

CategoryVantage Weekly Commercial Decision Memo - Sample

Template date: 2026-05-04

Regenerated for controlled outreach: 2026-05-14

Status: customer-ready sample. This memo shows the operating quality expected from a paid CategoryVantage decision program.

Commercial position:

CategoryVantage is a governed TV category decision desk for teams that already need cleaner weekly commercial judgment. Customer onboarding is a final calibration step: product universe, account context, and approval rhythm are connected to a decision system whose evidence gates, memo structure, and operating discipline already exist.

Typical calibration frame, subject to access and approved inputs:

- Week 1: evidence gates, memo structure, sample universe, and review rhythm live.
- Weeks 2-3: customer-specific product universe, retailer scope, economics fields, and approval owners connected.
- Week 4: first customer-specific weekly memo and first rollup baseline.

1. Scope

CategoryVantage turns TV market evidence and approved customer context into a Weekly Commercial Decision Memo for category, pricing, marketplace, and ecommerce teams.

Sample weekly scope:

- Priority TV model families and SKUs.
- Retailer / marketplace surfaces selected during fit review; no surface is treated as active action coverage until access, scope, and evidence gates are confirmed.
- Illustrative surfaces shown in this sample: Amazon, Walmart, Best Buy, Target, Costco, and eBay.

- Product identity, price, availability, seller / condition, promo, MAP or unauthorized-seller evidence where applicable.
- Decision lanes: defend , opportunity , watch , recheck , blocked , unknown .
- High-spread rows require PDP visual proof before customer action language.

Action rows are selective by design. Products that clear identity, price, availability, seller / condition, and evidence gates can move into commercial language. Products that still need proof are routed to watch, recheck, blocked, or unknown so leadership sees the operating reality without noisy overclaiming.

2. Executive Readout

This week's sample desk separates decision-ready pressure from noisy market movement and gives leadership a clean next-step view.

Lane	Meaning	Executive action
Defend	Market proof supports holding price or premium posture	Preserve margin unless account context says otherwise
Opportunity	Visible market edge or timing window deserves review	Prepare offer, value story, or account discussion after evidence gates
Watch	Commercial signal exists, but action proof is incomplete	Keep in weekly watch and collect missing evidence
Recheck	Source, PDP, seller, condition, availability, or identity needs review	Verify before any commercial escalation
Blocked / Unknown	The system refused to overclaim	Do not act; route to proof queue

Decision principle:

A price difference is not an action. It becomes an action only when identity, seller / condition, availability, freshness, and customer context support the commercial move.

3. Decision Card - Price Defense

Product family: Sample 65-inch Mini LED

Current posture: Defend / margin discipline

Decision state: likely , calibrated by account context

Owner persona: Category lead, pricing lead, account lead

Market read:

Comparable products appear clustered in a disciplined corridor. A lower visible reference exists, but the market read supports margin discipline unless seller, condition, availability, and account objective proof justify a sharper move.

Evidence stack:

- Identity: model family, size, panel, condition reviewed.
- Seller / condition: only comparable sellers should influence action language.
- Availability: sellable availability required.
- Price evidence: action language requires a current accepted price observation.
- Customer context: margin band, inventory pressure, or account objective can change the recommended posture.

Recommended executive action:

Hold price posture unless inventory, velocity, or account objectives create a stronger reason to move.

Control note:

A low marketplace reference should not drive markdown language until seller, condition, availability, and PDP proof clear.

This table is not live market data. It shows the row-level form a category team would receive after proof classification.

Sample SKU	Current	Lowest comparable	Spread%	Seller	Condition	Availability
CV-65MLED-A	\$1,149	Best Buy first-party \$1,099	4.3%	Best Buy	New	Shipping / pickup visible
CV-55QLED-B	\$699	Walmart 3P seller reference \$559	20.0%	Marketplace seller, authorization unconfirmed	New	Shipping visible
CV-75MLED-C	\$1,399	Costco member-channel reference \$1,329	5.0%	Costco	New	In stock
CV-50UHD-D	\$379	No accepted comparable; eBay \$239 rejected	36.9% visible, not accepted	eBay seller	Refurbished / condition conflict	Unknown
CV-43LED-E	\$289	Amazon marketplace \$249	13.8%	Amazon marketplace seller	New	Delivery visible
CV-85MINI-F	\$1,899	Target promo \$1,749	7.9%	Target	New	Limited shipping visible

4. Decision Card - Promo Leakage / Channel Divergence

Product family: Sample 55-inch QLED

Current posture: Channel divergence watch

Decision state: needs_review, evidence route open

Owner persona: Marketplace lead, channel lead, ecommerce lead

Market read:

One channel shows lower visible pressure. The signal may indicate promo leakage, MAP pressure, or unauthorized seller behavior, but it is not yet clean enough for customer action.

Required proof before escalation:

- PDP visual proof.

- Promo badge, coupon, cart-price, or price-drop mechanic.
- Seller identity and seller authorization context.
- Condition comparability.
- Sellable availability.
- Customer-provided MAP or channel policy, if applicable.

