

Digital Customerization

Tyrone Wilkinson

A large, semi-transparent circular inset containing a photograph of modern skyscrapers against a blue sky with white clouds. The inset is surrounded by abstract shapes: a large orange circle on the left, a yellow circle above it, and a wavy yellow shape at the bottom right. Diagonal blue lines are overlaid on the orange circle.

INTRODUCTION

Understand and adapt to the customer.

Summary

01

PROBLEM

YOU tell me what the problem is.

02

PRODUCT

Designed to answer the problem.

03

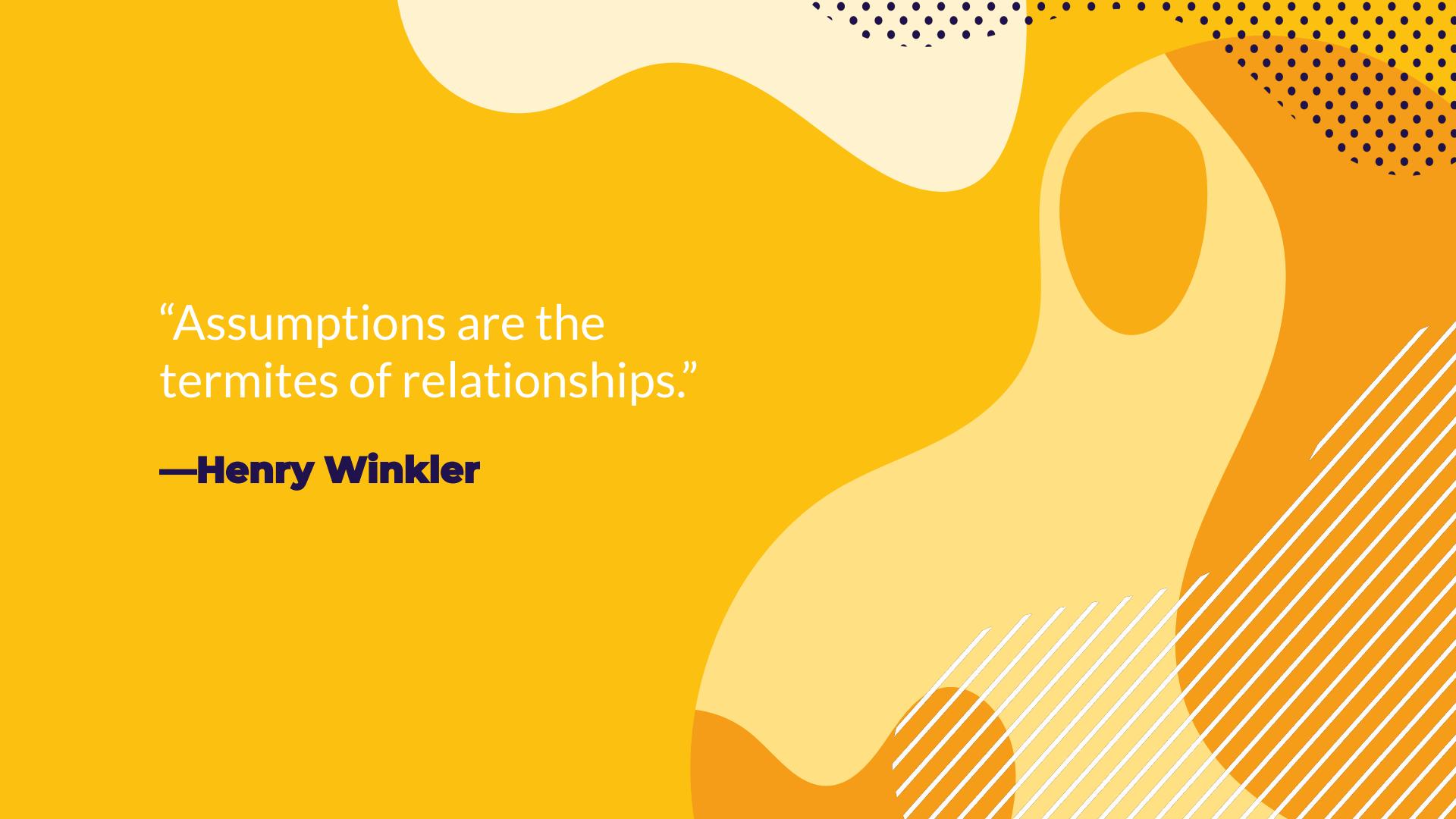
MARKET

Globalization

04

BUSINESS

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“Assumptions are the
termites of relationships.”

