How Deep Research Works

1. **Goes Beyond Standard ChatGPT**
   a. Actively searches the web for real-time data
   b. Pulls from industry reports, financial data, and competitor strategies

2. **Processes More Than Just Text**
   a. Analyzes tables, images, and files for deeper insights
   b. Takes more time but delivers structured and cited reports

3. **A Smarter Research Experience**
   a. Asks follow-up questions to refine accuracy before starting
   b. Helps businesses track competitors, find market gaps, and plan product launches

Recap: Deep Research in Action

1. **Craft a Strong Prompt**
   - Use ChatGPT o1 to define clear research goals
   - The better the prompt, the more precise the insights

2. **Run Deep Research**
   - Powered by a custom o3 model (not user-selectable)
   - Searches the web, analyzes data, and cites sources

3. **Refine & Apply the Findings**
   - Choose the right ChatGPT model for post-analysis
   - Use insights to track competitors and spot market gaps