by Sheri The Original Calming Donut Cat and Dog Bed in Shag Fur Taupe, Small 23x23
Best Friends by Sheri [B01MVDX55](#)
Sales: 21,591



Bedsure Dog Bed for Large Dogs - Big Orthopedic Dog Bed with Removable Washable Cover, Egg Crate Foam Pet Bed...
Bedsure [B07ZGMGTCJ](#) Sales: 16,217



Furhaven XL Orthopedic Dog Bed Two-Tone Faux Fur & Suede L Shaped Chaise w/ Removable Washable Cover - Espresso...
Furhaven [B0759B0Y32](#) Sales: 13,943





Go back to Process Maps



Calculate costs and initial budget for launch

Performed by	Frequency	Estimated task completion time
Research Specialist	For every new product idea	10 mins

Data Dive's Profits tool helps you estimate the cost of launching new products, project cash flows, and forecast the unit sales and velocity required so you get the return on your investment as effectively and efficiently as possible.

1. Go to the **PROFITS** tab in the left navigation panel.
2. You'll find multiple sections with a mix of pre-populated fields and custom fields. In each section, relevant metrics will be calculated automatically based on the input fields.

Follow the steps in the platform diligently so you get an accurate estimate of the budget required for launching the product.

Shipping method	Turns per year	Landed cost	Product gross profit	Product gross profit %	Break-even selling price	ROI %	Annualized gross profit	Annualized ROI %
Air to Amazon	4.7	\$45.91	-\$37.28	-109.68%	\$73.85	-91.2%	-\$175.21	-391.6%
Ocean FCL direct to Amazon	3.1	\$12.82	-\$5.80	-17.06%	\$36.81	-45.2%	-\$17.98	-140.2%
Ocean FCL to Amazon via 3PL	2.9	\$12.66	-\$4.44	-13.07%	\$35.22	-35.1%	-\$12.88	-101.7%
Ocean LCL direct to Amazon	3.1	\$12.89	-\$5.87	-17.26%	\$36.89	-45.5%	-\$18.19	-141.7%
Ocean LCL to Amazon via 3PL	2.9	\$13.00	-\$4.77	-14.05%	\$35.61	-36.7%	-\$13.85	-110.7%



Go back to Process Maps



- If you're not yet confident about the numbers to put into the fields, click the **Populate** button at the top right corner and select the closest competitor you want to benchmark against.

Since you are a new seller in the niche, it is recommended to match your targets against competitors in **Yellow to Orange** (i.e. those that rank for 40-60% of the relevant keywords). Once you've selected a competitor, some of the fields will be populated based on their data, including:

- Product type and category
- Product weight and dimensions
- Carton weight and dimensions

Shipping method	Turns per year	Landed cost	Product gross profit	Product gross profit %	Breakeven selling price	ROI %	Annualized gross profit	Annualized ROI %
Air to Amazon	4.7	\$24.14	-\$15.27	-54.56%	\$39.37	-63.3%	-\$71.77	-297.3%
Ocean FCL direct to Amazon	3.1	\$7.55	\$1.49	5.31%	\$19.66	19.7%	\$4.60	61.0%
Ocean FCL to Amazon via 3PL	2.9	\$7.48	\$1.79	6.38%	\$19.30	23.9%	\$5.18	69.3%
Ocean LCL direct to Amazon	3.1	\$7.59	\$1.45	5.19%	\$19.70	19.1%	\$4.50	59.3%
Ocean LCL to Amazon via 3PL	2.9	\$7.64	\$1.62	5.79%	\$19.50	21.2%	\$4.70	61.0%

Populating the input fields

Follow the steps below to learn how.

- Sales Velocity** - Estimate this by going back to your Master Keyword List and benchmark the selected competitor's Unit Sales
- Lead Time** - Default at 2 weeks. Adjust based on your research on potential manufacturers and raw materials.



Go back to Process Maps



3. **TACOS** - Default at 10%. Increase it since you will need to push paid advertising during the launch phase to leverage the honeymoon period.

► **Your Strategy** Products per order: **31,734 pcs/order** | Please follow this video tutorial for this section.

Price	\$27.99
Sales velocity	8,000 7,885 - 21,628
Production lead time	4 weeks
Production ends in	November 2023
Target TACOS	20%
Products per order	31,734 pcs/order

▲ We recommend you enter a sales velocity in the range shown. If you study Seller System's training on Amazon's algorithm and launching products, you are far more likely to achieve the top range.

4. **Ship From & To** - Select the country of importation and destination in the US.
5. **Ship By** - Options are available for different shipping methods. By default, it is set to Ocean LCL direct to Amazon. Select other options as applicable.

► **Shipping Costs** Shipping Calculator > Freight Cost: **\$2.98** | Please follow this video tutorial for this section.

▲ Shipping costs vary greatly depending on which location you are shipping from and to, as well as the way you ship the products. We give you our best estimate for current shipping pricing using the most common shipping methods and to all areas of the United States.

Total order volume	520.3 cbm	
Total order actual weight	66,368 kg	
Total order dimensional weight	104,017 kg	
Ship from & to	China	West Coast
Ship by	Ocean LCL direct to Amazon	
Freight cost	\$2.98/pc	\$94,433.25/order
Shipping tariff	\$181.50/cbm	
Shipping duration	10.00 weeks	



Go back to Process Maps



6. **Manufacturing Cost** - Search through Alibaba or the 1688 website to get a rough estimate of the product cost. Obviously, you will go through the sourcing, sampling, and negotiation processes rigorously later on so whatever amount is put here still has room for reductions.

Order P&L		Order Gross Profit: \$1.45	Please follow this video tutorial for this section.
Products per order	\$1,734.00		
Revenue	\$27.99/pc	\$888,235/order	
Landed cost	\$7.59/pc	\$240,828/order	
Manufacturing	\$4.15/pc	\$131,696/order	
Shipping	\$2.98/pc	\$94,433/order	
Customs duties	\$0.46/pc	\$14,698/order	6.5%
<small>▲ Estimating customs duties is beyond the scope of this calculator. The default value is just a placeholder and needs to be replaced with the correct value for this product. Please follow this video tutorial.</small>			
Amazon costs	\$13.35/pc	\$423,701/order	
Referral fee	\$4.20/pc	\$133,235/order	
FBA fee	\$8.20/pc	\$260,219/order	

7. **Launch Marketing % of Revenue** - Set this higher since you will require marketing and branding push to rank your listing during the launch phase. This may include designing A+ content, enrolling in a reviews program that is TOC-compliant, running PPC campaigns, engaging influencers, etc.

