

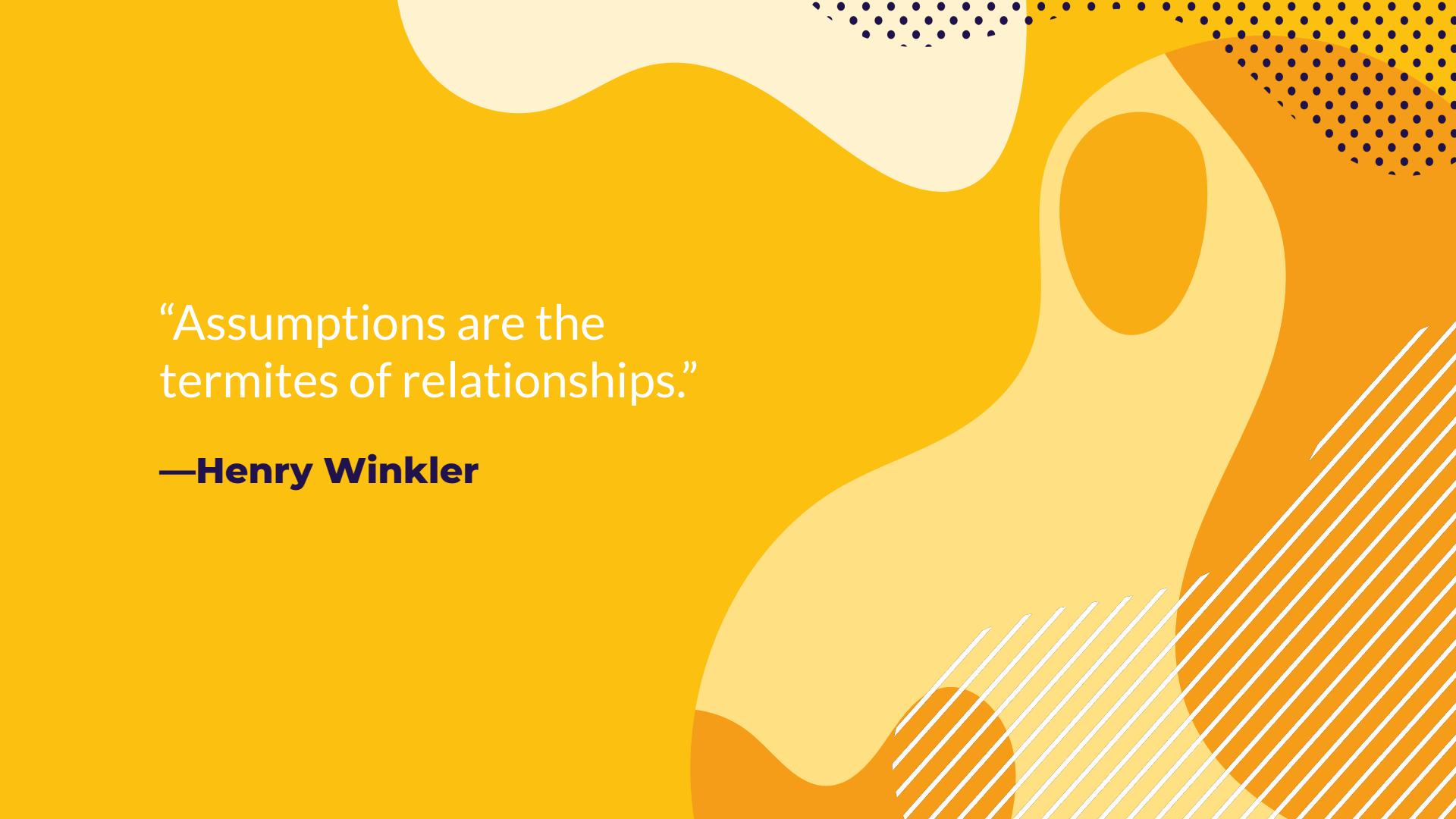
Digital Customerization

Tyrone Wilkinson



INTRODUCTION

Understand and adapt to the customer.