—**Henry Winkler**

“improve my life”

Query -> Revelation



“improve my life”

Amazon Search Query

English Sites

- Australia
- Canada
- India
- Singapore
- United Arab Emirates
- United Kingdom
- United States

Product Results

- Potentially reveal country specific and/or universal trends in data.
- “Default” first page results are important.
- Insights on competitors.

Reveal

- 4Ps: Provide Products People Prefer
- Tailored design and marketing.
- Competitive Pricing.

Data Columns

1.

Country

Website Country

2.

Title

Product Title

3.

Rating

Customer Rating

4.

Price

Product Price

5.

Sponsored

Sponsored Items

6.

Form

Type of product (ie. Book)

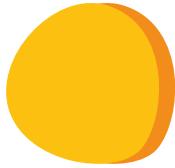
Other: Number of total search results

Number of items displayed on each page

INSIGHTS

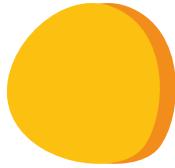


Datasets



MERCURY

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon



VENUS

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury



VENUS

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury



Duplicates products in first page default results (>2)

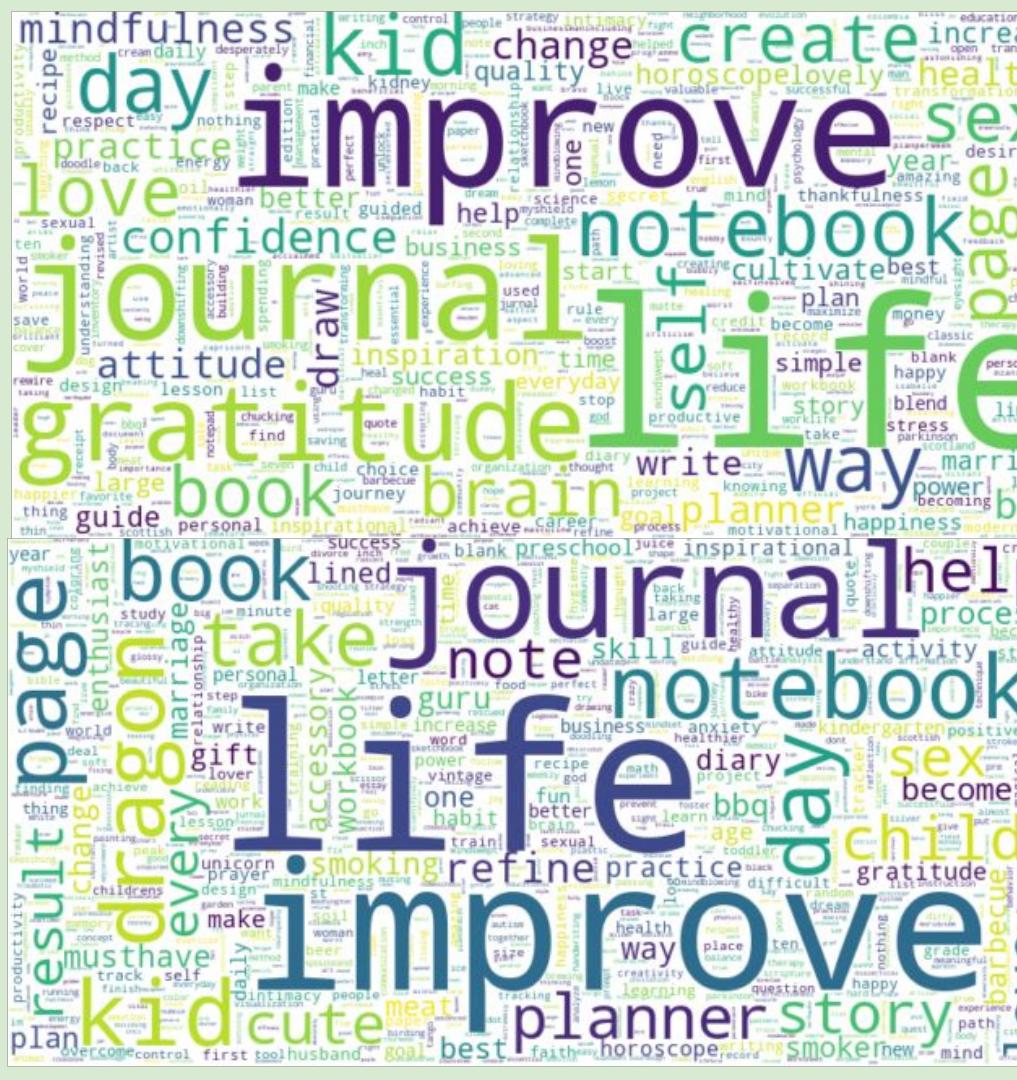
title	count
My Life as an Experiment: One Man's Humble Quest to Improve Himself by Living as a Woman, Becoming George Washington, Telling No Lies, and Other Radical Tests	4
The Book of Moods: How I Turned My Worst Emotions Into My Best Life	4
"My-Shield" Against Parkinson's Disease: How "My-Shield" Therapy Helped Me to Fight Back Against Parkinson's and Improve My Quality of Life!	3