Budget Required To Launch		Budget Required To Launch: \$651,693	Please follow this video tutorial for this section.
<small>▲ When launching a product you will typically have a higher PPC cost, as well as potential outside marketing expenses that are unique to launch. These are additional marketing expenses beyond the target TACOS above.</small>			
Launch marketing	\$7.35	\$233,218.28	26.26% <small>① Enter percentage of revenue.</small>
Cash reserve for the second order	\$3.79/pc	\$120,414/order	50% <small>① Enter percentage of landed cost.</small>
Total cost incl. launch & reserve	\$37.68/pc	\$1,195,807/order	
Order gross profit incl. launch	\$-5.90/pc	\$-187,159/order	-21.1%
<small>▲ The estimated product budget takes into account the factory lead time and shipping times as well as enough inventory to ensure you don't run out of stock. You will have a buffer of 3 weeks after launch to place your next order with the number displayed, assuming sales velocity is accurate.</small>			
Budget required to launch	\$651,693		
Stocking for	17.00 weeks		
Turns per year	3.1		
First year revenue	\$2,753,527		



Go back to Process Maps



8. Once you're done, you will see the bottom line costs and projections, focusing on key metrics such as Turns per Year, Product Gross Profit, Breakeven Selling Price, etc.

Bottom Line [Export CSV](#) ⚠ This data is provided without any guarantees. We accept no liability for your use of this calculator.

Shipping method	Turns per year	Landed cost	Product gross profit	Product gross profit %	Breakeven selling price	ROI %	Annualized gross profit	Annualized ROI %
Air to Amazon	4.7	\$24.14	-\$15.27	-54.56%	\$39.37	-63.3%	-\$71.77	-297.3%
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Assign a risk and opportunity score to the product

Performed by	Frequency	Estimated task completion time
Research Specialist	For every new product idea	10 mins

Data Dive takes new product opportunity evaluation to the next level with its in-house **Product Scorecard** that quantifies your opportunity based on several factors, including traffic distribution, profitability, differentiation potential, and competitiveness. Read through the other pages to learn what each of these metrics is and how to frame your analysis.

Traffic Distribution

Metric	Upside	Downside
No. of KW roots How many alternate KWs do people use to search for the product?	↑ KW roots = higher opportunity The more roots, the better the opportunity exists to find and leverage them.	↓ KW roots = higher opportunity If there are 3 or fewer KW roots, then consider the product threatening as existing competitors might already be dominating all of them.
Distribution of Root SV How many competitors are ranking for the KW roots?	<50% = promising If less than half are ranking for the KW roots, then there is an opportunity to outrank them.	>90% = threatening It will be tougher to compete since the competitors are already visible in the top KW roots.
No. of relevant KWs > 150 SV How many relevant KWs have a high search volume?	>100 = good market People are searching for this product and there is a fair share of KWs you can leverage.	<10 = deal breaker The niche is either not yet developed or not patronized by the existing market.



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Assign a risk and opportunity score to the product
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Traffic Distribution COMPLETE
100 points

Number of Keyword Roots

Only 1
 3 or less -100 points THREATENING
 4 or more
 7 or more

Please identify the roots that represent alternate names that people would use for the product that you have in mind

[Visit Roots](#) [Visit MKL](#)

Distribution of Root SV

Top 2 Roots:

More than 90%
 More than 75%
 More than 50% 50 points POSITIVE
 Less than 50%

Please identify distribution of root Search Volume for this niche

[Visit Roots](#) [Visit MKL](#)

Number of Relevant Keywords >150 SV

Less than 10
 Less than 30
 More than 31
 More than 100 150 points GOOD

Please identify number of relevant keywords over 150 SV

[Visit MKL](#)

Profitability

Metric	Upside	Downside
<p>Product Lifecycle How long does the product last before it is removed from the market?</p>	<p>>5 years = legacy; promising Revenue streams are more sustainable and these products require less investment in product dev and marketing.</p>	<p><12 months = very bad Exposed to the risk of demand fluctuations, making it difficult to predict sales and inventory levels accurately.</p>
<p>ROI (Profit/Net Landing Cost) How well your investment performed against your total costs?</p>	<p>>100% = positive Faster return on investment which can be reinvested into the business to generate more revenues.</p>	<p><40% = bad Operating expenses will easily beat up the remaining margins, leaving little to no returns to reinvest into the business.</p>



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Assign a risk and opportunity score to the product
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- 1.1.11

Profitability COMPLETE -100 points

Product Lifecycle Product will be relevant for:

- Less than 12 month
- Less than 24 month
- More than 25 month 50 points POSITIVE
- More than 5 years

ROI (Profit / Net Landed Cost) Under 40% -150 points BAD

- Under 100%
- Over 100%
- Over 150%
- Over 200%

Our PROFITS page allows you to quickly determine the profitability of your product in the chosen niche
[Visit PROFITS](#)

Differentiation Potential

Metric	Upside	Downside
<p>Packaging and/or fulfillment cost savings Can you save costs on new packaging or fulfillment?</p>	<p>If yes, then you are more competitive as you can increase your profit margins from the reduced costs.</p>	<p>If not, then you need to look into other product dev opportunities to compete with the market.</p>
<p>Utility patent or design patent Can you realistically get a utility patent or a design patent?</p>	<p>If yes, then there's a higher barrier to entry. The protection can help prevent competitors from copying your product or design, safeguarding your investment.</p>	<p>If not, then competitors can easily enter the market. They can copy your product with no consequences, leading to lost sales and reduced brand recognition.</p>
<p>Features Can you redesign the product and add desired features?</p>	<p>If yes, then there's a higher barrier to entry. With proper marketing strategies, you have a competitive advantage over the existing players in the market.</p>	<p>If not, then it will be difficult to attract new customers. It will be difficult to compete with existing players who have built their customer base over the years.</p>



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Assign a risk and opportunity score to the product
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Potential COMPLETE
100 points —

Packaging

Can you save costs on new packaging?