“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.

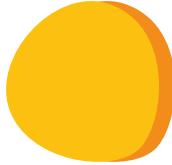
Action Plan

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

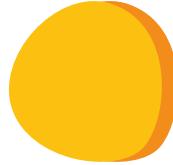
Datasets



Default (Main Page)



Sorted (Main Page)



Default (Multiple Pages)

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





	count
title	
Choosing Marriage: Why It Has to Start with We>Me	5
Fundamism: Connecting to Life Through F.U.N.	5
From Pain to Paradise: The Story of How God Transformed My Life and Marriage from Brokenness to Blessing (Overcoming Life Book 4)	4
Please Validate My Existence: Essays & Stories From a Twentysomething Pseudo-Intellectual	4
Mind Power Into the 21st Century	4
FREEDOM to Be Me: Tools for Happiness, Fulfilment and Peace	3
Swipe Right: The Life-and-Death Power of Sex and Romance	3
How to Win Friends and Influence People	3
One Small Step Can Change Your Life: The Kaizen Way	3

Duplicates products in first page default results (>2)

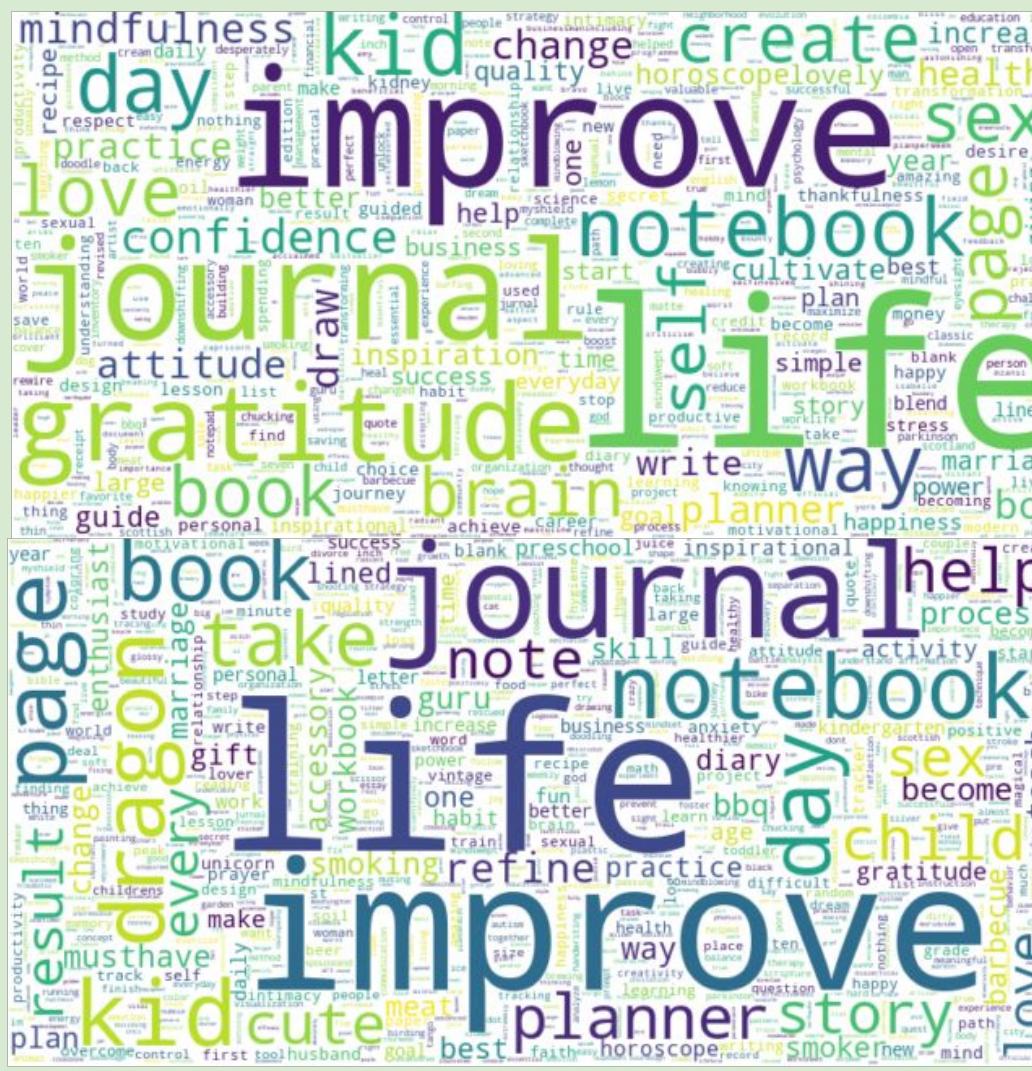
	count
title	
My Life as an Experiment: One Man's Humble Quest to Improve Himself by Living as a Woman, Becoming George Washington, Telling No Lies, and Other Radical Tests	4
The Book of Moods: How I Turned My Worst Emotions Into My Best Life	4
"My-Shield" Against Parkinson's Disease: How "My-Shield"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

