Using all the experiences so far in analyzing structured/unstructured data and also using modeling techniques such as cluster/segmentation, regression, text and sentiment analysis, define a use case for marketing analytics with revenue potential. Using the following set of hypothesis and guidelines:

1) You have access to Amazon's purchase/sale data for small to mid-size businesses. These businesses have accounts with Amazon to purchase office supplies, manage inventory, source products/parts for fabrication, and other business support activities.

2) You also have access to these business accounts' browsing data along with log information.

3) You have been given the task by marketing and sales groups at Amazon to analyze all this data and other customer/account/business data for a new service/product launch geared for businesses by Amazon.

4) Define real facts/metrics e.g., sale price, balance, time, return, inventory numbers and use real descriptive information to hypothetically determine the revenue potential for Amazon.

5) Determine what industries, companies, and departments to focus your marketing and sales efforts based on these metrics.

6) Determine analytic approach  (modeling based) and overall data needs.

Submit one page word document.

References:

https://docs.oracle.com/cd/E22577\_01/pdf/141/html/user\_guide/metrics\_list\_apx.htm

http://www.ingrammicroadvisor.com/data-center/6-big-data-use-cases-in-retail

https://erply.com/how-to-measure-retail-performance-5-essential-metrics/

https://countbox.us/top-10-kpis-for-retail-stores/