Yes, this is possible

No, this is not possible **0 points** ✎

The Product Design section of the PROFITS page can help you save on packaging

[Visit PROFITS](#)

Fulfillment

Can you save shipping / fulfillment costs?

Yes, this is possible

No, this is not possible **0 points** ✎

The Shipping & Packaging and Shipping Costs sections of our PROFITS page can help you here

[Visit PROFITS](#)

Utility Patent

Can you realistically get a utility patent?

Yes, this is possible

No, this is not possible **0 points** ✎

Design Patent

Can you realistically get one or more design patents?

Yes, this is possible

No, this is not possible **0 points** ✎

Features

Can you redesign the product and add desired features?

Yes, this is possible **100 points** ✎ PROMISING

No, this is not possible



Go back to Process Maps

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Competitiveness

Metric	Upside	Downside
Reviews Does the general competition have a high review count?	If not, then a low review count may be an indicator of a lower barrier to entry so identify the most pressing reviews to brainstorm product development opportunities.	If yes, then deep dive to see if the reviews are mostly positive. If so, then consider it a high-risk product where competitors are already serving the market well. If there are any glaring negative reviews related to product quality or customer expectations, then evaluate if you can tolerate the risk of introducing a premium version of the product given the existing competitive landscape and consumer demand.
Visual and Written Content Are competitors doing good at optimizing their listing pages?	If not, then the product has lower risk, opening up opportunities for you to do it better than the rest.	If yes, then it will be extra difficult to enter the market and outrank the competitors. This indicates a high-risk product to compete with.
Variations Is there a wide range of variations available with the current offerings?	If not, then explore what types of variations will generate the most interest from shoppers because you'd want them to look into your listing and buy. Note that more than 7 options on a page create user paralysis.	If yes, then consider it a high-risk product as it will cost you higher to get in stock and compete with existing players.



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Assign a risk and opportunity score to the product
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- 1.1.11

Competitiveness 10 / 11 COMPLETE -350 points

Reviews

- More than 7 of top 10 competitors have more than 1000 reviews -100 points THREATENING
- 4 or more of top 10 competitors have more than 1000 reviews
- Less than 4 of top 10 competitors have more than 1000 reviews
- Less than 2 of top 10 competitors have more than 1000 reviews

You can check exact number of competitors' reviews on the Master Keyword List Page [Visit MKL](#)

Amazon SEO

- More than 10 competitors are on the first page of >60% of the relevant search volume
- More than 6 competitors are on the first page of >60% of the relevant search volume -100 points THREATENING
- Six or less competitors are on the first page of >60% of the relevant search volume
- Three or less competitors are on the first page of >60% of the relevant search volume

Use the Master Keyword List to check how many of your competitors are on the first page of >60% of the relevant SV [Visit MKL](#)

Average Price Point

Selling price:

- Is under \$10
- Is under \$15
- between \$16 and \$49 0 points
- Is over \$50
- Is over \$100

Please visit Master Keyword List to check an average selling price for the chosen niche [Visit MKL](#)

Major Brands

- At least 5 of the top competitors are sold in retail and have large branded search
- 3 or 4 of the top competitors are sold in retail and have large branded search
- Less than 3 of the top competitors are sold in retail and have large branded search

Please visit the Deep Dive page to check who from your top competitors might be considered as Major Brands [Visit Deep Dive](#)

Developed Niche

- At least 5 of the top competitors have bundles or multi-packs -200 points VERY BAD
- At least 3 of the top competitors have bundles or multi-packs
- Less than 3 of the top competitors have bundles or multi-packs

Our Deep Dive page allows you to check who from your top competitors have bundles or multi-packs [Visit Deep Dive](#)

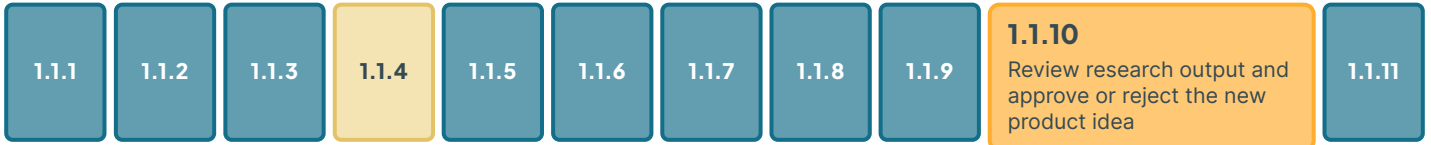
Written Content

- More than 5 of the top 10 competitors have 3 or more of the top kws in exact form in their title
- Less than 4 of the top 10 competitors have 3 or more of the top kws in exact form in their title 100 points PROMISING

Please visit the Listing Builder page to check written content of your competitors. Focus on titles and bullets first [Visit Listing Builder](#)



Go back to Process Maps



Review research output and approve or reject the new product idea

Performed by	Frequency	Estimated task completion time
R&D Manager	For every new product idea	10 mins

1. Review the research findings presented by the Research Specialist, carefully examining the various analyzed variables. Evaluate whether there are positive indicators that warrant proceeding with the product development cycle.
2. Leverage the following guide questions as you do the analysis:
 - a. Financial viability
 - i. Does the proposed product align with your budget?
 - ii. What is the breakeven point, and how long will it take to reach it?
 - iii. What is the required return on investment, and is it achievable?
 - b. Market feasibility
 - i. What is the size and growth potential of the market?
 - ii. Who are the competitors, and what are their strengths and weaknesses?
 - iii. What is the pricing strategy, and is it competitive in the market?
 - iv. Are there any regulatory or legal constraints that may impact the product's success?
 - c. Technical feasibility
 - i. What are the key technical challenges and associated risks with the development process?
 - ii. Is there a need for new technology or equipment, and can it be acquired or developed?
 - iii. Are there any potential intellectual property issues that need to be addressed?