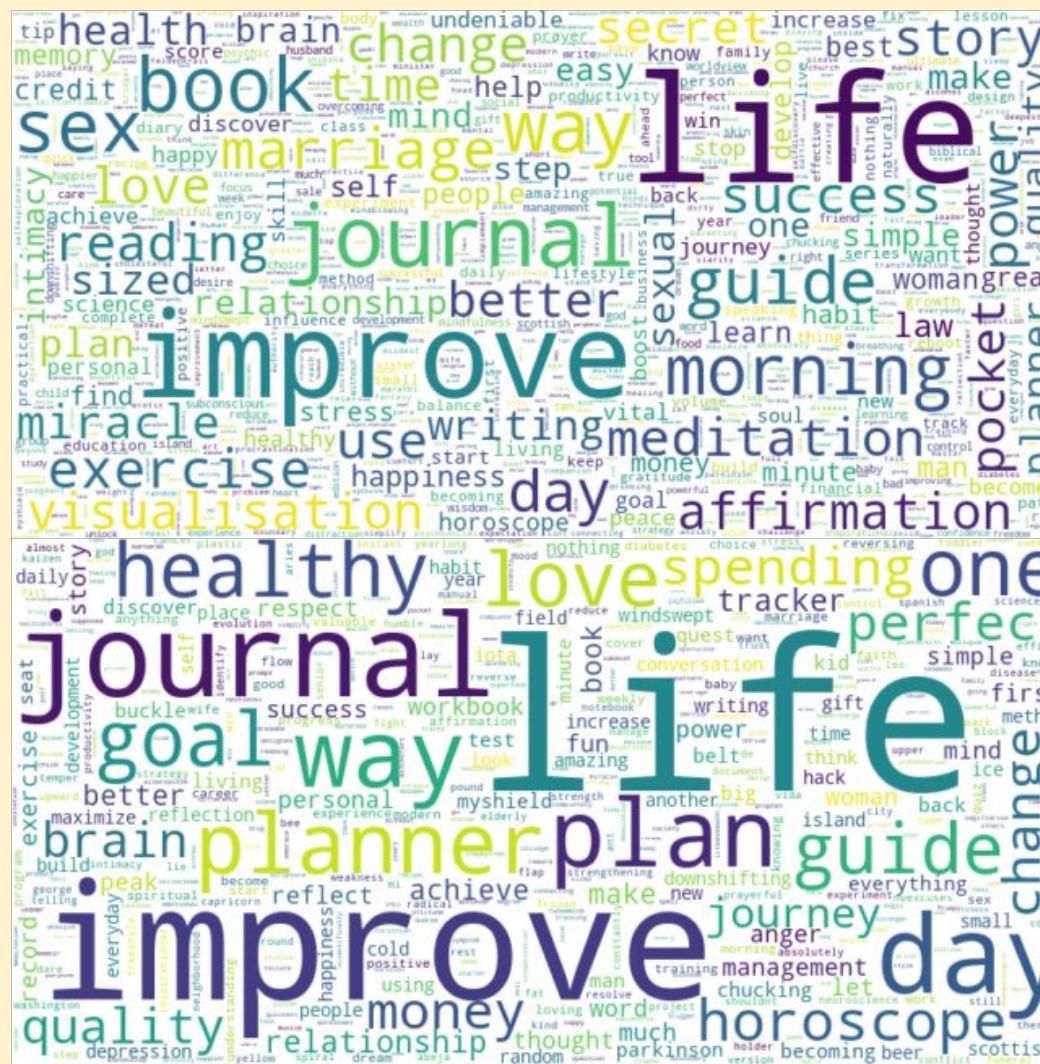
title	count
Running Log Book For Man: Run Workouts Journal Notebook, 365 Day Runner's Day-By-Day, Record and improve Your Runs, Stay Motivated, Reach places others can only dream of	20
Running Log Book For Woman: Run Workouts Journal Notebook, 365 Day Runner's Day-By-Day, Record and improve Your Runs, 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



