

Primary-Source Decision Brief

Four digital-sales platforms compared without converting public pages into false certainty.

18	4	100	0
OFFICIAL-SOURCE ROWS	PLATFORMS	SALE MODEL	MISSING SOURCE URLS

Executive result

A fictional small studio receives a primary checkout recommendation, a bounded secondary-channel test, editable economics and a source register tied to every material platform claim.

What this sample proves

Research becomes decision-grade when current facts, modeled assumptions, scoring preferences and recommendations remain separate and editable.

Use boundary

The buyer is fictional. Platform pages were public observations and must be revalidated before real use. This is not legal, tax or investment advice.

State transformation

01 Chaos

Fees, discovery claims, merchant responsibilities and operational requirements are scattered across differently structured first-party pages.

02 Operation

Official-source capture → claim normalization → economics model → weighted scoring → contradiction and confidence review → bounded recommendation.

03 Usable state

A buyer can change volume and priorities, inspect each source, compare modeled net proceeds and see where a platform claim remains only medium-confidence.

Uncompressed residual

Traffic, conversion, seller income, buyer eligibility and future terms are not inferred from platform marketing pages.

Observable proof

- 18 first-party evidence rows
- Editable 100-sale model
- Fact / formula / judgment separation
- Source and confidence QA

Portfolio integrity

Independently constructed self-directed technical work using public or synthetic inputs. Not a reproduced marketplace brief, confidential client engagement, paid result or claim of deployment.