

SELLERRADAR — MODULES 1-2

SellerRadar Part 1: Find What to Sell and Who You're Up Against

Modules 1-2 of the custom TikTok Shop research app — Product Finder + Shop & Competitor X-Ray. Part 2 (viral videos + creators) drops next.

MODULE 1

Product Finder

Find products that are accelerating — not just products that are already big.

MODULE 2

Shop & Competitor X-Ray

See exactly where rival shops are weak — and sell into the gap.

Most TikTok Shop sellers guess. Guessing loses.

The shop is not the hard part. Anyone can list a product in an afternoon. What separates the shops that grow from the shops that stall is what happens *before* the listing: the research.

And for most sellers, that research is not research at all. It is scrolling, copying and hoping.

WHAT GUESSING LOOKS LIKE

- **Hours of scrolling** — sellers scroll TikTok for hours looking for a “winning product,” with no filter and no record of what they saw.
- **Copying without numbers** — they copy what a competitor sells without knowing whether it actually sells, how fast, or at what margin.
- **Creators chosen by followers** — they pick creators by follower count instead of selling power, then wonder why a big audience produced zero orders.

WHAT GUESSING COSTS

- **Wasted ad spend** pushing a product the data would have rejected on day one.
- **Dead stock** sitting in a room or a warehouse, bought on a hunch.
- **Months of trial and error** — the most expensive tuition in e-commerce, paid one failed product at a time.

The fix: replace guessing with evidence

SellerRadar is a custom research app built by AI Soft Tech Solution. It runs the same six-step pipeline every time — product, shop, viral video, creator, hook, action plan — so every decision starts from numbers, not from a feeling you had while scrolling at midnight.

This guide covers the first two modules. They come first for a reason, and by page 5 you will know exactly why.

The Product Finder

Big is not the same as winning. A product with 100,000 lifetime sales may already be slowing down. The Product Finder looks for something more useful: products that are **accelerating**.

What it does

It filters the TikTok Shop catalog by the signals that matter — region, price band, rating floor, units sold and sales velocity — then ranks what is left by momentum. You do not get an endless feed. You get a shortlist you can actually act on.

You feed it	What it returns
Category	A ranked shortlist of 10–20 products , each with units sold, sales velocity and rating evidence — so you can see <i>why</i> it made the list, not just that it did.
Price range	
Country / region	

The five filters that do the work

- **Region** — demand in the UK is not demand in the US. Filter for the market you actually ship to.
- **Price band** — stay inside the range where your margin and your ad budget survive.
- **Rating floor** — a fast-selling product with a collapsing rating is a returns problem waiting to happen.
- **Units sold** — proof that real buyers already want it.
- **Sales velocity** — the 7-day direction. Rising beats large. Every time.

Sample filter recipe — copy this to start

Region: UK • **Price:** £5–£25 • **Rating:** 4.5+ • **Sold:** 500+ units in the last 30 days • **Velocity:** positive over the last 7 days

Tighten or loosen one filter at a time. If the shortlist is empty, the market is telling you something — listen before you force it.

The Shop & Competitor X-Ray

Finding a promising product is only half the decision. The other half is knowing who already owns that space — and where they are leaving money on the table.

What it does

Give the X-Ray any rival shop and it returns a clear picture of that business: its size, its ratings, its service quality and its sales performance. Then it does the part most sellers skip — it flags the **gaps**.

You feed it	What it returns
Competitor shop names or links — start with the five biggest shops in your category	A one-page X-Ray card per competitor : product count, ratings, service metrics and sales performance — plus a gap list : what they do not sell, and who they do not serve.

Where competitors are usually weak

- **Slow replies** — questions answered hours later, or not at all. Buyers do not wait.
- **Bad reviews with a pattern** — the same complaint repeated is not bad luck. It is an opening.
- **Missing products** — the variant, bundle or price point customers ask for and nobody lists.
- **An audience they ignore** — a buyer group their videos, pricing and range were never built for.

The rule

Never copy the competitor's product blindly. Copy their weakness.

Their bestseller is already defended. Their weakness is undefended — and it is where a new shop can win without outspending anyone.

Why these two modules come first

SellerRadar has six modules. These two run first because they decide whether the other four are even worth running.

REASON 1

Product choice is the 80% decision

A great video cannot save a dead product. Neither can a great creator, a clever hook or a bigger ad budget. If the product is wrong, everything built on top of it is an expensive way to confirm it. Get the product right first, and the videos, creators and hooks in Part 2 have something real to work with.

REASON 2

Competitor gaps are where new shops win — without ad spend

A new shop cannot outspend an established rival. It does not need to. Every established shop has slow replies, repeated complaints, missing variants and buyers it ignores. Sell into one of those gaps and you are not fighting for their customers — you are serving the customers they already disappointed.