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Duplicates products in total results (>5)

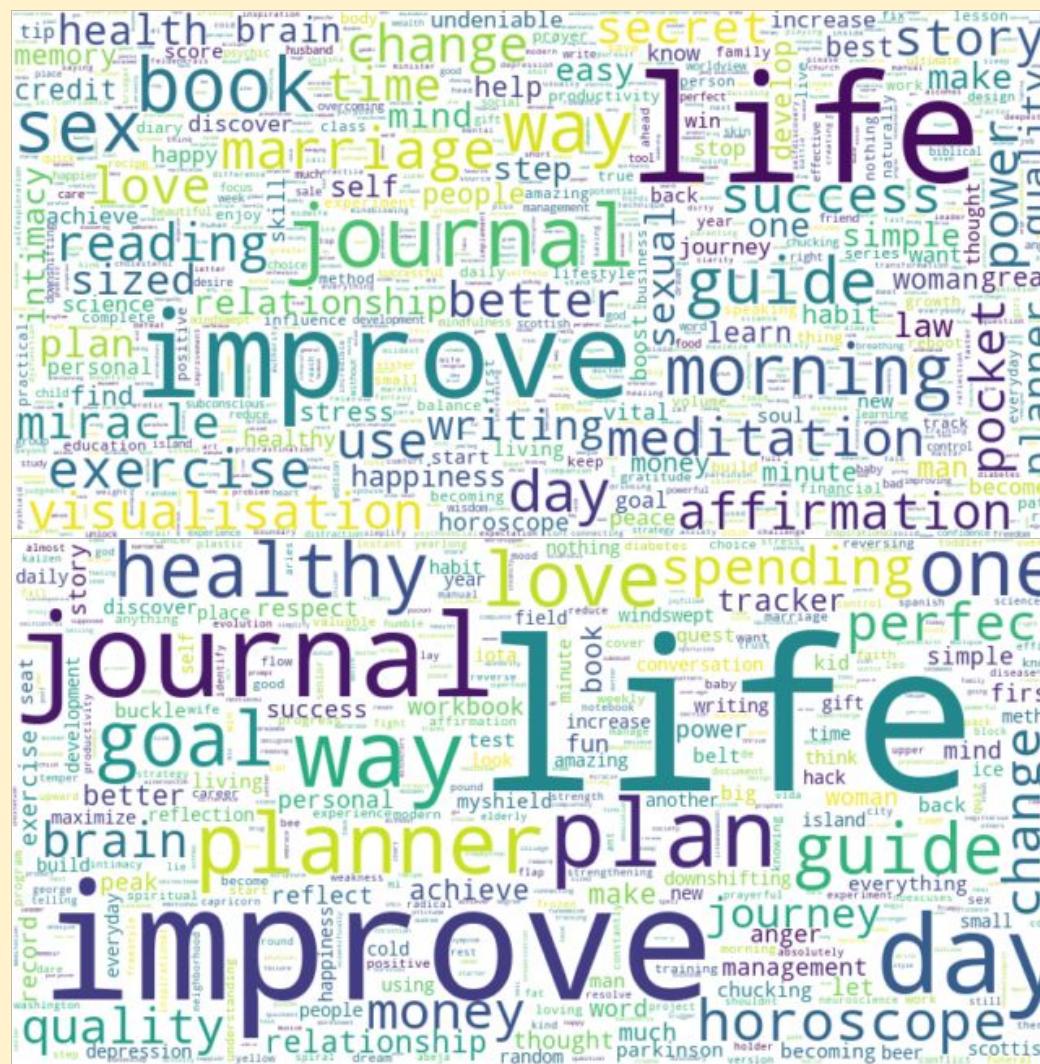
title	count
Running Log Book For Man: Run Workouts Journal Notebook, 365 Day Runner's Day-By-Day, Record and improve Your Runs, Stay Motivated, Reach places others can only dream of	20
Running Log Book For Woman: Run Workouts Journal Notebook, 365 Day Runner's Day-By-Day, Record and improve Your Runs, Stay Motivated, Reach places others can only dream of	19
My Lovely Gratitude Journal For Kids: Practice your Gratitude and Mindfulness. Journal For Kids to Write and Draw in. Create Inspiration, Confidence ... or Boy Cultivate an Attitude of Gratitude	13
Running Log Book 2020: Run Workouts Journal Notebook, 365 Day Runner's Day-By-Day, Record and improve Your Runs, Stay Motivated, Reach places others can only dream of	13
My Amazing Planner: 5 Minute Method To Make Your Life Amazing - Maximize Productivity & Happiness, Achieve Goals, Reduce Stress And Constantly Improve	6
The Great Love Story Of Your Life: Learning to Love Yourself and Others and Find Purpose	6
My Life as a Boy in Jamaica: Fully Revised Edition	6
My Plastic Brain: One Woman's Yearlong Journey to Discover If Science Can Improve Her Mind	6
One Small Step Can Change Your Life: The Kaizen Way	6
Chuckng It All: How Downshifting to a Windswept Scottish Island Did Nothing to Improve My Quality of Life	6
Choosing Marriage: Why It Has to Start with We>Me	6
Life: A Field Manual	6
Sex For Dummies	6
The Neighborhood Project: Using Evolution to Improve My City, One Block at a Time	6