In conclusion, the risk and opportunity analysis hinges on the risk profile you established initially. This includes your tolerance for risk in new product launches and whether your capacity aligns with the level of risk required for competition.

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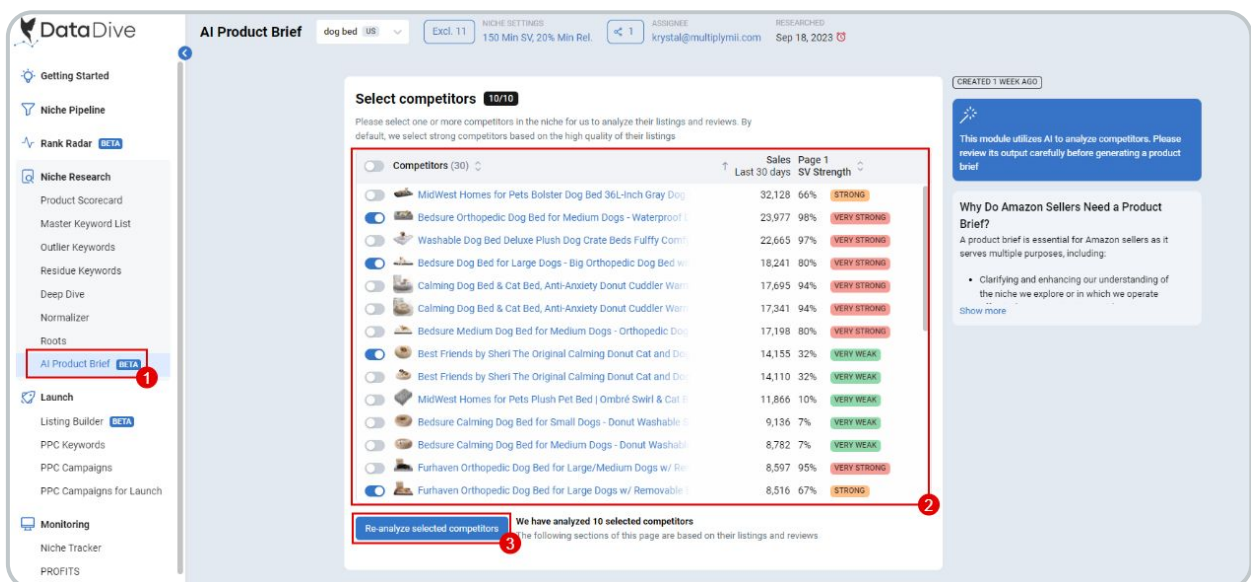
Identify product development opportunities

Identify product development opportunities

Performed by	Frequency	Estimated task completion time
R&D Manager	When the product passes feasible analysis	20 mins

For **low-risk, high-opportunity products**, identify potential development activities to invest in. Data Dive launched the **AI Product Brief** tool that consolidates your competitor listings' user-generated content and provides AI-generated recommendations for you. It automates your review analysis process and speeds up the product development cycle, saving you hours of productivity!

1. Go to the **AI Product Brief** tab in the left navigation panel. There, you'll find a list of all competitors sourced from your Master Keyword List (MKL).
2. Choose a maximum of 10 competitors for Data Dive's analysis. Ensure you include a mix of Very Strong, Strong, Weak, and Very Weak competitors to obtain a comprehensive view of customer reviews, spanning across various types of sellers.
3. Click the **Analyze selected competitors** button.



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- 1.1.9
- 1.1.10

1.1.11
Identify product development opportunities

4. Once done, you will see a summary of common attributes across competitor listings, customer likes and dislikes, and AI-generated value-adding ideas and customer avatars. Read through the data and customize as you deem necessary.

DataDive AI Product Brief dog bed US Excl. 11 Niche Settings 150 Min SV, 20% Min Rel. Assignee krystal@multiplymii.com Researched Sep 18, 2023

Attributes included in the listings
The table below contains the attributes (features, benefits) extracted from the selected competitors' listings. Please select the attributes that you want to include in the product brief.

Product Attributes (38)	↑ Freq.	Bedsure	Bedsure	Best Friends by	Furhaven
<input checked="" type="checkbox"/> Orthopedic Support	10	High-density egg... Reduces joint pai...	High-density egg... Distributes weigh...		
<input checked="" type="checkbox"/> Multi-Purpose Dog Bed	10	Kennel bed	Dog pillow	35"L x 23"W x 3-1...	For dogs up to 60.
<input type="checkbox"/> Available variants	9	Small	Marine Blue	Espresso	Dark Sage
<input checked="" type="checkbox"/> Superior Comfort	8	Restful Sleep	Deep Crevices	Cozy	Flexible
<input checked="" type="checkbox"/> Easy on joints	8	hips	back	Cushions pressur...	Improves air circ...
<input checked="" type="checkbox"/> MULTI - USE PET BED	8	crate pads	cage bed	crate bed	dog pillow
<input type="checkbox"/> Cozy Flannel Surface	8	Full stuffing	Not easy to shed...	300gsm premium...	Skin friendly
<input checked="" type="checkbox"/> Machine Washable	8	Clean	Breathable	Hand washable	Machine washable
<input type="checkbox"/> WASHABLE	7	Removable cover	Machine washable	washable	remains shape af...
<input type="checkbox"/> First Opening	6	put in the dryer	pull the fiber apart	vacuum packaging	relatively flat
<input type="checkbox"/> Luxurious Filling	6	Body aches	Relieve joint pain	Premium polypro...	Excellent elasticity
<input checked="" type="checkbox"/> Pet-Safe Materials	5	Harsh Dyes	Skin Irritating Che...	Tested	Free from Flame ...

Selected listing attributes 11/38
The brief will include the attributes that you've selected in the table above. You can make any adjustments in the fields below.

Superior Comfort
Cozy, Flexible, Vegan Faux Shag Fur, Deep Crevices, Restful Sleep, Improved Behavior, Better Health, CoziLOFT Fibers

Why Do Amazon Sellers Need a Product Brief?
A product brief is essential for Amazon sellers as it serves multiple purposes, including:
• Clarifying and enhancing our understanding of the niche we explore or in which we operate

DataDive AI Product Brief dog bed US Excl. 11 Niche Settings 150 Min SV, 20% Min Rel. Assignee krystal@multiplymii.com Researched Sep 18, 2023

What the customers like
The table below contains the positive attributes extracted from the selected competitors' reviews. Please select the attributes that you want to include in the product brief.