An honest note: this is research, not magic

SellerRadar tells you what **is** working — what is selling, how fast, where, and who is failing to serve the buyer. It cannot tell you what **will** work for your shop, your price and your video.

That is why you still test: small quantity, real video, real data. The app does not remove the test. It stops you wasting the test on a product the evidence had already rejected.

Sequence matters: Product Finder first, Competitor X-Ray second, everything else after. Run them out of order and you end up making beautiful videos for products nobody checked.

The math: what the scrolling is costing you

Manual research does not feel expensive because it is paid in minutes, scattered across the day. Add it up for a month and the number changes.

60–90 hrs

Manual research, per month

2–3 hours a day scrolling, comparing shops and saving videos — roughly 60–90 hours every month.

~5 hrs

With SellerRadar, per month

One 10-minute brief each morning. The shortlist and the competitor cards are waiting when you sit down.

What 60–90 recovered hours are worth

Value your own time at a modest **\$20 an hour** and the recovered research time alone is worth:

\$1,200 – \$1,800 per month of time recovered

That is before the bigger saving: **one wrong product pick avoided**. One bad pick costs dead stock plus wasted creator fees — easily more than a month of research time, gone in a single order.

The saving nobody puts in a spreadsheet

Picking creators by evidence instead of follower count stops the most demoralising trap in TikTok Shop: **“big creator, zero sales.”** A large audience that does not buy is not reach. It is an invoice. Part 2 covers the Creator Matcher in full — but the habit starts here, with Modules 1–2: never spend before you have checked the numbers.

Your figures will differ. Run the same calculation with your own hours and your own hourly value — the shape of the answer rarely changes.

How to build SellerRadar (Modules 1–2)

You do not need to be a developer to build this. You need a coding agent, a data source, and two well-written prompts.

1 Pick a coding agent

Choose one and stay with it: **Claude Code**, **Cursor** or **Codex**. It will write the app with you, step by step.

2 Connect a TikTok Shop data source

Connect a TikTok data API / MCP that exposes **product and shop endpoints** — search, sales, ratings and shop metrics. Be honest here: **the data layer is usually paid**. Budget for it; free scraping breaks when you start relying on it.

3 Write the two research prompts

Start from these, then tune them to your category:

PROMPT A — PRODUCT SHORTLIST

```
Search TikTok Shop products in [CATEGORY] for [COUNTRY]. Filters: price [MIN]-[MAX], rating 4.5+, 500+ units sold in 30 days, positive 7-day velocity. Return a ranked shortlist of 15. For each: name, price, units sold (30d), 7-day velocity, rating, shop. Rank by velocity, not total sales. One line per product: why it made the list.
```

PROMPT B — COMPETITOR X-RAY

```
Analyse this TikTok Shop: [SHOP LINK]. Return a one-page X-Ray card: product count, average rating, service metrics, best sellers, sales pattern. Then list the gaps: products they do not sell, complaints that repeat in reviews, slow-response signs, audiences they do not serve. End with the 3 weakest points a new shop could beat first.
```

4 Build a simple dashboard

A simple **Next.js** dashboard is enough: product shortlist on one side, competitor X-Ray cards on the other — side by side, or the insight gets lost.

5 Deploy it

Deploy on **Vercel**, run your first brief tomorrow morning, and keep the same filters for a week before you judge them.

Coming in Part 2

Part 2 adds the **Viral Video Finder**, **Creator Matcher**, **Hook Decoder** and **Action Plan Generator** — turning a checked product into videos, creators and a plan.

The Research Checklist

Print this page. Work top to bottom. Do not skip to the creator step — that is where the guessing starts again.

- ☐ **Define your price band and country.** One market, one range — before you look at a single product.

- ☐ **Run the Product Finder and keep the top 10.** Ranked by velocity, with the evidence attached.

- ☐ **X-Ray the 5 biggest shops in your category.** One card per competitor, gaps included.

- ☐ **Write down each competitor's 3 weaknesses.** Slow replies, repeated complaints, missing products — in their words, not yours.

- ☐ **Pick the product where you beat the leader on at least 2 gaps.** If you cannot beat them anywhere, it is the wrong product — go back to the shortlist.

- ☐ **Never pay a creator before checking their selling power.** Followers are not sales. (Covered in full in Part 2.)

WORK WITH US

Want SellerRadar built for YOUR shop instead?

We build custom research and automation apps for TikTok Shop sellers — product intelligence, creator outreach and order automation, built around your category, your price band and your market.

Message AI Soft Tech Solution for a free demo — and see your own category's shortlist and competitor gaps, live.

SellerRadar Part 2 is next: viral videos + creators.

Find what is selling. See where the leaders are weak. Then test — with evidence behind you.