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The Bundle Finder

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The pair-counting prompt, the bundle margin check, and how to price a bundle without giving away the margin.

The idea

Most bundles are a seller's guess: "bag and sleeve, they go together." Your order history already shows what buyers put in the same basket — and it's often not what you'd guess.

Bundle what people already buy together. Then check it still makes money.

Step 1 — Export the right data

You need **one line per item, with the order ID**, so orders with several items show as several lines.

1. Export 3 months of orders from each platform (order-level export with items).
2. Keep only: order ID, product name or SKU. Drop buyer names, phone numbers and addresses — they're not needed and shouldn't go into an AI tool.
3. If you sell on several platforms, combine them into one list. Pairs are pairs wherever they happen.
4. Small shop? Use 6 months. A slower answer beats a wrong bundle.

Step 2 — The pair-counting prompt

> Here are my orders: one line per item, with order ID and SKU.
>
> 1. Keep only orders with two or more different SKUs.
> 2. For every pair of SKUs, count how many orders contained both.
> 3. Show the top 10 pairs as a table:
> SKU A | SKU B | orders with both | orders with A | orders with B
> 4. Leave out any pair that appeared in fewer than 5 orders.
>
> Only after the table: suggest which 2–3 pairs would make sense as a bundle and why, in one line each. Don't suggest bundles that aren't in the table.
>
> Orders:
> [paste]

"Count first, suggest second" keeps it honest. Without the table, it will happily suggest bundles from what sounds sensible rather than what's in your data.

For a big export (thousands of lines), use an AI tool that can run code on a file (ChatGPT with data analysis, Claude with file analysis) — ask it to count in code, not by reading. Counting by eye across thousands of lines is where models slip.

Step 3 — Read the table

Paste the top pairs into the **Pairs** tab of `bundle-margin.xlsx`.

- **Orders with both** — must be 5 or more. Below that it's coincidence.
- **% of A orders that include B** — the useful one. If 13% of bag buyers also buy the organiser, the bundle is putting in front of people something 1 in 8 already wanted.
- A pair can be strong one way and weak the other. Bag → organiser might be 13%, organiser → bag 34%. Put the bundle on the listing of the item with the lower % — that's where it adds the most.

Step 4 — The margin check

A bundle has to still make money. The **Margin** tab does this per bundle:

YOU FILL IN	WHERE IT COMES FROM
Price and landed cost of each item	Day 12 landed-cost sheet
Bundle price	Your proposal
Platform fees %	Free fees calculator: beamingbulb.co/marketplace-fees-calculator
Ship + pack per order	Your real cost
Target margin %	Your number

It calculates:

- **Discount vs separate** — how much cheaper the bundle is.
- **Profit per bundle** and **bundle margin**.
- **Discount costs you** — profit lost versus the same buyer buying both separately in one order.
- **Lowest price at target margin** — your floor.

How to price a bundle without giving away the margin

1. **Start from the floor, not the discount.** Work out the lowest price that hits your target margin. Everything between the floor and the separate price is the room you have.
2. **Remember the saving you already have.** One order means one pick, one pack, one shipment. Part of the bundle discount can come out of that saving instead of your margin.
3. **Small, clear discounts beat big ones.** Buyers compare the bundle to the two items separately. A clear saving is enough; the extra discount mostly costs you.
4. **Don't discount the item people buy anyway.** If the bag sells fine alone, the saving should look like it's on the add-on.
5. **Check it against campaign vouchers.** A bundle price plus a platform-wide voucher can land below your floor. Run the margin check at the lowest price a buyer could actually pay.

The trap

Don't bundle your bestseller with your dead stock. It's tempting — use the hero to move the slow item. Buyers notice. The bundle underperforms, and you've dragged down the product that was selling fine alone.

Clear dead stock another way. Bundle things people already buy together.

The quarterly refresh

1. Export 3 months of orders.
2. Run the prompt.
3. Margin-check the top 2 pairs.
4. Launch them. Retire any bundle that didn't sell last quarter.

Buying patterns shift with seasons. Bundles should too.

Questions? Email hello@jjwong.ai — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.