Recommended executive action:

Escalate only after visual proof confirms seller, condition, availability, and promo mechanics. Until then, keep the row in channel-divergence watch.

Control note:

Channel or seller language should be based on confirmed mechanics, not a single weak price signal.

5. Decision Card - Stock Window

Product family: Sample 75-inch Mini LED

Current posture: Stock-risk / availability window

Decision state: likely, calibrated by customer inventory context

Owner persona: Category lead, ecommerce merchandising, account lead

Market read:

Competitor availability may be thin while the product still has visible demand or category relevance. This can create a window to defend price, protect stock, or improve placement without a markdown.

Evidence stack:

- Competitor sellable availability.
- Customer sellable stock or stock band.
- Visible market price posture.
- Review / demand signal, if customer-facing claim needs support.

Recommended executive action:

If internal stock and account objective support it, treat competitor availability weakness as a price-defense or placement opportunity, not an automatic discount trigger.

Control note:

Unknown competitor availability is a recheck state; it is not the same as confirmed unavailability.

6. Decision Card - Blocked / Identity Spine Fail

Product family: Sample 50-inch UHD

Current posture: Blocked / no commercial action

Decision state: blocked , not unavailable

Owner persona: Category operations, pricing lead, marketplace lead

Market read:

A cheaper visible reference appears on a marketplace surface, but the product identity spine does not hold. The PDP title, model suffix, product image, condition, or seller context conflicts with the customer SKU.

Why the system refuses the claim:

- Model suffix or UPC evidence does not reconcile.
- PDP image or specification row conflicts with the customer SKU.
- Seller / condition is not comparable to the primary new-offer standard.
- Sellable availability is not confirmed for the same offer context.

Recommended executive action:

Do not use this reference as price pressure. Route it to identity review, source replacement, or exclusion before it can influence a commercial memo.

Control note:

Blocked is a commercial output. It protects the team from reacting to a false match that would create false margin pressure.

7. High-Spread Proof Gate

A 30%+ spread can be high value or high risk. CategoryVantage does not turn it into customer action language until visual PDP proof clears.

High-spread gate:


- Spread detected.
- Identity spine check.
- Seller / condition comparability check.
- Sellable availability check.
- Promo, MAP, or unauthorized-seller evidence check.
- Output: `action` , `watch` , `recheck` , `blocked` , or `unknown` .

Customer-ready read:

Preserve the potential value of the signal, but keep action language gated until the source proof holds.

PDP PROOF REFERENCE

Captured PDP proof - redacted synthetic example 2026-05-04T14:30Z



product image redacted

Retailer surface

65 in Mini LED TV - title redacted

[\$X,XXX] primary offer price redacted

Verified fields

Identity: checked Seller: redacted Condition: New Ship-to: 10001

The thumbnail is a redacted synthetic layout, not live retailer data. A usable PDP proof record needs the visible retailer surface, timestamp, product identity, primary offer price, seller, condition, sellable availability, and delivery context captured together.

8. Watch / Recheck Queue

The weekly memo does not hide weak evidence. It routes weak evidence so teams can protect decision quality and keep meetings focused on usable commercial signal.

Typical queue reasons:

- Wrong match prevented.
- Seller / condition not comparable.
- Availability unknown, not unavailable.
- Blocked access.
- Price evidence not sufficient for action language.
- Customer economics needed.

Why this matters:

The point is not to produce more alerts. The point is to prevent weak market evidence from becoming a bad commercial recommendation.

9. End-of-Month Rollup Preview

At the end of the month, CategoryVantage rolls weekly memos into an executive readout.

Rollup outputs:

- Repeated price-defense candidates.
- Repeated promo leakage suspects.
- Confirmed channel-divergence cases.
- Stock-risk watchlist.
- New-entry threats.
- Gross-profit risk / opportunity estimate when approved customer economics are available.

Value-proof inputs:

- Verified affected SKU set.
- Approved unit exposure.
- Verified price / promo delta.
- Approved margin sensitivity.
- Confidence / proof state.

Gross-profit framing is added only when approved economics and proof state support the claim.

ILLUSTRATIVE ECONOMICS CARD

This example is not a forecast or claim. It shows how an approved customer economics input would be converted into a rollup line once proof is complete.

Signal	Price defense preserved on CV-65MLED-A
Approved unit exposure	180 units
Verified delta	\$75
Approved margin sensitivity	22%
Illustrative GP read	about \$2,970 preserved gross profit

10. Operating Standard

CategoryVantage prepares governed decision language for teams that need weekly commercial leverage without turning noisy market data into reflex action.

The standard is:

- sparse, high-conviction action language,
- visible evidence gates,
- clean recheck and blocked lanes,
- customer context only where it improves the commercial decision,
- and manual ownership of pricing, suppression, promo, and account action.

CategoryVantage gives the team a sharper decision desk. The customer keeps final commercial authority.