Umazon Case study

Umazon, is a large multi-national online retailer with offices in 200 countries across North

America, Asia, Europe, Australia and South America. The business model of Umazon is

essentially to enable businesses/merchants to sell products online to Umazon buyers.

US makes up for 60% of the retailers online revenue. US market is growing however leadership is concerned about a recent report of a slowdown.

You and your team are part of the Global Product Strategy and Analytics group and are tasked with finding out the current state of US business. Is it growing rapidly or has growth slowed

down? Your team sat down with US Product Managers who is meeting with VP of US Business

Unit at the end of the month to assess the current state and decide on 2019 focus and marketing budget according to what your team finds.

During your meeting with the US Product Manager, he shared with you that he knows certain

departments – like Books are doing better than others. He also thinks that certain buyer segments

may be growing faster than others. On their other side, there might be merchants segments which aren’t doing very well, because of the economy or may be Umazon’s pricing model. He would like to have a good understanding before his meeting with the VP of US Business Unit.

Data: <https://docs.google.com/spreadsheets/d/1HBz3e-hbfKv-SLGP5wnqFn7uyfCdgwoo/edit?usp=sharing&ouid=117193094629897226094&rtpof=true&sd=true>