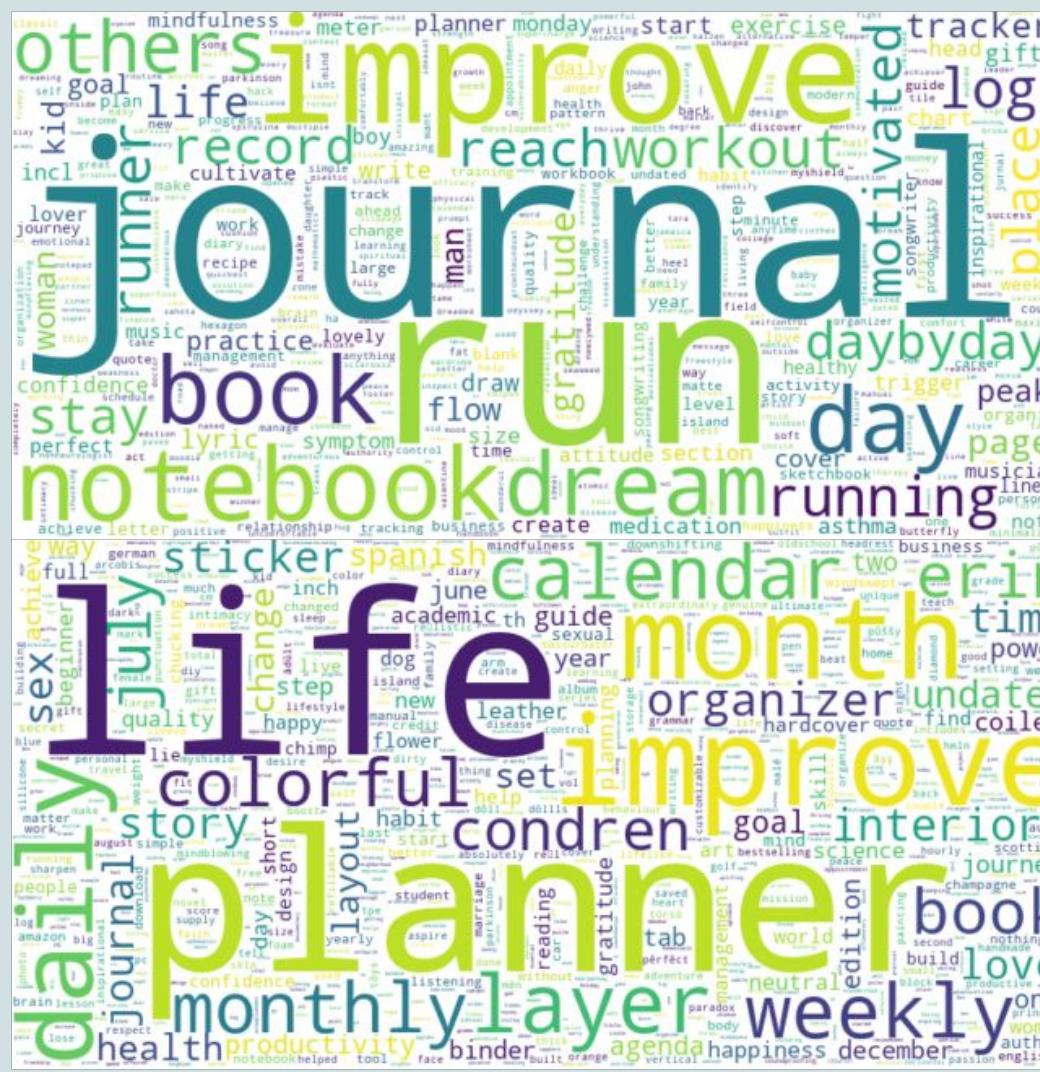
Australia

Canada



