



QUICK START GUIDE

Get started with Data Dive

VALIDATE



VALIDATE

Product validation is the single most important aspect of selling on Amazon. It's crucial to **determine the risk level of a niche**, prior to launching as well as having a clear understanding of the **budget that will be required to launch a product.**

Two guaranteed ways to fail in launching a product are: selling a product into a niche that's too competitive before having enough experience AND attempting to launch a product with a budget lower than what is required.

This guide explains **Data Dive's product validation workflow at a high level.** If you would like even more detailed information about this workflow, **watch the videos linked in each step and then join Office Hours if you still have additional questions.**

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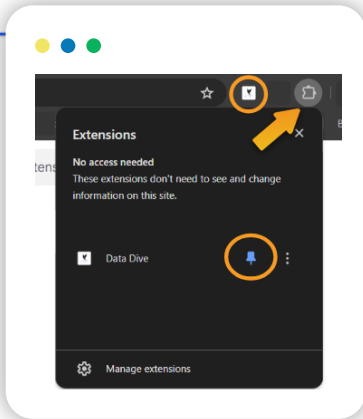
AI Product Brief



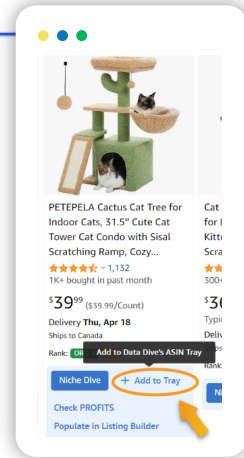
START DIVE

In this step, you'll need to select the most relevant competitors and start a dive. The competitors you select should be as similar as possible to the product you are validating.

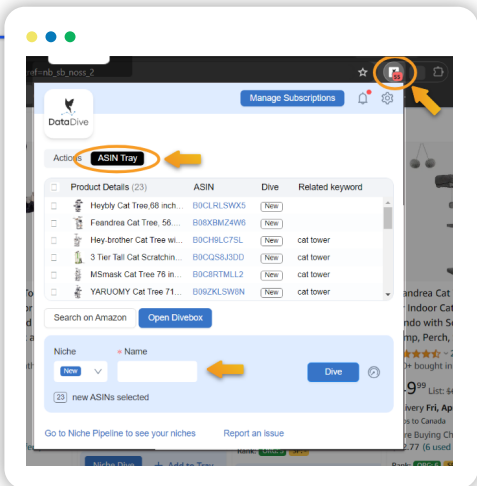
1. Download the Data Dive Chrome Extension



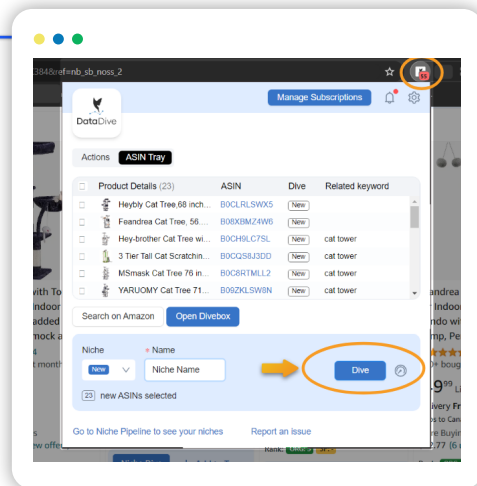
2. Go to Amazon and select the top 15+ relevant competitors by clicking "Add to Tray"



3. Name Your Niche



4. Click Start Dive



Get the full
breakdown

Quick Start Guide

Master
Keyword List
(MKL)

by
Anthony Cofrancesco

DataDive



Watch this video

CLEAN MKL

In this step, we need to remove keywords from our MKL.

- **Remove any branded search terms like company names.** We can not add these to our listing so they should be removed from the MKL.
- **Remove any keywords that are not relevant.** Ask yourself, "if a customer typed in this search term, would it make sense for my product to show up here?"
- **To exclude a keyword from the MKL,** click on the check box and then the pop up banner that says "Exclude"

The screenshot shows the DataDive Master Keyword List interface. At the top, there's a navigation bar with 'Master Keyword List', 'Cat Tree OH US', 'Excl. 16', 'NICHE SETTINGS 450 Min SV, 30% Min Rel.', 'Share', 'ASSIGNEE', 'RESEARCHED Mar 19, 2024', and 'Create Report'. Below this is a sidebar with 'Overview', 'Master Keyword List', 'Roots', and 'Normalizer'. The main area has tabs for 'SEARCH', 'MKL', 'OUTLIERS', 'RESIDUE', and 'COMPETITORS'. A table displays competitor data with columns for 'Competitors', 'Niche Median', and various product categories. A red arrow points to a checkbox next to 'cat tree tall' in the 'Keyword (244)' column. A red circle highlights a 'Exclude (1) selected keyword from the MKL' banner above the table. The table data includes:

Competitors	Niche Median	BestPet	Yaheetech	Feandrea	Heybly		
Brand	21						
ASIN	30	B0BBGCD3QJ	B0794T79KM	B0BR561TK3	B0B7RQTSB7		
Sales	1,393-6,855	10,010	9,669	6,039	4,858		
Keyword (244)	SV (2.8m)	Relev. %	Sugg. bid & range	BestPet 54in Multi	Yaheetech 54in Cat	Feandrea Cat Tree	Heybly Cat Tree
cat post	17,672	33%	\$0.66 \$0.50-\$0.75	3	2	30	14
cat condos for indoor cats	17,228	50%	\$0.72 \$0.54-\$0.90	15	6	7	20
cat tree for indoor cats	15,171	53%	\$0.87 \$0.65-\$1.09	3	6	8	30
cat tree tall	14,920	43%	\$0.66 \$0.53-\$0.76	46	15	37	22
outdoor cat tree	13,089	30%	\$0.76 \$0.65-\$0.89	23	32	32	43
cat climbing tower	11,442	60%	\$0.81 \$0.61-\$1.01	8	2	9	22
large cat tower	10,696	37%	\$0.82 \$0.63-\$0.93	61	32	15	50



COMPLETE THE PRODUCT SCORECARD

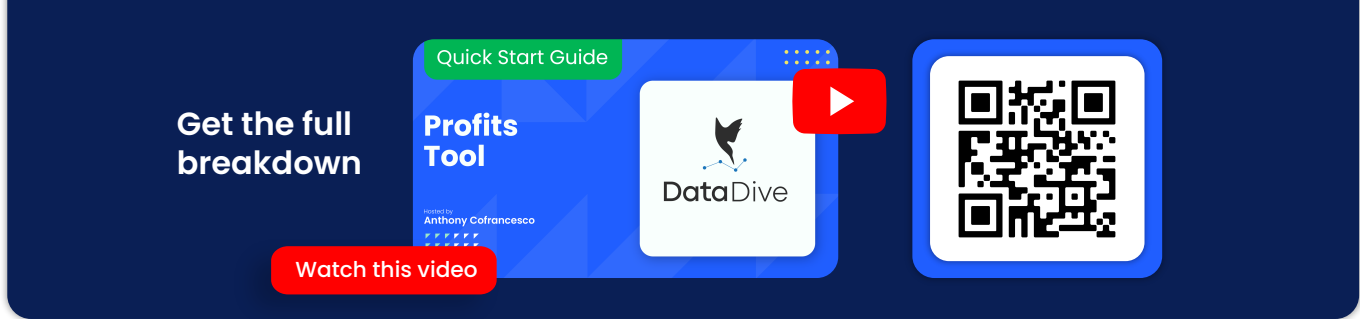
The Product Scorecard is a tool that can be used to determine the risk level of a niche prior to launching. After answering each question in the Product Scorecard, you will be given a final score.

A higher positive score means a niche is lower risk. A lower negative score means the niche is higher risk.



HOW TO INTERPRET A PRODUCT SCORECARD

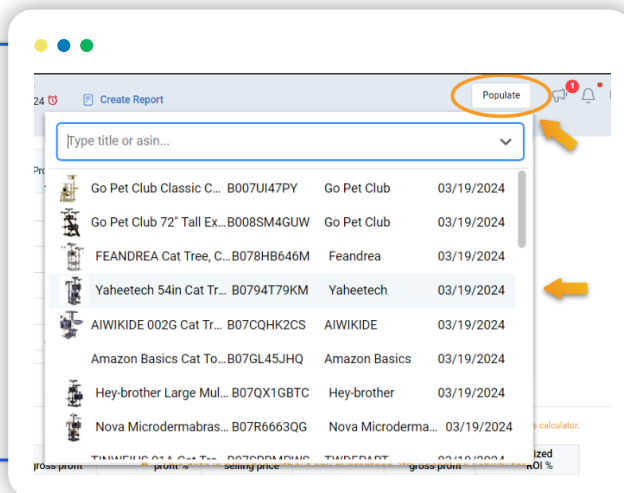
After filling out dozens of scorecards, you'll have a distribution of scores. Some will be high and positive, many will be low negative scores. There is no minimum or maximum score that's required to launch a product. More experienced sellers may attempt to launch a low score product. The purpose of the scorecard is to inform a seller of the risks prior to launching.