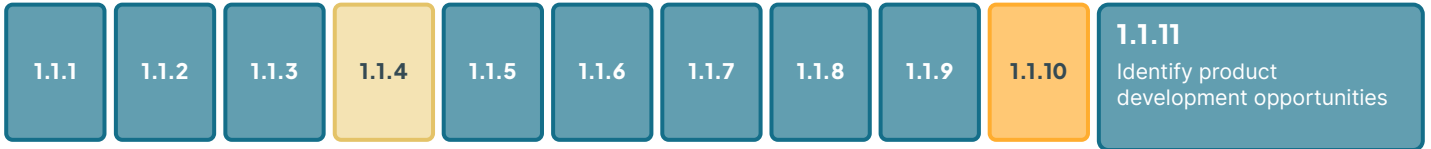
Product Attributes (32)	↑ Freq.	Bedsure	Bedsure	Best Friends by	Furhaven
<input checked="" type="checkbox"/> Soft	39	7		8	
<input type="checkbox"/> Size	33	7		4	6
<input checked="" type="checkbox"/> Comfortable	29	5		6	
<input checked="" type="checkbox"/> Durable	24	6		3	
<input checked="" type="checkbox"/> Easy to clean	22	3		3	4
<input type="checkbox"/> Washable	20	3		5	
<input checked="" type="checkbox"/> Loved by dogs	17			5	
<input type="checkbox"/> Fluffy	12			4	
<input checked="" type="checkbox"/> Good quality	12			2	
<input type="checkbox"/> Durability	12				
<input type="checkbox"/> Value for money	10	1			1
<input type="checkbox"/> Supportive	9			2	

Positive product attributes 12/32

Why Do Amazon Sellers Need a Product Brief?
A product brief is essential for Amazon sellers as it serves multiple purposes, including:
• Clarifying and enhancing our understanding of the niche we explore or in which we operate

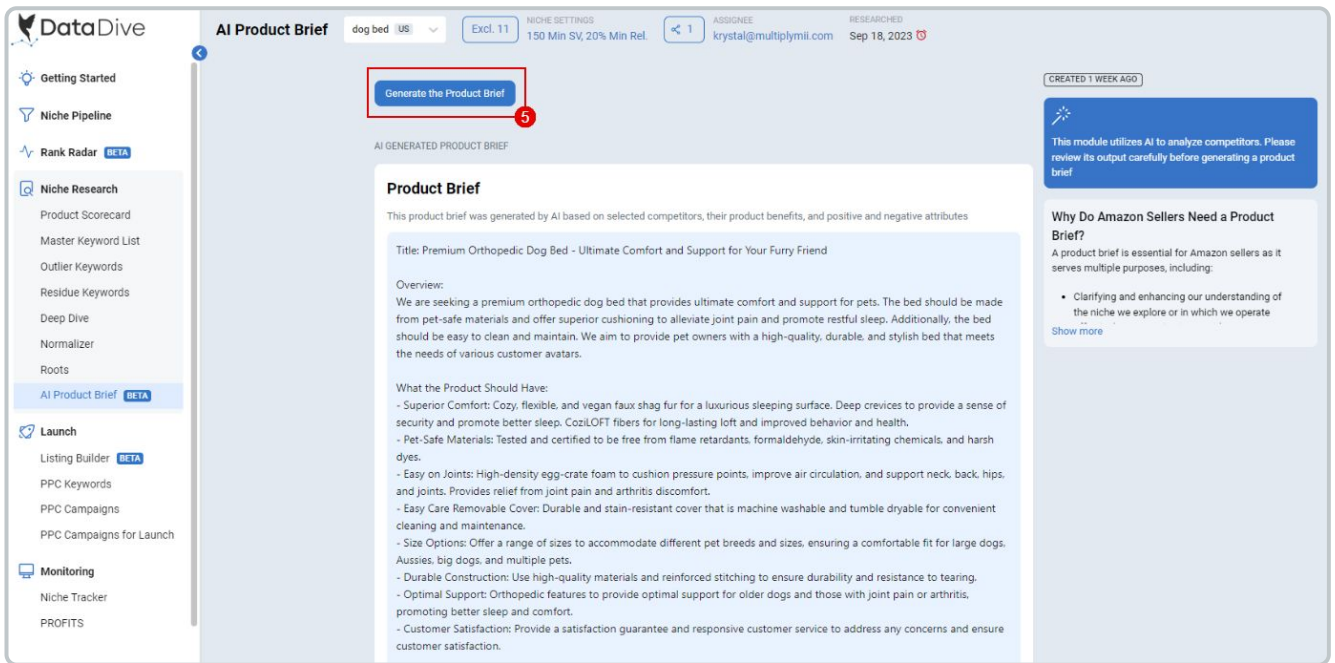


Go back to Process Maps



5. Review the inputs then click the **Generate the Product Brief** button. The resulting document will be a key input to other processes involved in the R&D process.
 - The Sourcing team will use it to source materials based on specified requirements.
 - The Content & Creatives team will use it to design images, videos, and copy that resonate with your customer avatar.
 - The Marketing team will use it to reach and communicate effectively with target audience.

6. Summarize key findings and initial research results for the R&D/Investment Team.



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Appendix A

Use Case

How is this relevant to me?

As a Private Label brand, you're always on the hunt for the next big thing - new products to introduce to the market, ways to improve existing products that no one else has thought of, and innovative ideas that can transform into valuable products. But the clock is ticking, and you need to move fast, or someone else will beat you to it!

You may be familiar with the tedious, time-consuming process of creating a product research sheet, performing keyword research, and analyzing competitor data. Even with the most sophisticated tools in the market, this manual process can take hours, or even days, and slow down your possibilities.