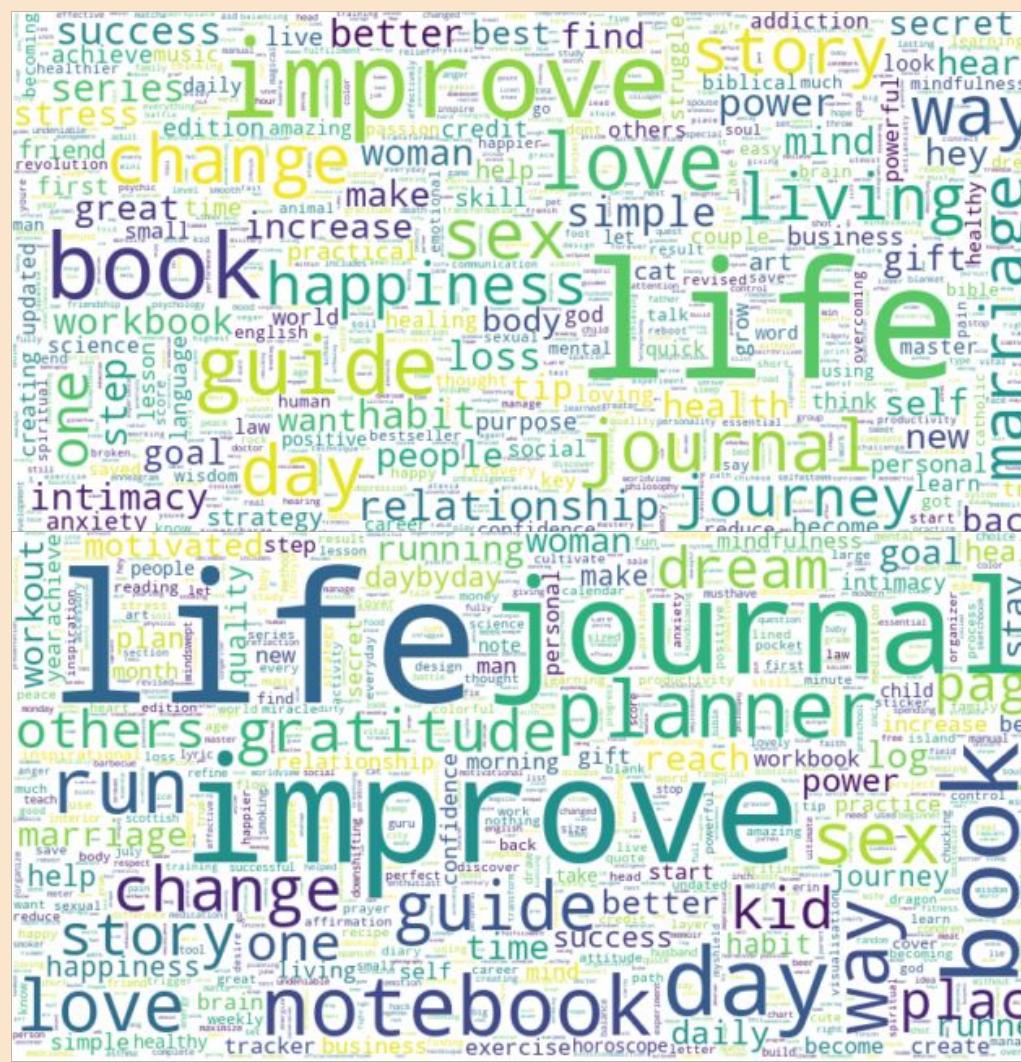
India

Singapore



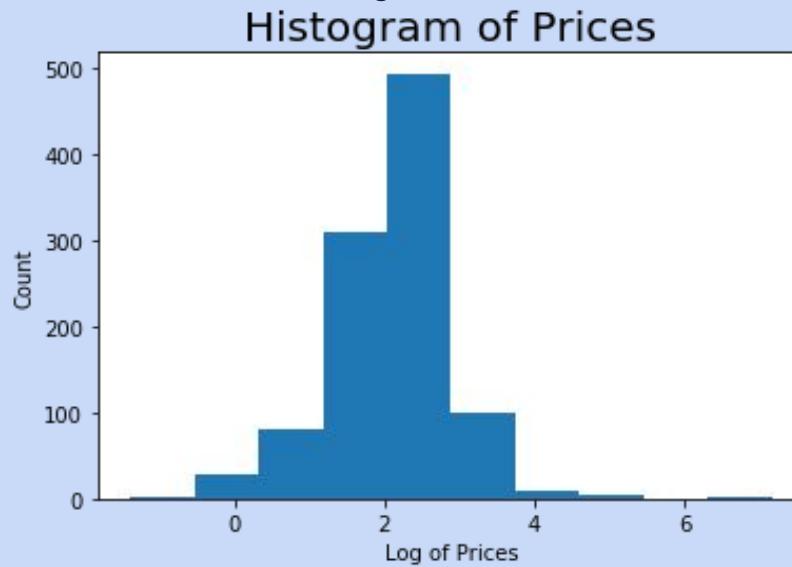
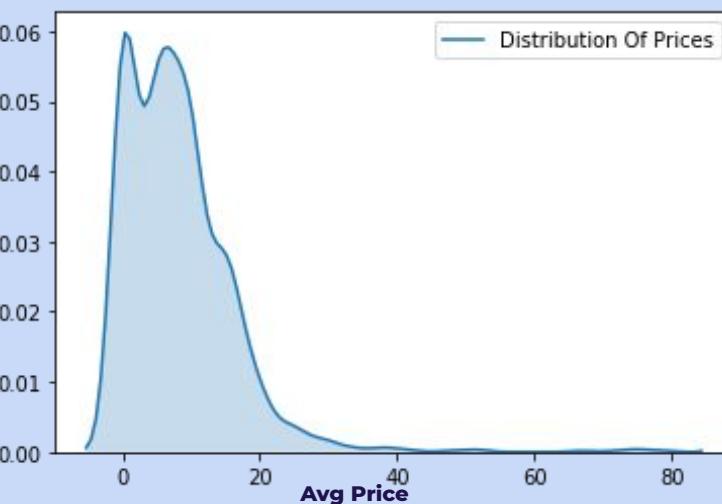
UNITED ARAB EMIRATES

