**New Product Use Case** – This occurs when a seller plans to sell a product it has not sold before.

1. The seller searches Amazon’s product list to determine if another seller is already selling the product.

2. If a different seller is already selling the product, a new listing is not required; the seller re‐uses the same listing.

3. If the product is not yet sold on Amazon, a new listing is created with the product’s name, description, price, and other relevant items. Every product added is linked to a product category (all categories are predefined by Amazon), for example, “Computers”, “Electronics”, “Appliances”, and similar.

**Product Delivery Use Case** – This occurs when a seller sends one or more units of a product to Amazon so that they can be sold.

1. The seller ships one or more units of a product to Amazon’s warehouse, along with information that indicates to Amazon what the product is, how many units there are, and the condition (new, used, etc …).

2. After Amazon receives the product(s), it updates the seller’s inventory so that customers can

purchase the product.

**New Customer Account Use Case** – This occurs when a customer signs up for an account on Amazon, so they can begin purchasing products.

1. The customer provides Amazon with basic information including a username, an address, phone

number, and an email address.

2. Amazon creates an account for the customer, enabling the customer to purchase products.

**Product Purchase Use Case** – This occurs when a customer purchases a product from Amazon that was provided by a seller.

1. The user logs in to Amazon under their account.

2. A customer selects one or more products on Amazon’s website. When selecting a product, the

customer is actually selecting a particular seller’s inventory while doing so, though they might not

realize this because the process is seamless on Amazon’s website.

3. The customer selects a shipping speed (super saver shipping, standard shipping, two‐day, one‐day) and finalizes their choices.

4. Amazon decrements the seller’s inventory for the products purchased.

5. Amazon creates an order which tracks which customer purchased which products from which sellers.

**Product Shipment Use Case** – This occurs when Amazon ships the products a customer purchased.

1. Amazon packages up the purchased products, and assigns an identifier to package so that it can be tracked.

2. Amazon links the package to the customer’s order.

3. Amazon ships the package to the default address linked to the customer’s account.

4. Amazon notifies the customer that it has been shipped and provides the customer with the tracking

ID.

Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, text, application, Word

Description automatically generated

Aspect1

Graphical user interface, application

Description automatically generated

Aspect2

Graphical user interface, text, application, email

Description automatically generated

Aspect3

Graphical user interface, text, application, email

Description automatically generated

Aspect4

Graphical user interface, application

Description automatically generated

Aspect5

Graphical user interface, text, application, email

Description automatically generated

History table & trigger

Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, text, application, Word

Description automatically generated

Graphical user interface, text, application, Word

Description automatically generated

DATA Visualizations

Graphical user interface, chart, table

Description automatically generated

In this chart, we can see that in the “computer category”, users are more willing to choose one-day or two-day shipping instead of standard shipping and super saver shipping because they have already spent higher money cost on the product. They prefer to receive the product as soon as possible.