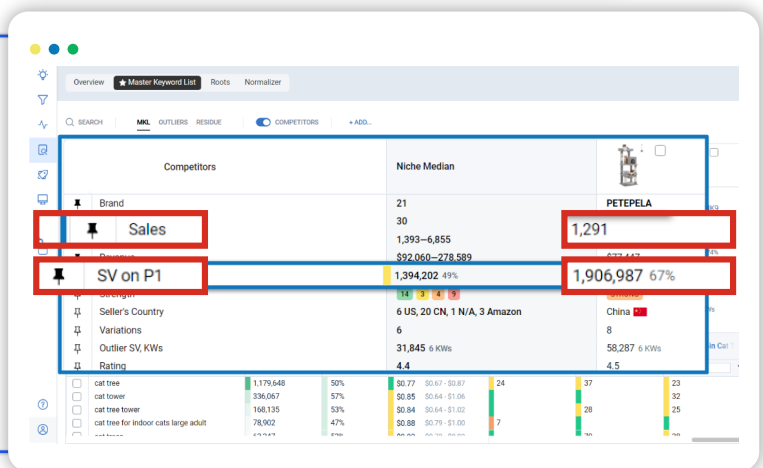
COMPLETE THE PROFITS TOOL

If a niche receives a high score on the Product Scorecard, you're still not done. Understanding the risk level of a niche is only half of the battle. It's crucial that sellers can accurately forecast the budget required to launch a product. Launching a product without an adequate budget required to launch is one of the most common reasons that product launches fail.

The **fastest way** to fill out Profits is to **click the "Populate" button** in the upper right corner of the tool. Choose a product that is most similar to the product you plan on selling.



To estimate sales velocity, navigate to the MKL and find the most relevant competitor to what you plan on selling that is indexed for 60%+ SV on P1. This is roughly the number of units you should plan on selling within 4 weeks of launch.



WHILE ESTIMATIONS CAN BE USED TO GET A GENERAL IDEA OF THE BUDGET REQUIRED TO LAUNCH, IT'S BEST TO USE VERIFIED NUMBERS FOR MOST ACCURATE RESULTS.

Get the full
breakdown



Watch this video

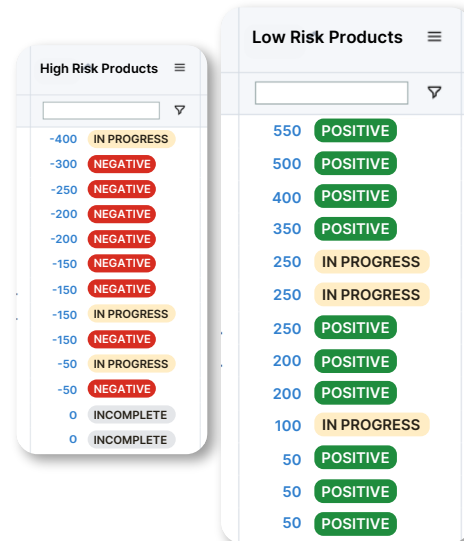


ANALYSIS

After completing the Product Scorecard and Profits, it's time to analyze this niche to see if it passes validation.

You'll want to come up with your own criteria for an acceptable risk level and budget required to launch. Keep in mind that most products will fail validation.

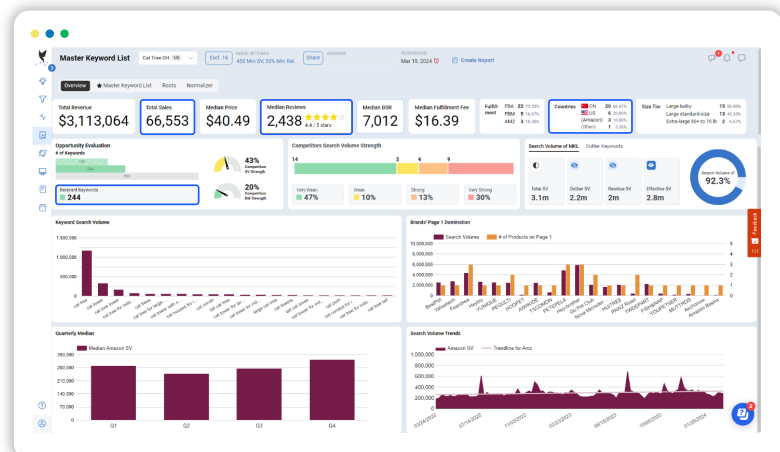
Don't get discouraged. Steering clear of products that have too much risk or exceed your budget will save you time and cash in the long term.