United Kingdom

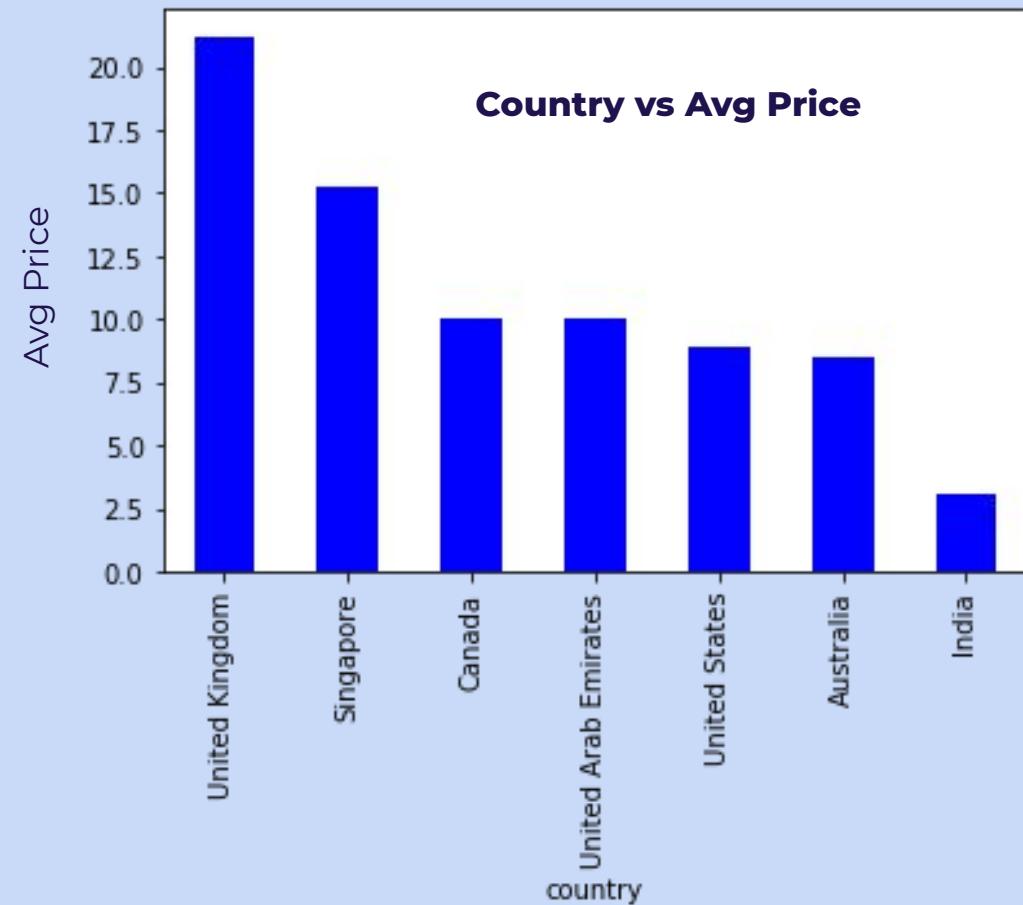


United States

ALI



Prices



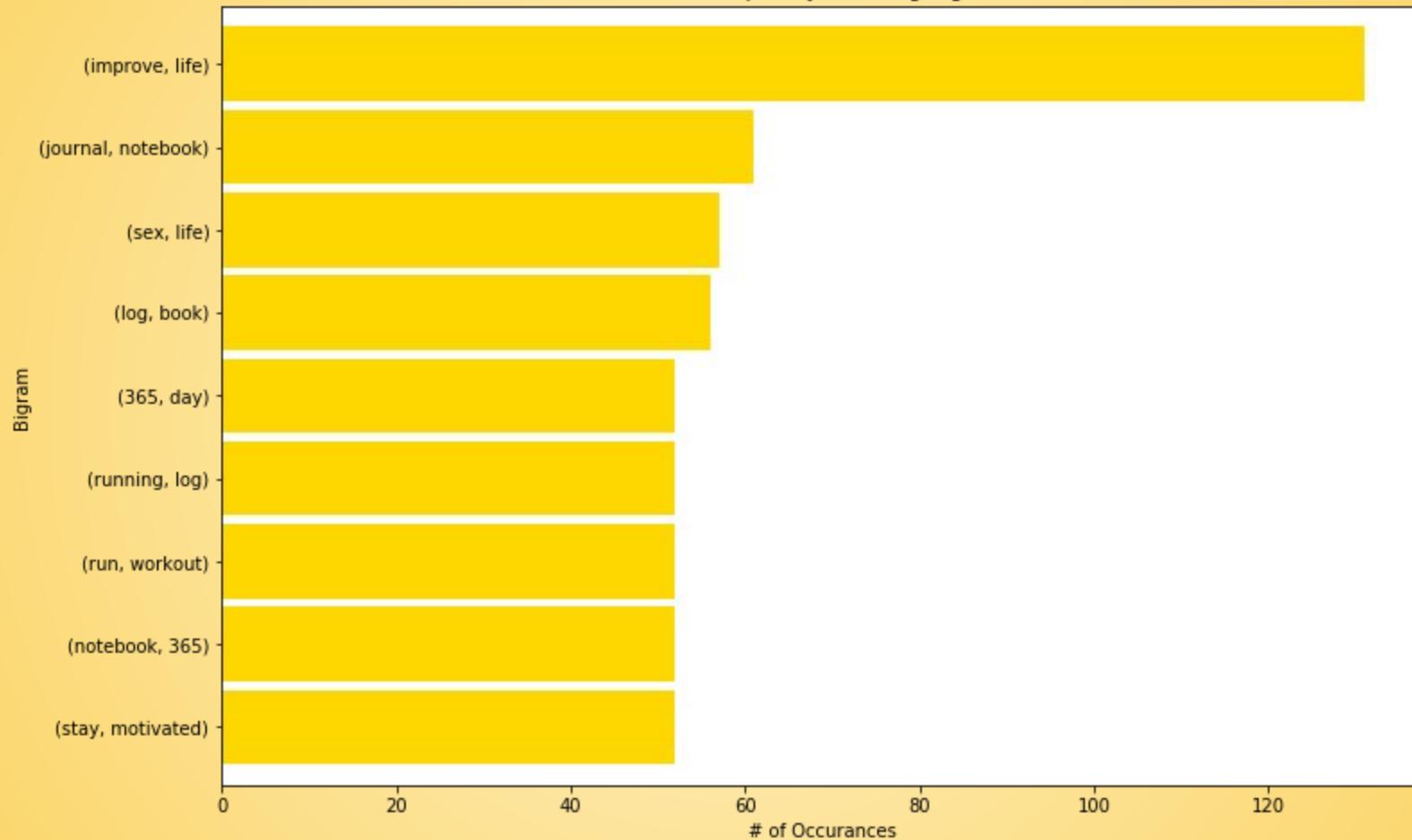
N-Grams

Unigram and Bigram

(life,)	680
(improve,)	420
(journal,)	333
(book,)	188
(day,)	151
(notebook,)	120
(planner,)	111
(run,)	107
(way,)	103
(sex,)	95
(love,)	92
dtype: int64	

(improve, life)	131
(journal, notebook)	61
(sex, life)	57
(log, book)	56
(stay, motivated)	52
(notebook, 365)	52
(run, workout)	52
(running, log)	52
(365, day)	52

9 Most Frequently Occuring Bigrams





Expand Project?

Other Applications?

Summary

01

PROBLEM

YOU (customer) tell me what the problem is.

02

PRODUCT

Designed to answer the problem.

03

MARKET

Globalization
Tailored

04

BUSINESS

\$\$\$\$

[https://www.webfx.com/blog/internet/
amazon-search-result-infographic/](https://www.webfx.com/blog/internet/amazon-search-result-infographic/)



Thank You NYCDSA Team

(Especially TAs)

Questions?

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