**Amazon Announces “NextPlay” – A Tool that Gives NBA Organizations a Measure to Draft With More Success, Vastly Improving Evaluation Methods for NBA Front Offices**

BROOKLYN, NY – 15, November, 2024 – Since Amazon’s “NextPlay” predictor tool has been publicly launched, NBA organizations have been more accurately detecting NCAA players that can smoothly adjust their game to the professional league. Since the introduction of the modern draft lottery in 1985, NBA organizations have made countless draft picks in hopes of their player to improve the team’s chances of winning more games or galvanize more fans to come to more games. Amazon NextPlay is a machine learning based tool that will accurately predict a college player’s first four years in the NBA.

“As the Knicks’ President, a majority of our draft picks end up not performing as well as we’d like them to,” said Leon Rose. “Our front offices have been mainly using a mix of analytical and scouting methods to decide who we draft on a yearly basis. With Amazon NextPlay, I can see a college player’s initial career trajectory in a click of a button. This way, our scouts are able to more efficiently focus their time on the prospects’ mechanics and intangibles.”

Amazon NextPlay allows users to input college career statistics and have a peek into their first four years. This will allow NBA front offices to make better decision for how they would like to use their draft capital for the NBA draft. Perhaps you have the 2nd overall pick in the draft and would like to look at the 2nd ranked college player in the country. The user will input the desired college player’s name, then NextPlay will take his stats and crunch the numbers using models trained by college and NBA data, thereby outputting an outlook of their projected statistics over their first four years in the NBA.

“We spent much of our spring time on Thomas Jenkins for our NBA draft coverage. He was the 1st projected player off the board last year and today he got benched,” said ESPN Chief Assignment Editor Tony Aprile. “NextPlay could have predicted his bust as a prospect. Perhaps we wouldn’t have spent the majority of our resources in covering him last spring if we had early access.”

**Customer FAQ:**

**Q1:  What does NextPlay predict?**

NextPlay predicts a college player’s first four years in the NBA, focusing on key metrics like points, rebounds, assists, and overall performance.

**Q2: How does NextPlay work?**

NextPlay uses machine learning to analyze historical NCAA and NBA data, including a player’s college stats, physical attributes, and draft position, to provide accurate projections of their early NBA career.

**Q3: Is NextPlay accesible to the general public?**

NextPlay is currently designed for NBA organizations, analysts, and sportsbooks. Broader availability, including for fans and other industries, may be considered in future versions.

**Q4: Does NextPlay guarantee 100% accuracy in its predictions?**

While NextPlay uses advanced analytics to make highly accurate predictions, outcomes in sports are influenced by unpredictable factors like injuries and team dynamics, so no tool can guarantee 100% accuracy.

**Stakeholder FAQs:**

**Q1: What are the project goals and success metrics for NextPlay?**

The primary goals are to provide NBA organizations with a data-driven tool to make better draft decisions and to improve player success predictions. Success will be measured by 1) the accuracy of predictions compared to actual NBA performance, 2) the adoption rate by NBA teams and analysts, and 3) user satisfaction scores.

**Q2: How will NextPlay’s predictions impact the draft process?**

NextPlay helps teams prioritize draft picks by providing actionable insights about a player’s NBA readiness and potential impact. This can reduce draft risks and improve overall team-building strategies.

**Q3: How is NextPlay’s accuracy determined?**

NextPlay’s predictions are benchmarked against actual NBA performance data over the first four seasons of players’ careers. Metrics like mean absolute error (MAE) and correlation with real outcomes are used to evaluate its accuracy.

**Amazon Announces “Amazon Flex” – A Delivery Program that Maximizes Partner Earnings and Flexibility while Creating a Fast, Low-Price Delivery Option for Amazon Customers**

SEATTLE, WA – 29, September, 2015 – Amazon today announced the launch of Amazon Flex, a new flexible delivery program that allows anyone to earn money delivering packages. Amazon Flex enables delivery partners to earn extra income with consistent work on their own terms. Amazon’s endless demand ensures that work is available when partners want it, and with Amazon Flex, partners choose their own hours. With just a smartphone and their free time and assets, Amazon Flex partners can play a key part in delighting customers for the various delivery programs Amazon has to offer, such as Prime Now, AmazonFresh, and Prime Same Day deliveries.

