# POPSIGHT

## PoP Product Discovery System

## AI-Powered Trend Intelligence & Product Strategy Tool

Jane (Zhan Li)

Penny (Panyi Wang)

Vinny (Vinayak Tiwari)

Hack the Coast 2026

# Trend Discovery is Manual & Fragmented

- Trade shows
- Social media
- Personal networks
- No unified system

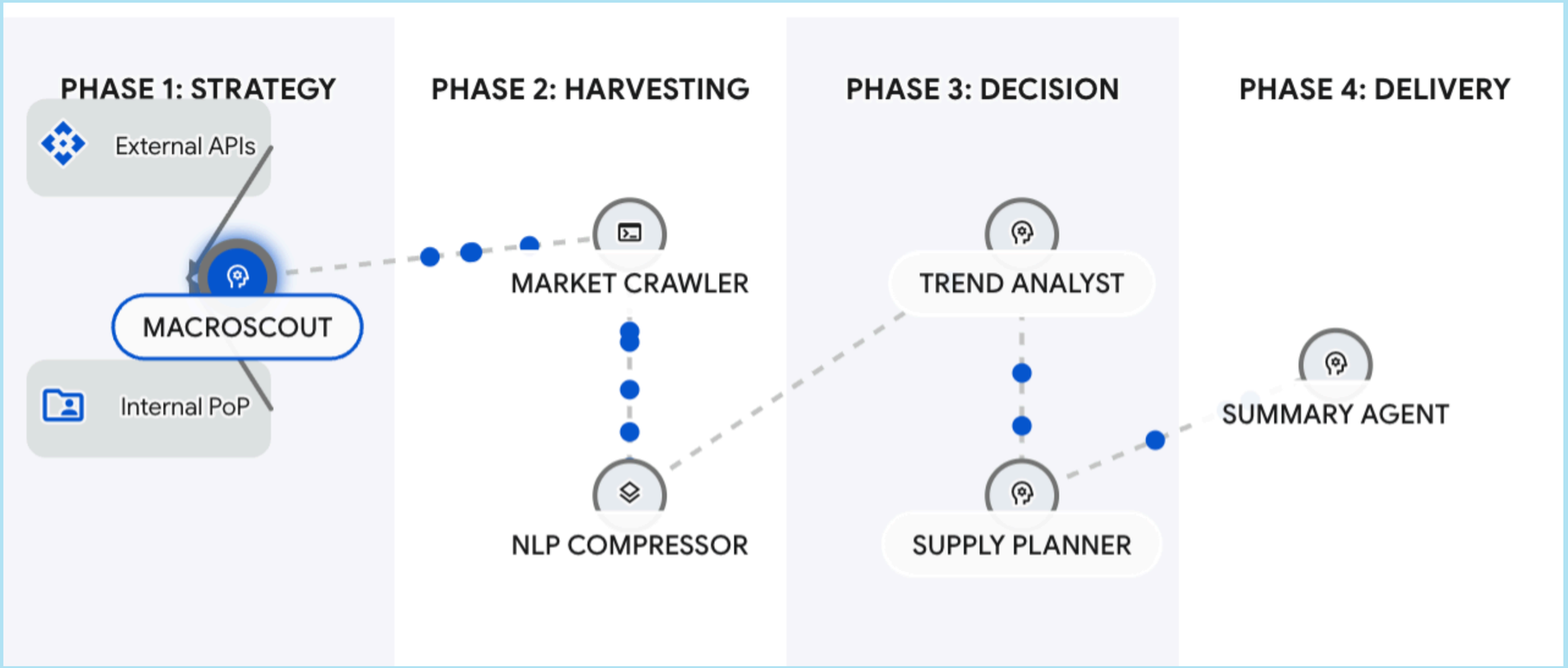
# Challenges of Manual Discovery

- Hard to track emerging trends systematically
- Signals are scattered across sources
- Limited ability to act early

