

## Research & Analysis Prompts

Turn raw industry data, competitor information, and market signals into a structured intelligence report covering players, trends, opportunities, risks, and strategic positioning gaps.

Difficulty: Advanced

Model: ChatGPT / Claude

Use Case: Market Research & Strategy

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Why This Prompt Exists

Most market research is either too shallow or too fragmented.

People collect data on:

- competitors
- pricing
- industry trends
- customer segments
- news and reports

...but rarely combine it into a coherent strategic picture.

As a result, decisions are made based on partial visibility rather than structured intelligence.

This framework converts scattered market inputs into a unified breakdown that supports real strategic decision-making.

The Prompt

Assume the role of a senior market intelligence analyst and strategy consultant specializing in competitive analysis, industry mapping, and commercial opportunity identification.

Your task is to produce a structured market intelligence report based on the provided inputs.

Before generating conclusions, analyze:

- market structure and segmentation
- key competitors and positioning
- pricing models and pressure points
- customer behavior trends
- emerging industry shifts
- regulatory or external influences
- barriers to entry
- innovation gaps

Then generate the following:

1. Market Overview
2. Industry Structure Breakdown
3. Key Players & Competitor Analysis
4. Competitor Positioning Map (descriptive)
5. Pricing Strategy Analysis
6. Customer Segments & Behavior
7. Market Trends & Directional Shifts
8. Growth Drivers
9. Market Risks & Constraints
10. Unmet Needs & Opportunity Gaps

11. Strategic Entry Points
12. Competitive Advantages Available
13. Threat Analysis
14. Long-Term Market Outlook
15. Actionable Strategic Recommendations

INPUTS:

Industry / Market:

[INSERT MARKET]

Geographic Scope:

[GLOBAL / US / REGIONAL]

Target Segment:

[INSERT TARGET CUSTOMERS]

Known Competitors:

[INSERT COMPETITORS]

Business Model Context:

[STARTUP / ENTERPRISE / INVESTOR / RESEARCH]

RULES:

- Prioritize real-world applicability over theory
- Avoid generic market descriptions
- Highlight actionable strategic insights
- Clearly distinguish facts from interpretation
- Focus on competitive positioning clarity

- Identify overlooked or underserved segments

#### How To Use It

- Always define the market narrowly enough to avoid overly generic output.
- Include known competitors even if incomplete—partial data still improves accuracy.
- Use this before launching products or entering new industries.
- Re-run periodically to track shifting competitive dynamics.
- Combine with synthesis and trend analysis prompts for deeper strategic insight.

#### Example Input

**Industry:** AI-powered CRM tools

**Geographic Scope:** US market

**Target Segment:** small business owners and service-based companies

**Known Competitors:** HubSpot, Zoho, Pipedrive, Salesforce

**Business Model Context:** startup

#### Why It Works

Most market analysis fails because it lists information instead of interpreting structure.

This framework improves decision-making by forcing:

- systematic market decomposition
- clear competitor positioning analysis
- identification of opportunity gaps
- structured trend interpretation
- action-oriented strategic framing

Good strategy does not come from more data.

It comes from clearer structure applied to the right data.

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