Word Clouds



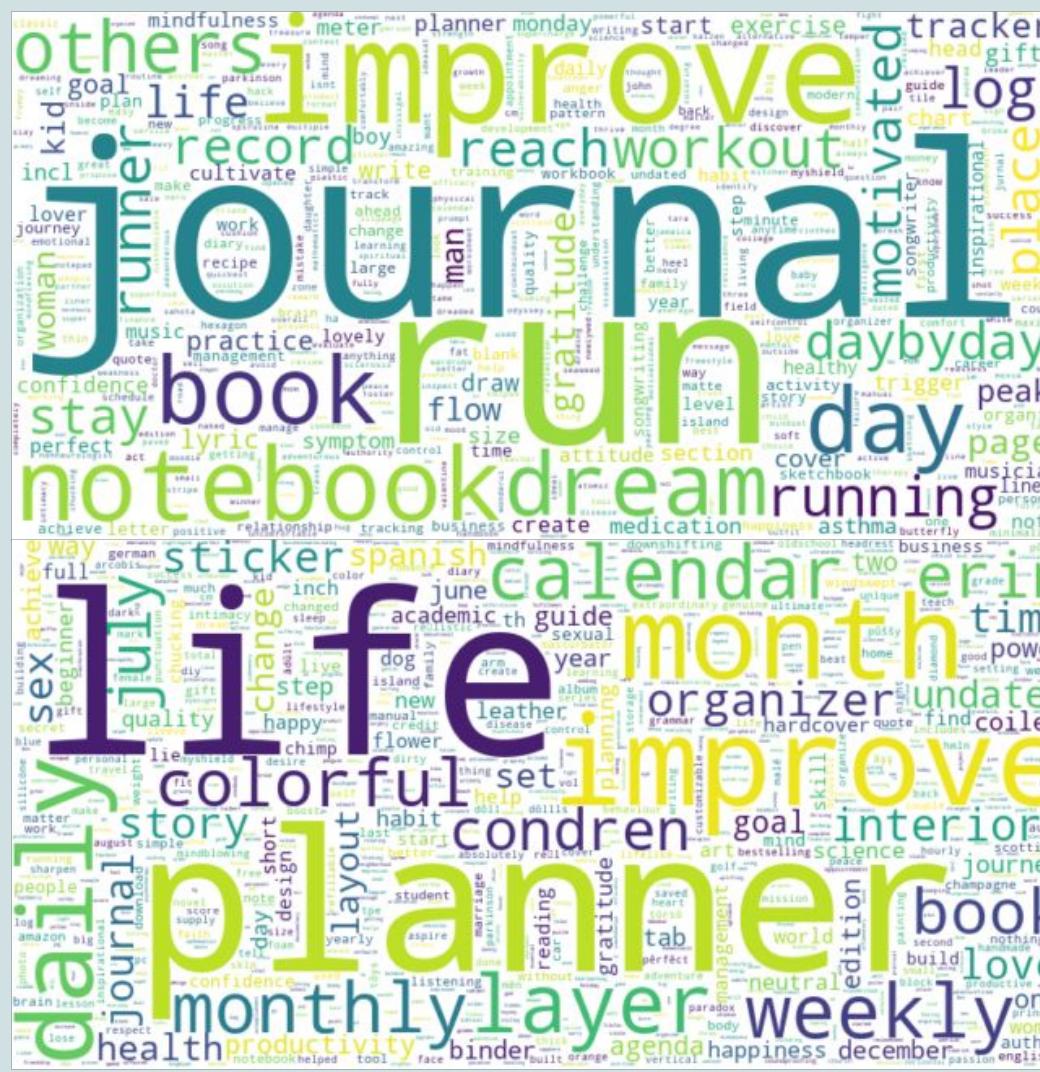
Australia

Canada



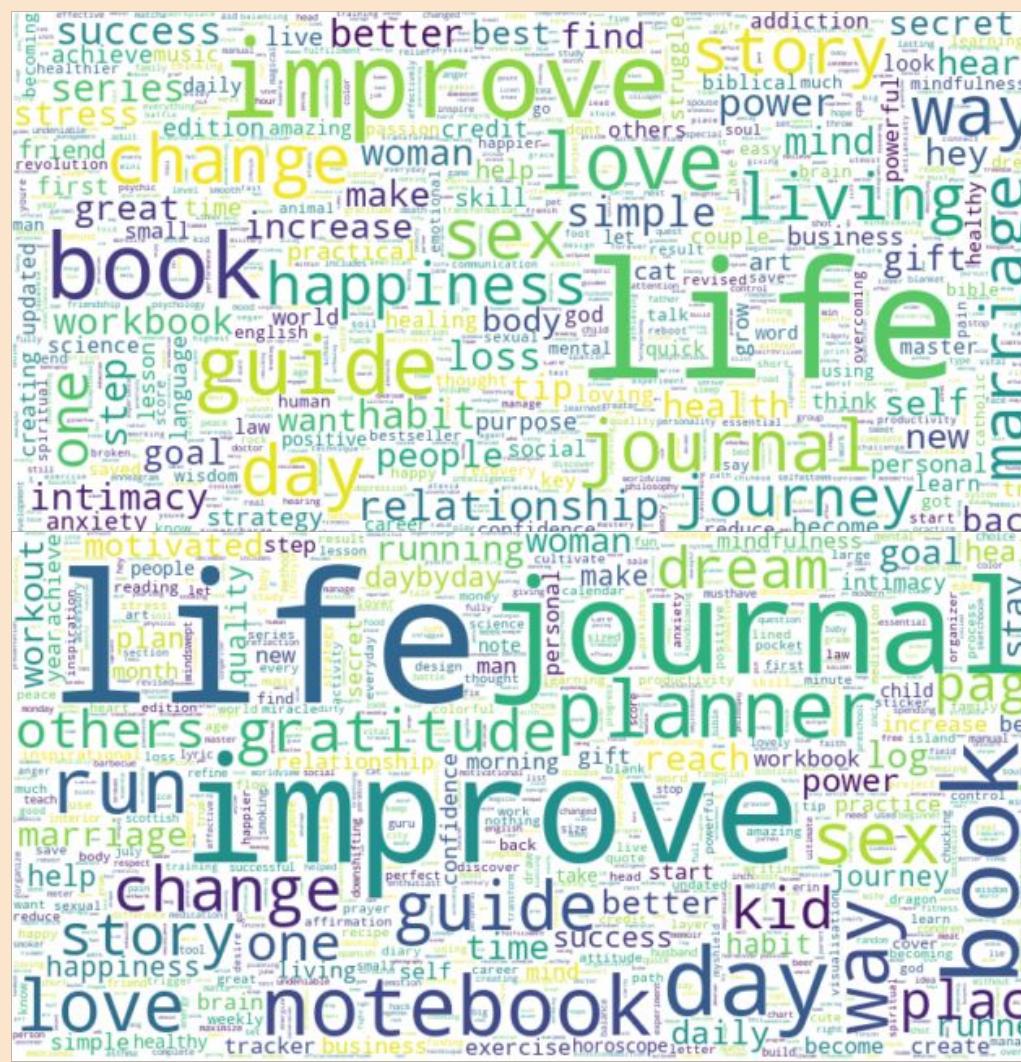
India

Singapore



UNITED ARAB EMIRATES

United Kingdom



United States

ALL