# From Trend Signals → Business Decisions

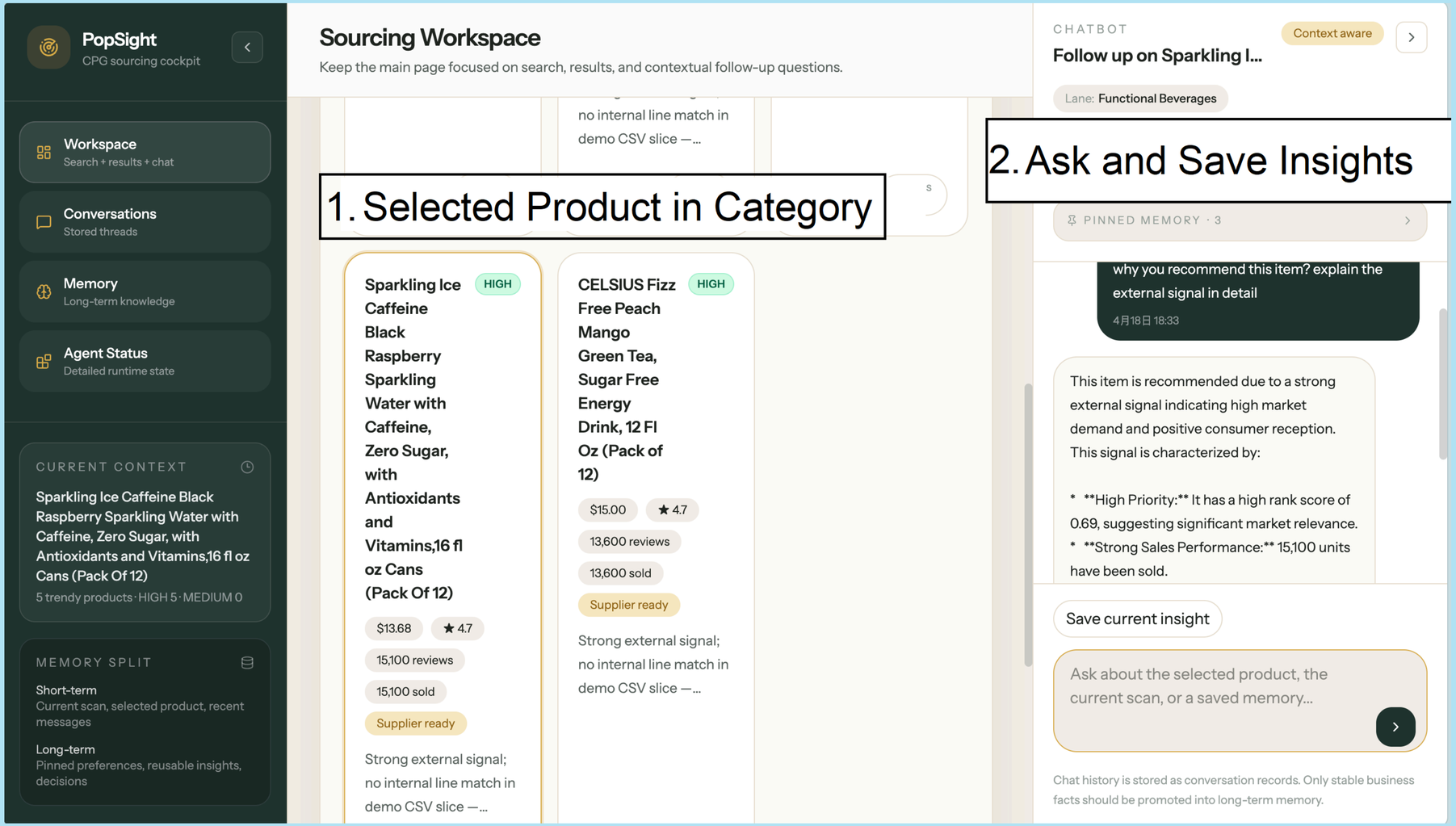
- Aggregate public trend data
- Apply business constraints
- Identify opportunities
- Output actionable recommendations