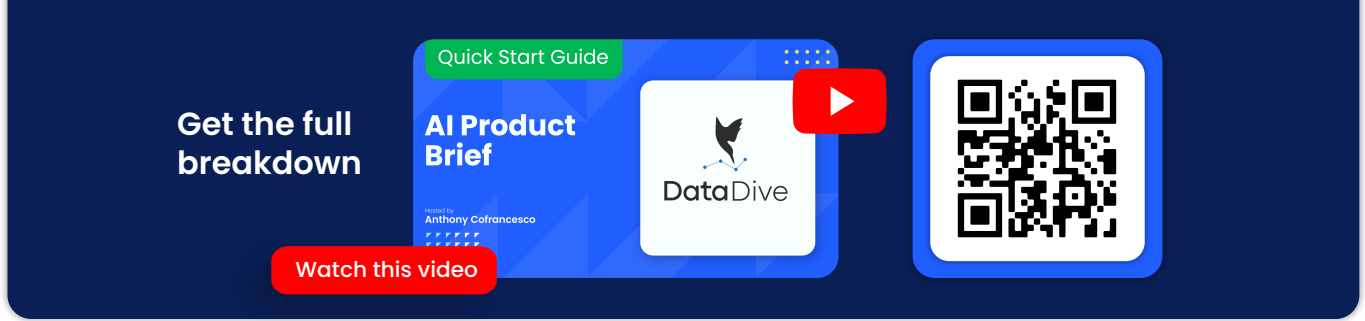


ANALYSIS OF OVERVIEW TAB:

After using this workflow to validate dozens of products, you'll start to notice trends that can be spotted quickly in the overview tab. While it's recommended to fill out the Product Scorecard and Profits for every product you are validating, you might be able to quickly eliminate certain niches from your queue by analyzing the Overview tab in the MKL.

- Sales volume is too high
- Reviews are too high
- Keyword distribution is too low



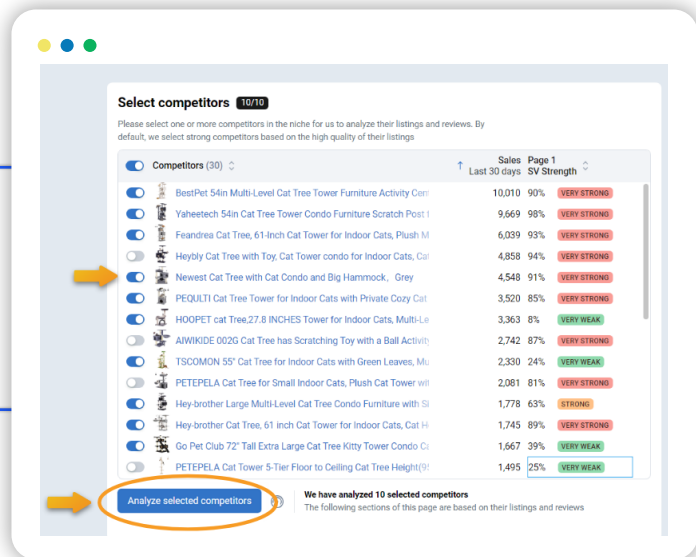


AI PRODUCT BRIEF

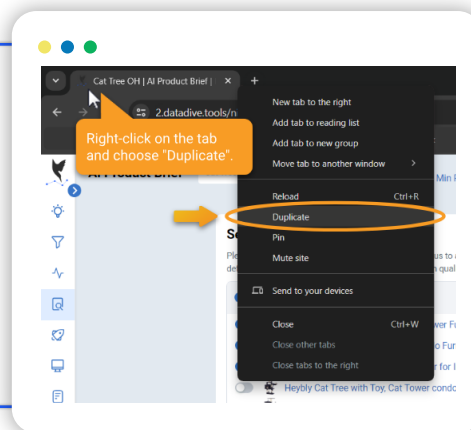
After completing the Product Scorecard and Profits, if a product passes validation (has an acceptable risk level AND falls within your budget required to launch), then you should run the AI Product Brief.

Should you decide to proceed with the launch, the AI Product Brief will give you ideas for how to develop the product to beat competitors.

1. Select the top 10 competitors
2. Click start



The report takes 10-15 minutes to complete. Duplicate the tab so you can check progress and continue working.





Do you still have questions
about this workflow?

**Register to any of our 3X weekly
Office Hours sessions and get
your questions answered.**

[TIMES OF OFFICE HOURS >](#)

