

1 AI A DAY · @JJWONG.AI

The Q&A Mining Pack

1 AI A Day · Day 04 · @jjwong.ai

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Your chat history is the cheapest conversion research you'll ever run. This is the whole method: anonymise, cluster, rank by lost sales, fix three things, repeat monthly.

Step 0 — Anonymise. Before anything else.

Names, phone numbers, emails, IC numbers, addresses and order IDs come out before a single message goes into any AI tool. Not afterwards, and not case by case. The moment it becomes a judgement call, something slips through.

The find-and-replace list. Run these in this order:

ORDER	REPLACES	PATTERN	WITH
1	Emails	<code>[w.+~]+@[w-]+\.[w.-~]+</code>	<code>[EMAIL]</code>
2	MyKad numbers	<code>\b\d{6}-?\d{2}-?\d{4}\b</code>	<code>[IC]</code>
3	Malaysian mobiles	<code>(\+?6?0)1\d[s-]?\d{3,4}[s-]?\d{4}</code>	<code>[PHONE]</code>
4	Order-ID-like strings	<code>\b[0-9A-Z]{10,}\b</code>	<code>[ORDER]</code>

Buyer names and usernames can't be caught by a pattern — replace the whole username column with `[BUYER]` instead. Addresses: delete the column; you don't need it for this.

In Google Sheets, with the message text in column A, this does all four in one cell:

```
=REGEXREPLACE(REGEXREPLACE(REGEXREPLACE(REGEXREPLACE(A2,
"\[w.+~]+@[w-]+\.[w.-~]+","[EMAIL]"),
"\b\d{6}-?\d{2}-?\d{4}\b","[IC]"),
"(\+?6?0)1\d[s-]?\d{3,4}[s-]?\d{4}","[PHONE]"),
"\b[0-9A-Z]{10,}\b","[ORDER]"))
```

Paste it into B2, fill down, then copy column B and paste-as-values over the original. Delete column A so the raw text is gone.

Check two things before you trust it:

- **Rule 4 will also eat long all-caps SKU codes** like `JBLT230NCBLK` . Copy one of your real order IDs, look at its length, and tighten the `{10,}` to match it — or skip rule 4 if your SKUs look like order IDs.
- **Spot-check ten rows by eye.** Patterns catch the common formats, not every format. A number typed as "zero one two..." won't be caught by anything.

Step 1 — Export the last 100 pre-sale messages

Pre-sale only: anything a buyer asked *before* an order existed. Post-purchase questions ("where's my parcel") are a different problem with a different fix.

Pull them from your seller centre's chat and your listings' Q&A sections. If there's no export for your platform, copying and pasting 100 messages takes about twenty minutes — and it's still the best-value twenty minutes in this pack.

One hundred is enough. The same three or four themes show up over and over well before you reach it.

Step 2 — The clustering prompt

Below are 100 anonymised pre-sale questions from my marketplace listings.
Names, phone numbers and order IDs have been replaced with placeholders.

1. Group them into themes. A theme is a shared underlying worry, not a shared wording — "muat tak?", "size ok for 15 inch?" and "can fit my laptop?" are one theme.
2. For each theme give me: how many questions, two example questions exactly as written, and what the buyer is really worried about underneath the question.
3. For each theme, write the one sentence I could add to the listing that would answer it before anyone asks.
4. Rank the themes by likely lost sales, not by count. A worry that appears right before a purchase decision ranks above a common but casual question. Explain your ranking in one line per theme.

If a question doesn't fit any theme, list it separately rather than forcing it into one.

QUESTIONS:

[paste the anonymised questions, one per line]

The line that does the work is **"what the buyer is really worried about underneath."** The literal question is rarely the objection. "Original ke?" is not a question about authenticity certificates. It's a question about whether they'll get burned.

Step 3 — Rank by lost sales, not frequency

Frequency tells you what's confusing. Position in the journey tells you what's expensive. Questions that signal someone is close to buying:

- They name a specific variant, size or colour
- They ask about stock, dispatch time, or delivery to their state
- They ask whether a voucher or bundle applies
- They ask about warranty or returns *for this item*

Questions that signal browsing: "hi", "available?", "can nego?", anything without a specific.

One question asked at checkout outranks ten asked on the way past. If the model ranks purely by count, tell it to redo the ranking.

Step 4 — Put the top three answers where buyers actually look

THEME TYPE	WHERE THE ANSWER GOES
Fit, size, compatibility	The first line of the description, and on an image
Authenticity / "is it real"	Trust block, plus an image of the seal or receipt
Delivery time or origin	Trust block, in the first screen of the description
How it's used or set up	An image with the answer as text on it

Buyers scan images before they read descriptions. For the single biggest theme, put the answer on an image as well as in the text.

One sentence per theme. If a fix needs a paragraph, it's the wrong fix.

Step 5 — Monthly, not once

Re-export next month and run the same prompt. The themes should have moved.

If the same theme is still at the top, your fix didn't land where buyers look — it's in the description when it needed to be on an image, or it's too far down. Move it, don't reword it.

The one thing to remember

For every buyer who asks you a question, several just leave. The fix isn't for the one who asked — it's for the ones who never bothered.

Questions? Reply to this email — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.