# End-to-End Trend Discovery Pipeline

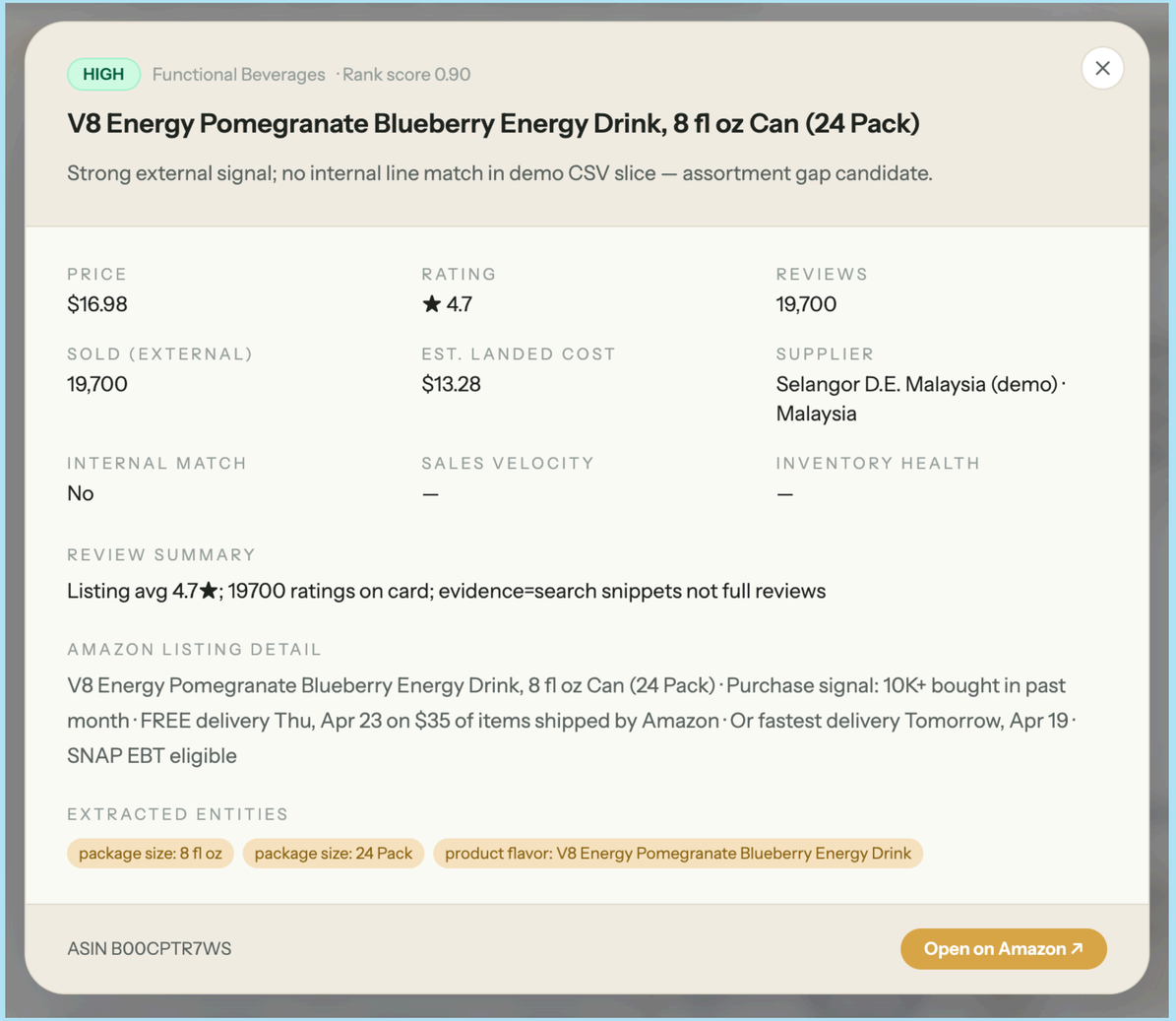



TRANSFORMS RAW TREND SIGNALS INTO ACTIONABLE PRODUCT DECISIONS

# Sample Recommendation



# Product Detail View



# Built Around Real Constraints

- Ingredient compliance
- Trade / tariff considerations
- Category alignment

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# Identifying New Product Opportunities

- Detect gaps in existing catalog
- Combine trends with core ingredients
- Support both distribution and development

# Interactive AI Assistant

- Query trends and products
- Uses internal + external data (RAG)
- Supports memory (save / update / delete context)
- Helps explore opportunities quickly

# Key Benefits

- More structured trend discovery
- Faster analysis of opportunities
- Reduced manual effort
- Better alignment with business constraints

# From Signals → Insights → Action

Thank You!

Q&A

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Zhan Li (Jane)

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Vinayak Tiwari (Vinny)

**External Signal Score** should consist of three components:

```
External Score = Sales Score (quantitative) + Sentiment Score (review text analysis)
+ Price Fit Score
```

**Sales Score**: Use percentile ranking instead of hard thresholds. For example, SKUs in the top 30% of all 30 SKUs get a high score.

**Sentiment Score**: Run simple sentiment analysis on `item_review_summarized`. The existing review text contains clear positive and negative signals:

- Positive words: `repeat purchase`, `loyalty`, `praised`, `spike`, `TikTok` → add points
- Negative words: `complaints`, `debates`, `rare mentions`, `questions` → deduct points

**Price Fit Score**: PoP primarily serves Asian grocery and health food channels. Products priced too high or too low are not a good fit — the sweet spot is **$5–$25**.

The final composite score then combines internal and external signals:

```
Final Score = External Attractiveness × Weight A + Internal Gap Signal × Weight B +
Catalog Coverage
```