Module 2:

Ecommerce Product Research Training: Kamyab Product Ka Safar

Winning Product Kay Buniyadi Usool (Criteria for Winning)

Sab se pehle, yeh samajhna zaroori hai ke "Winning Product" hota kya hai
Yeh woh product hai jo market mein bikta hai aur aapko accha profit deta hai

Aapko yeh factors dekhne hain:

1. Demand Aur Trend Dekhiye (Consumer Interest):

Aapka product trending hona chahiye aur uski consumer demand honi chahiye. Agar log usay search hi nahi kar rahay, toh sales nahi hon gi

Evergreen Products: Woh jo saal bhar bikte hain (maslan, bachon ke products). In mein competition zyada hota hai.
Seasonal/Trending Products: Woh jo sirf kuch hafton ya mahino ke liye popular hotay hain (maslan, Halloween products). Shuru mein, in mein jaldi kamyabi mil sakti hai kyunki market mein enter hone ka sahi waqt pata hota hai.

Google Trends graph showing the consistency of an Evergreen product vs. the spike of a Seasonal product)

2. Problem Solver Ho Aur High Value De (Solve a Problem):
Sabse behtareen products woh hotay hain jo customer ka koi masla hal karte hain ya unhe apne baray mein behtar mehsoos karwatay hain.
Jis product ki perceived value (customer ki nazar mein qeemat) zyada hoti hai, customer uske liye zyada paisa kharch karne ko tayyar hota hai.

3. Competition Ki Kamyabi Dekhiye:
Aapko yeh dekhna hai ke jo product aap bechna chahte hain, kya woh pehle hi aapke competitors ke liye paisa bana raha hai ? Agar woh unke liye chal raha hai, toh potential aapke liye bhi hai.

Evaluation Aur Validation

Aapne product dhoond liya, ab use confirm karna hai ke yeh sach mein chalega ya nahi.

1. Deep Research:
   Jo product aapne Amazon ya AliExpress par dekha, uski Amazon link uthaiye aur AI (Deep Research mode) mein daal dijiye.
   AI ab aapke product aur aapke pehle kiye gaye problem research ko combine karke full market analysis karega.
   AI aapko bataega ke kya aapka product market mein potential rakhta hai, competition mein kya gaps hain (maslan: grooming plus therapy ka combination), aur aapko kis marketing angle par focus karna chahiye (maslan: natural methods vs. pharmaceutical drugs).

2. Competitor Ads Ki Search:
   keywords nikalwaiye (jaise: pet joint pain relief, dog knee brace).
   In keywords ko Facebook Ad Library (free tool) ya Winning Hunter/CalData (paid tools) mein daal kar check karein.
   Dekhne ki cheezein: Agar koi ad lambi muddat se chal raha hai aur us par engagement accha hai, toh woh product winning hai [48]. Paid tools aapko yeh bhi bata sakte hain ke woh advertiser kitna ad spend kar raha hai aur kitna revenue bana raha hai.

3. Target Audience/Angle Validation:

   Aapke competitors ke ads par jo comments aate hain, unko padhiye. Comments se aapko pata chalta hai ke customer kya sawal pooch raha hai ("Will it work for me?", "Does it do this or that?").
Yeh feedback aapko sahi marketing angle chunne mein madad karta hai taa ke aap us audience ko target kar saken jise aapka competition shayad bhool gaya ho.

4. Sales Estimation (SimilarWeb):
   Agar aapko kisi competitor ki website ka URL pata hai, toh SimilarWeb (free Chrome Extension) use karein.
   Yeh tool aapko batata hai ke us competitor ko har mahine kitni traffic mil rahi hai.

Calculation: Traffic (maslan 4,000 visitors) x Industry Conversion Rate (let's assume 2.5% Shopify rate) = Estimated Orders. Phir Orders ko Selling Price se multiply karke estimated revenue nikal lijiye. Is tarah aap data driven decision le saktay hain, sirf anumaan (assuming) nahi laga saktay.