

Amazon Web Services (AWS) Customer Intelligence Portal

About Amazon Web Services

For over 15 years, **Amazon Web Services, Inc. (AWS)** has been the world's most comprehensive and broadly adopted cloud offering. AWS has been continually expanding its services to support virtually any cloud workload, and it now has more than 200 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 81 Availability Zones within 25 geographic regions, with announced plans for 27 more Availability Zones and nine more AWS Regions in Australia, Canada, India, Indonesia, Israel, New Zealand, Spain, Switzerland, and the United Arab Emirates. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

Project Description

The Customer Intelligence portal provides 'Single source of truth' about AWS customers and serves as a knowledge base for the field teams to drive 'Next Best Action' for their customers. The portal provides necessary information about customer usage trends from AWS internal data, and latest information and insights about customer's and customer's industry's growth and negative trends from reliable news sources including Bloomberg, WSJ and Washington Post. The Portal uses Machine learning models to derive customer insights from external market data. The portal reduces time for customer research for the field teams by 75%.

The Customer Intelligence Portal provides ability to look up a customer or an industry. For a customer, the portal provides two views: internal and external. The Internal view shows customer's usage trend of last 3 months for various services and provides quick stats on services positive or negative trends. It also provides links to SFDC and SIADs Dashboard for additional information. The external view provides a summary of positive and negative news for the past month (configurable). The summary will highlight key words related to positive or negative news (e.g., hiring, layoff, ramping, ML powered product, expansion in EU, GCP or Azure etc.). From the customer page, the Portal also provides links to an industry page to understand the big picture about the customer. The Portal's access privileges for the internal view are the same as SFDC access set up. However, external view is available to anyone who is helping the account (configurable).

Under this project, the students will work with the external data from the portal and develop an algorithm to prioritize the customers and next sales actions, i.e., which customers have the best potential for closing a sale, and what sales actions are necessary to move a deal forward.