That's where this SOP comes in - it's designed to help you quickly and accurately identify untapped Amazon niches with few competitors, highly-relevant keywords that drive the most sales, and low-hanging fruit product development opportunities based on consumer wishlists, search behavior, and product trends. This tool will save you precious time, allowing you to focus on what you do best - bringing innovative products to the market.

Don't let your competition beat you to the punch - with this SOP, you can accelerate your product research and innovation process, giving you the edge you need to succeed in the fiercely competitive Amazon marketplace.

Appendix B

Metrics Reporting and Workflow Management

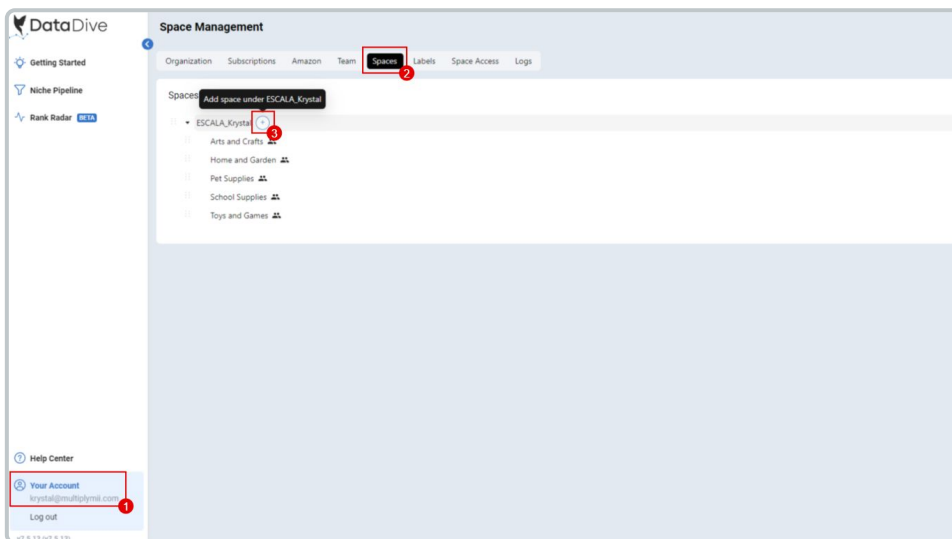
Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

Data Dive's Enterprise features empower you to manage your workflows and resources in one place. Read this SOP to learn more.

NICHE PIPELINE

1.0 Organizing research data into groups - Whether you are a multi-branded seller or sells in multiple product categories, you can now organize research data into groups to remove clutter.

1. Click **Your Account** in the left navigation menu to open the settings.
2. Navigate to the **Spaces** tab to customize your account's categorization.
3. Click the + icon to create a new space.



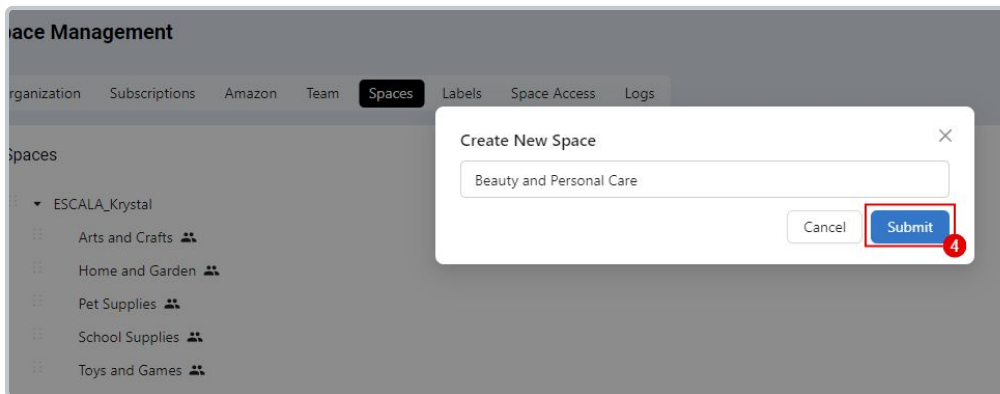
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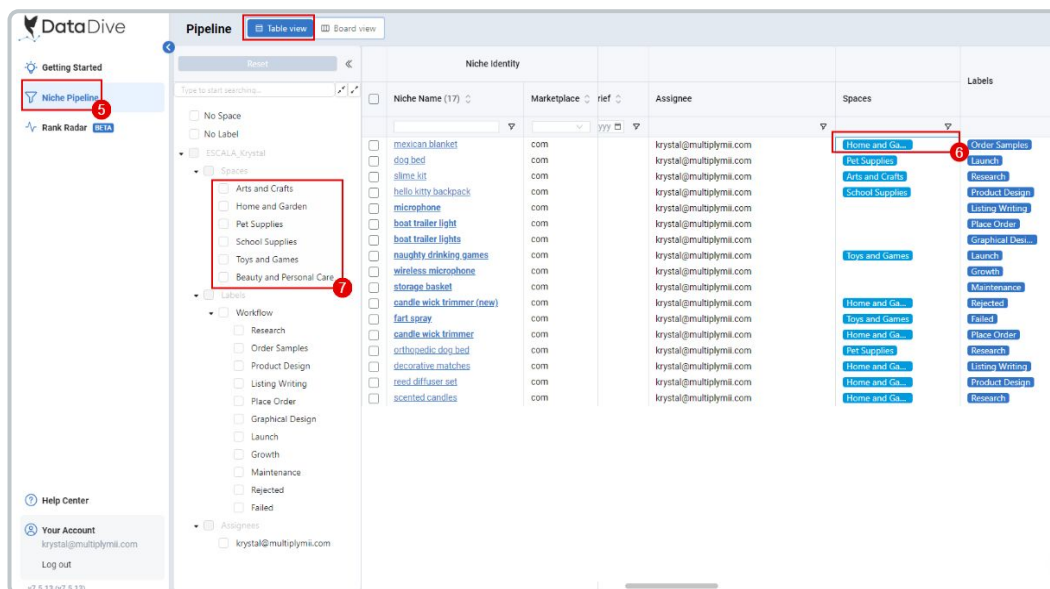
Metrics Reporting and Workflow Management

Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

4. Type in the space name and click **Submit**.



5. Go to the **Niche Pipeline** dashboard from the left navigation menu.
6. In the **Table View**, scroll to the right and input the Space field for your product to where it belongs.
7. Customize which Spaces you want to show up on your screen.