“As a college student, I often have long patches of time during the day that I don’t have classes and would like to earn money, but it’s hard to find a part-time job with my inconsistent availability,” said Alex Blue. “With Amazon Flex, I can choose as little as 2 hours and as much as 8 hours of time to work any day based on whenever I’m free. Since Amazon gives me options to work right around my university, I have the ease of jumping in my car between classes to go deliver some packages and get back to school in time without worrying about being late—it’s the most flexible and highest paying part-time work I’ve ever had!”

Amazon Flex offers participants two options for scheduling work: either provide availability once and Amazon will send a schedule every week that falls within the availability period, or choose to schedule for same-day work if you have inconsistent availability. Partners can outline preferred days of work to help Amazon provide work blocks that map to their preferences, all supported by Amazon’s latest transportation and mapping technology. Because of the various delivery programs Amazon offers customers, partners can choose preferred delivery areas with an option to outline where they’d like to end up. Based on partners’ chosen delivery area, they can also choose to deliver packages by foot, by bike or by car—depending on whatever capabilities they have on any given day.

“I’m a full-time Uber driver and often have consistent downtimes based on the off-peak hours of my work. After signing up with Amazon Flex, I can earn consistent income throughout the day,” said Joan Addison. “I also love how easy delivering for Amazon is. I receive a schedule every week for the same area in Seattle that I like to work. I’m routed to the Amazon Locker where I pick up packages after my last Uber ride and get to enjoy driving around my favorite neighborhoods delivering to happy customers. The Amazon Flex app even shows me pictures of where I’m dropping packages off so I have no time wasted calling the customer or searching around different houses for where I need to go.”

Amazon Flex partners can leverage the same best-in-class customer service Amazon offers all their customers today, with 24/7 off-road support to help answer questions about the program or the app, as well as local on-road support to help quickly answer questions while partners are on road. Partners have the option of earning money in a couple of ways: weekly direct deposits into their personal bank accounts, or Amazon credit for purchasing various Amazon products, like Fire TVs or Kindles. Amazon Flex also offers partners vehicle leasing options, as well as discounts on car maintenance and fuel, to further minimize the barrier to entry to the program.

“We are very excited to offer Amazon Flex, an innovative new program that is reducing the barriers to finding success by being your own boss delivering for Amazon,” said Nader Kabbani, Amazon’s VP of Worldwide Transportation. “Amazon Flex aims to change the way the world thinks about delivery, benefiting customers and the community alike.”

Amazon customers can rest assured that all Amazon Flex partners are thoroughly vetted, and held against industry standard service levels. Delivery partners have real-time visibility into their delivery metrics and customer feedback, and have the ability to earn rewards when they consistently meet or exceed customer expectations. Highest performing participants are given early access to the next week’s schedule opportunities, receive discounts on Amazon Prime memberships, and can earn Amazon gift cards. This empowers partners to be owners of their business partnership with Amazon, maximize their earnings while delivering with Amazon Flex, and aid Amazon in providing a world class customer experience. If interested, partners can also learn about other opportunities within Amazon, including launching their own full-time delivery business.

“I love Prime Now and how easy it is to get products I need within an hour,” said Josh David, an avid Prime Now customer. “I can see a picture of my courier before they show up as well as what car they’re driving, so I know to anticipate their arrival. It makes me feel safer knowing who is coming to my house, and I love that I can give feedback on my courier in the app.”

Amazon Flex is available today in Seattle metropolitan area, and will be rolling out to the following cities in 2015: Atlanta, Austin, Baltimore, Dallas, Houston, Indianapolis, Las Vegas, Miami, Minneapolis, Nashville, Phoenix, Portland, Richmond, and San Antonio, and with more US and EU cities launching throughout 2016. For more information, please visit <http://flex.amazon.com>.

