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# Amazon Predictive Shopping

1. **How can Amazon decide what you want to buy before you buy it?**

By analysing a large amount of user data including wish lists, shopping cart contents, previous orders and even how long the mouse cursor pauses over an item.

1. **How can they deliver a package to you without knowing your address before shipping the item?**

Items that have been successfully identified would begin to enter Amazon’s shipping process and be speculatively sent to a physical address.

1. **What possible problems could there be with this system?**

The main problem is that this “anticipatory shipping” can lead to sending a product that the user decides not to order.

1. **How does Amazon propose to deal with these problems?**

The solution that Amazon proposes is giving costumers discounts on the items, or even simply giving it to them for nothing.

1. **Is this approach unique among technology companies?**

Actually, this approach is a growing trend among technology companies that use vast sets of data to predict user’s behaviour.

1. **Give an example of another Internet company using data to predict user’s behaviour.**

Google is a good example of a tech company that have been using this idea, for example, with its autocomplete feature on its search bar.