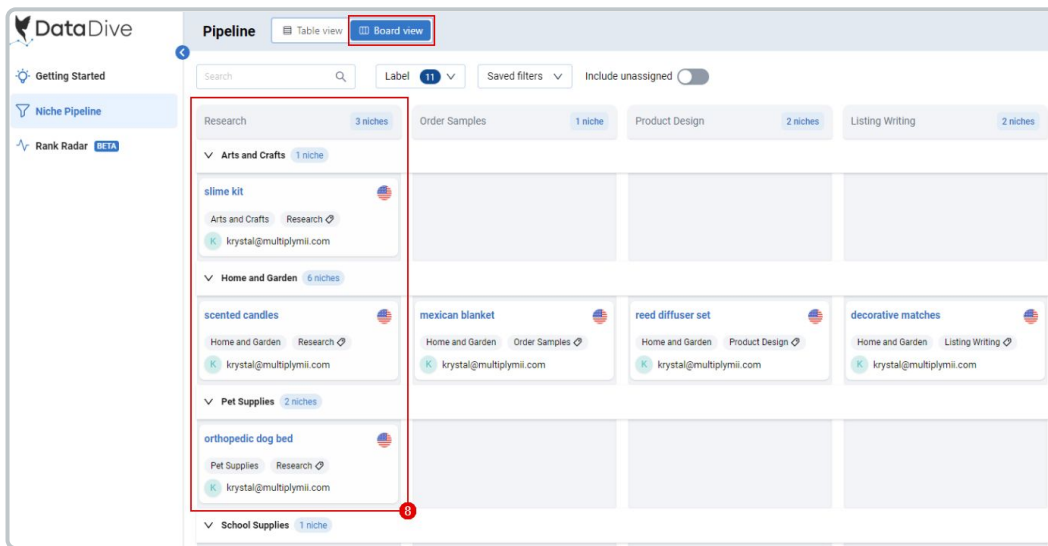
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Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

- In the **Board View**, you will see your products in X and Y axis. The X (row) represents the category of the product, while the Y (column) represents the workflow.



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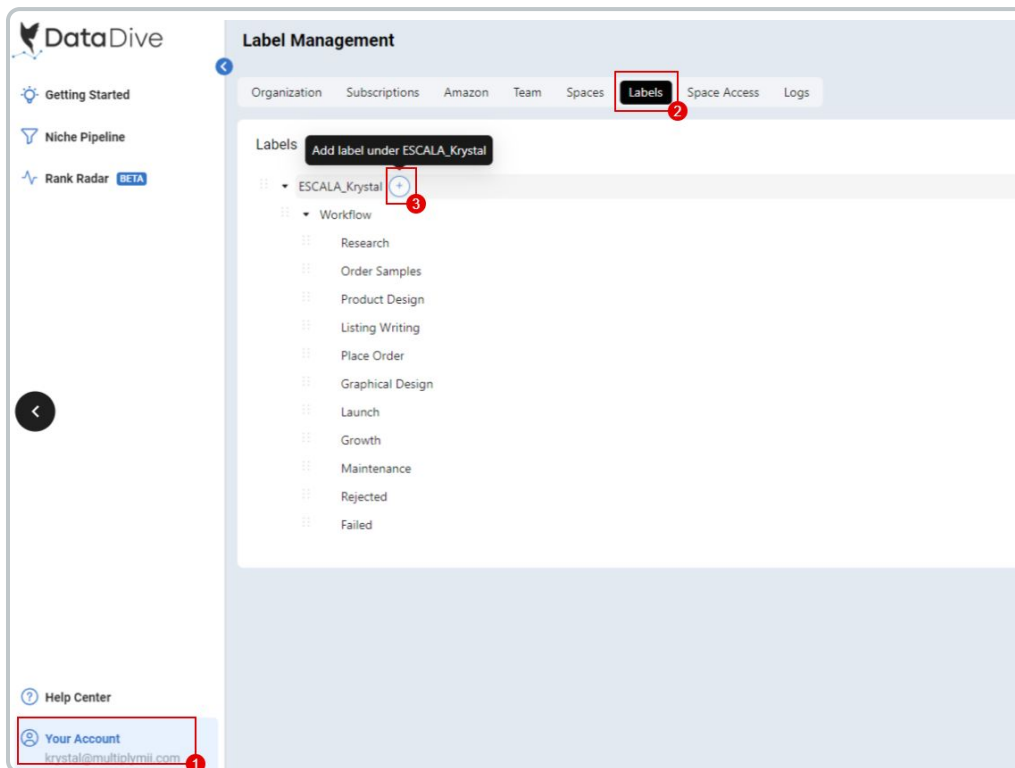
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Data Dive's Enterprise features empower you to manage your workflows and resources in one place. Read this SOP to learn more.

NICHE PIPELINE

2.0 Managing product pipeline into workflows - No more guesswork on the status of each product. Organize them into workflows to make the linear process and goal-setting easier to manage.

1. Click **Your Account** in the left navigation menu to open the settings.
2. Navigate to the **Labels** tab to customize your account's categorization.
3. Click the + icon to create a new label. By default, Data Dive loaded an 9-step workflow from Research to Maintenance, with additional labels for ideas that are Rejected and Failed.



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Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

- Type in the label name and click **Submit**.

- Go to the **Niche Pipeline** dashboard from the left navigation menu.
- In the **Table View**, scroll to the right and input the Label field for your product to where it belongs.
- Customize which Labels you want to show up on your screen.