**Amazon Launches Scan My Card**

*Amazon customers can now securely add a credit card to their account in less than a second.*

SEATTLE – June 30, 2014 – Today Amazon (NASDAQ: AMZN) introduced Scan My Credit Card, a new feature in the Amazon App, which enables customers to add a credit card to their Amazon account by using their mobile device’s camera. Amazon customers can now add a credit card to their account in less than a second.

It can be cumbersome to manually enter a 16-digit credit card number using a mobile phone, and correcting the errors can be equally frustrating.  Before, adding a card took over 60 seconds when typed correctly.  With Scan My Card it now takes less than one second.   Scan My Card also prevents any mistakes when a customer manually enters the card number.

Amazon ensures that scanning the card using the camera is completely secure. “Customer trust and information security are our highest priorities,” says Jason Patrao, Sr. Manager of Checkout. “The card image is not saved anywhere. In fact, the image of the card is never transferred across any cellular or wireless network.”

Customers can add a credit or debit card while checking out with their order or by visiting the *Your Account*section of the app and clicking on the “scan your card” option. Once activated, the device’s camera brings up a card-shaped target on the screen. After aligning the front of the card with the target, Amazon’s app automatically detects the card, reads the card number and expiration date, and adds the information directly into the checkout page.

“Each month more and more customers use mobile technologies to shop at Amazon on our apps, and we are constantly innovating to make this experience easier and less frustrating,” says Paul Cousineau, Director of Mobile. “This new feature is a step towards that goal by simplifying the checkout and account management processes for our app customers.”

Cindy Sattler, an Amazon Prime customer, said, “This is very convenient. Yesterday, was buying a present for my daughter during my bus ride to work.  I needed to use a different credit card and was able to quickly scan my card - no problems.”

To get started, go to the Your Account area in the Amazon mobile app and select “Add a new payment method” or while you are placing an order select “Add a new payment method” during the checkout process.

**Customer FAQ:**

**Q1:  Which credit and debit cards are supported by Scan My Card?**

Scan My Card currently supports all Visa, MasterCard, American Express, JCB, Discover, and Diners Club credit and debit cards that have the card number printed horizontally on the front of the card.

**Q2: Where can I scan credit and debit cards from?**

You can scan your credit and debit cards in the “Add a new payment method” area during the checkout process on the Amazon Mobile apps.  In the future, you will be able to scan credit and debit cards in the Your Account area of the mobile apps.

**Q3: Do you store an image of my credit card during the scanning process?**

Scan My Card uses image recognition in order to read the card number and expiration date on the card information, but once we have read the card numbers we do not store the image. In addition, at any point during the scanning process you can tap Cancel and stop the process of card scanning.  This cancellation deletes both the card image and the card numbers.

***[NOTE: There are many more FAQs in the actually doc – this is just a sample]***

**Stakeholder FAQs:**

**Q1: What are the project goals and success metrics for the project?**

The goals of this project are to make it easier for customers to complete a transaction on the mobile apps for phone and tablets.  Success will be measured by 1) the % of credit/debit card additions that are made using the card scanning feature, 2) the average amount of time that it takes to successfully add a new card, and 3) the accuracy of credit card scans.

**Q2: Will you be able to track conversion rate increases resulting from credit card scanning?**

We do not have accurate baseline measures for conversion rate or checkout abandonment.  As a result, we will not be able to determine the lift in conversion rate from the credit card scanning feature.   For the same reason, we will most likely not reach significance during the weblab dial-up so will use the success metrics above to determine whether to dial-up to 100%.

**Q3: How many credit cards are added during the checkout process?**

Customers currently add 35K credit and debit cards daily world wide and 27K daily in the US through the mobile checkout process.   There is no ability to add a credit card in the Your Account section although that will be added in Q3 2014.