Introduction

Amazon started from humble beginnings in the garage of Jeff Bezos in the late 20th century and built a global empire that provides a wide range of products and services and has numerous subsidiaries. Today, Amazon is a multinational organization that is one of the Big Five companies in the US Information Technology industry with the world’s most valuable brand.

Products and Services

Following are some of the products and services offered by Amazon.

E-commerce platform: Perhaps, the most defining service provided by Amazon is its e-commerce store Amazon.com. The e-commerce platform sells goods and services on Amazon.com portal. The goods sold on Amazon.com span nearly every category under the sun – books, electronics, apparel, jewelry, home supplies, groceries, health and personal care items, musical instruments, tools, automotive items, etc.

Kindle: Amazon sells Kindle devices which allow users to read books while on-the-go. Amazon also sells e-books on the Amazon.com portal which can be loaded into the Kindle device to be read.

Alexa and Amazon Echo: Alexa is the AI agent developed by Amazon that interacts with consumers by taking requests and answering them. Amazon Echo is the physical device that uses Alexa to answer requests. Both Alexa and Echo are products of Amazon and together they form an intelligent system.

Amazon Prime: Amazon Prime is a service that allows its customers to get their orders of physical items delivered quickly (generally 2 days) and also provides members with a video subscription of movies and TV shows at no additional cost.

Amazon Web Services: Amazon Web Services (AWS) is a suite of online services for cloud computing. These services enable its customers to develop online services easily. Some of the many components of AWS include Amazon EC2 (Elastic Cloud Compute) for cloud computing, Amazon EBS (Elastic Block Store) for storage, Amazon S3 (Simple Storage Service) and Elastic IP addresses. Together, these services allow customers to build robust, cloud-based services.

The services listed above is only the tip of the iceberg with many more services with many more features available at Amazon. These services together generate a vast amount of data. This big data has the potential to give Amazon insights when analyzed.