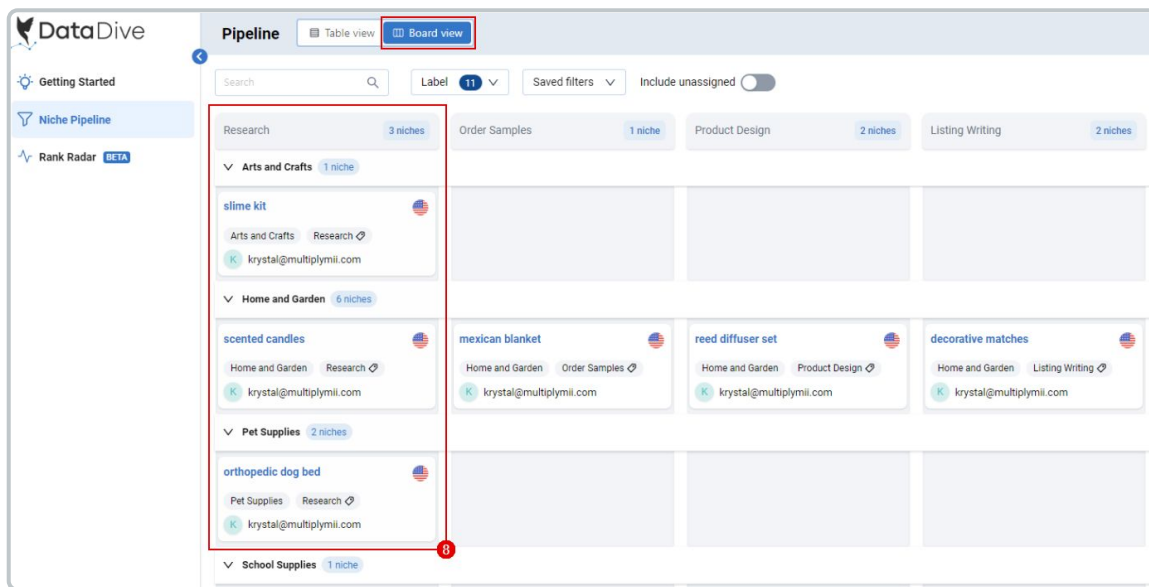
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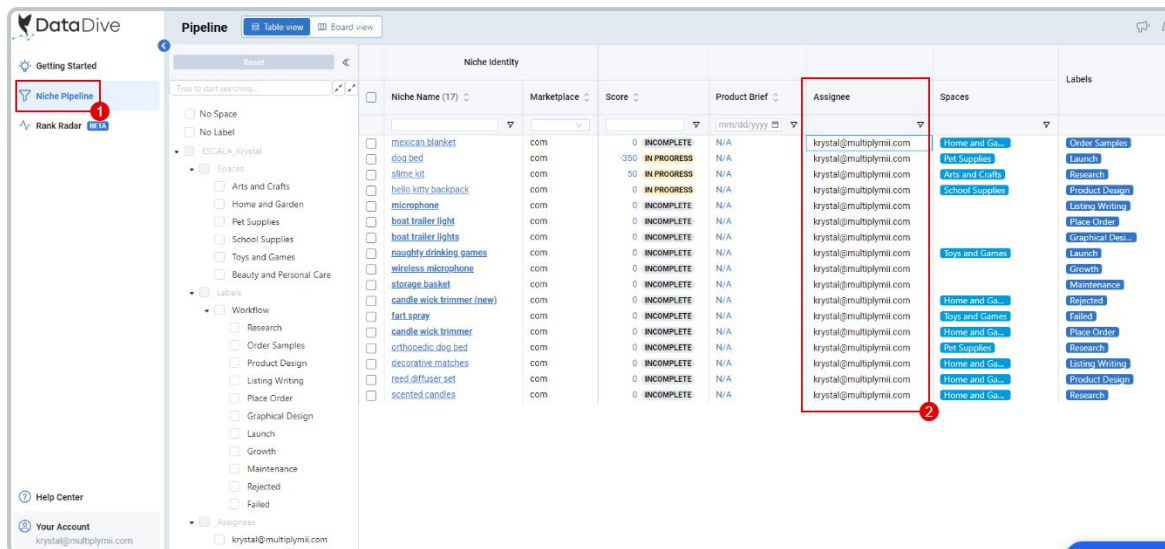
Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

Data Dive's Enterprise features empower you to manage your workflows and resources in one place. Read this SOP to learn more.

NICHE PIPELINE

3.0 Assigning products to your team members

1. Go to the **Niche Pipeline** dashboard from the left navigation menu.
2. In the **Table View**, scroll to the right and input the Assignee field for the product. The Assignee will be notified in their Data Dive account.



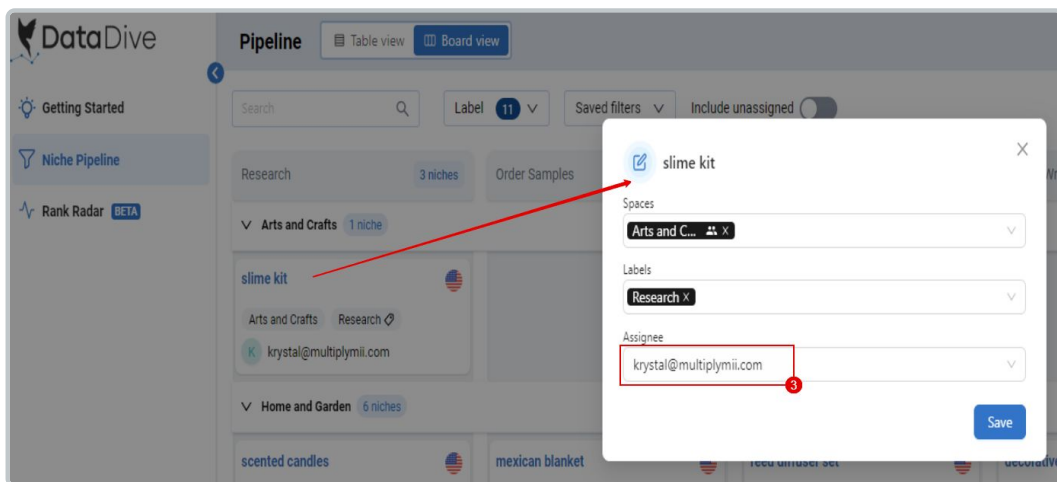
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Streamline your performance evaluation, team task management, and decision-making processes for enhanced efficiency and productivity.

- Alternatively, assign the products via the **Board View** by clicking on a product card and populating the fields.



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