

USING ANALYTICS TO EXPAND AMAZON SPARK USERS

How can we fix Spark's problem by analyzing internal and external data ?



OUR MONTHLY TRAFFIC AND USER BASE IS NOT SATISFYING.

Monthly Active Users

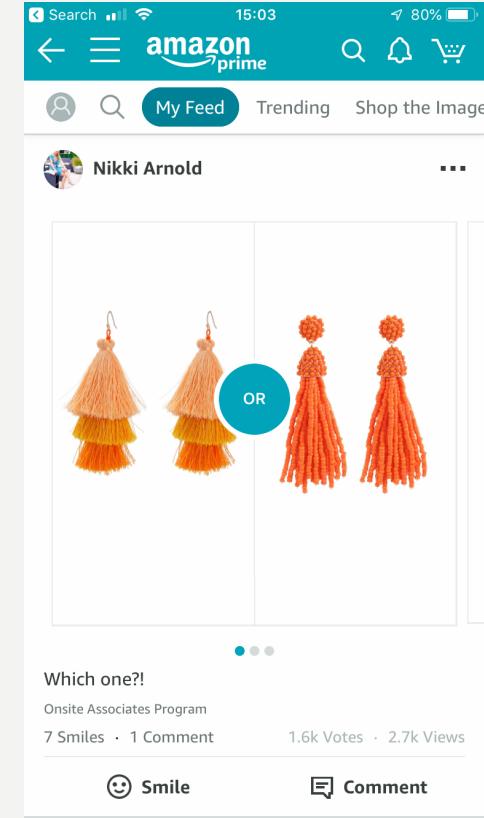
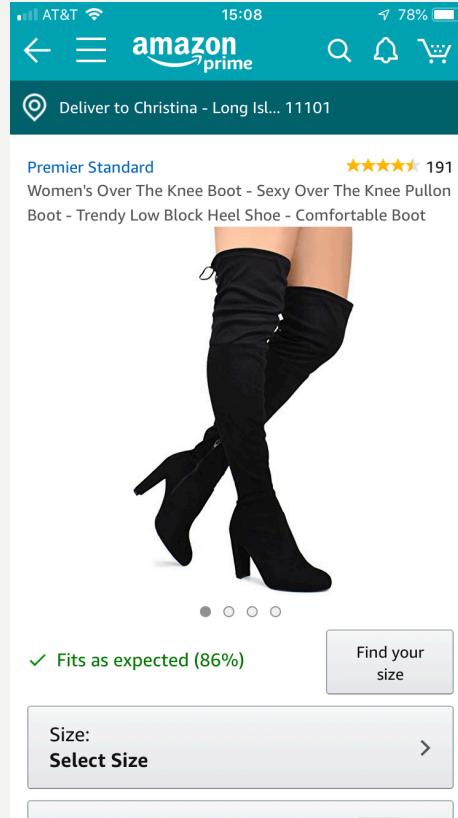


800M

310M

80M

A CUSTOMER'S JOURNEY



NEGATIVE MEDIA COVERAGE ON OUR POOR USER EXPERIENCE

THE AMAZON EFFECT

Confessions of an Amazon Spark influencer: ‘There’s really no return on investment’

OCTOBER 12, 2017 by [Illyse Liffreing](#)

SOCIAL PRO DAILY

Is the Spark Missing Between Amazon and Influencers?

Here's Everything That's Wrong With Amazon Spark



Amazon Spark = Flea Market

- Nontargeted audience
- Weak products promotion and lack of qualified user generated content
- Confusing user interface



Instagram Shoppable Feeds = Shopping Mall

- Strong targeted feeds
- Strong brands and influencer presence
- Organized user interface with clear focus

amazon

TARGET YOUNGER GENERATION TO INCREASE UGC



Nearly **SEVEN** times more **iGeneration** and **Millennial** shoppers reported shopping online on a daily basis compared to older generations



amazon

RIGHT PRODUCTS+ INFLUENCER = SALES



Most purchased categories being:
clothing,
makeup, shoes
and jewelry.

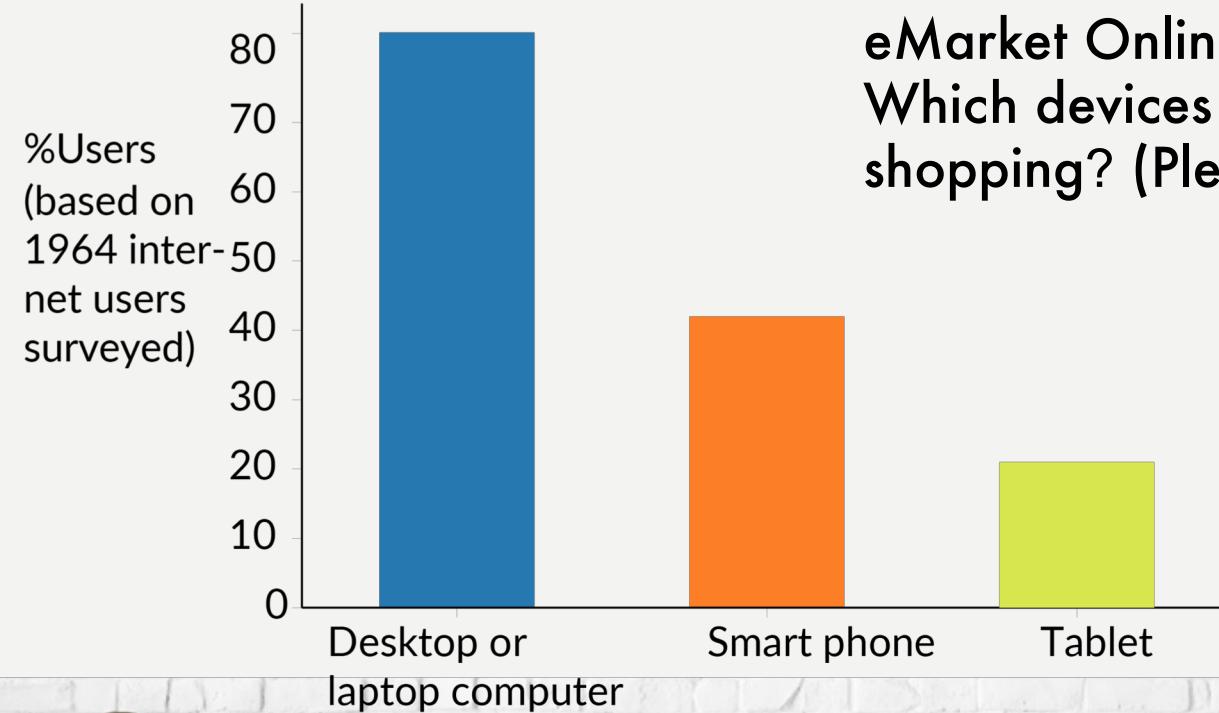


74% of millennials made purchase based on **social media feeds**



84% of millennials say UGC from **influencers** has at least some influence on what they buy.

MOBILE-ONLY IS NOT WORKING FOR SPARK

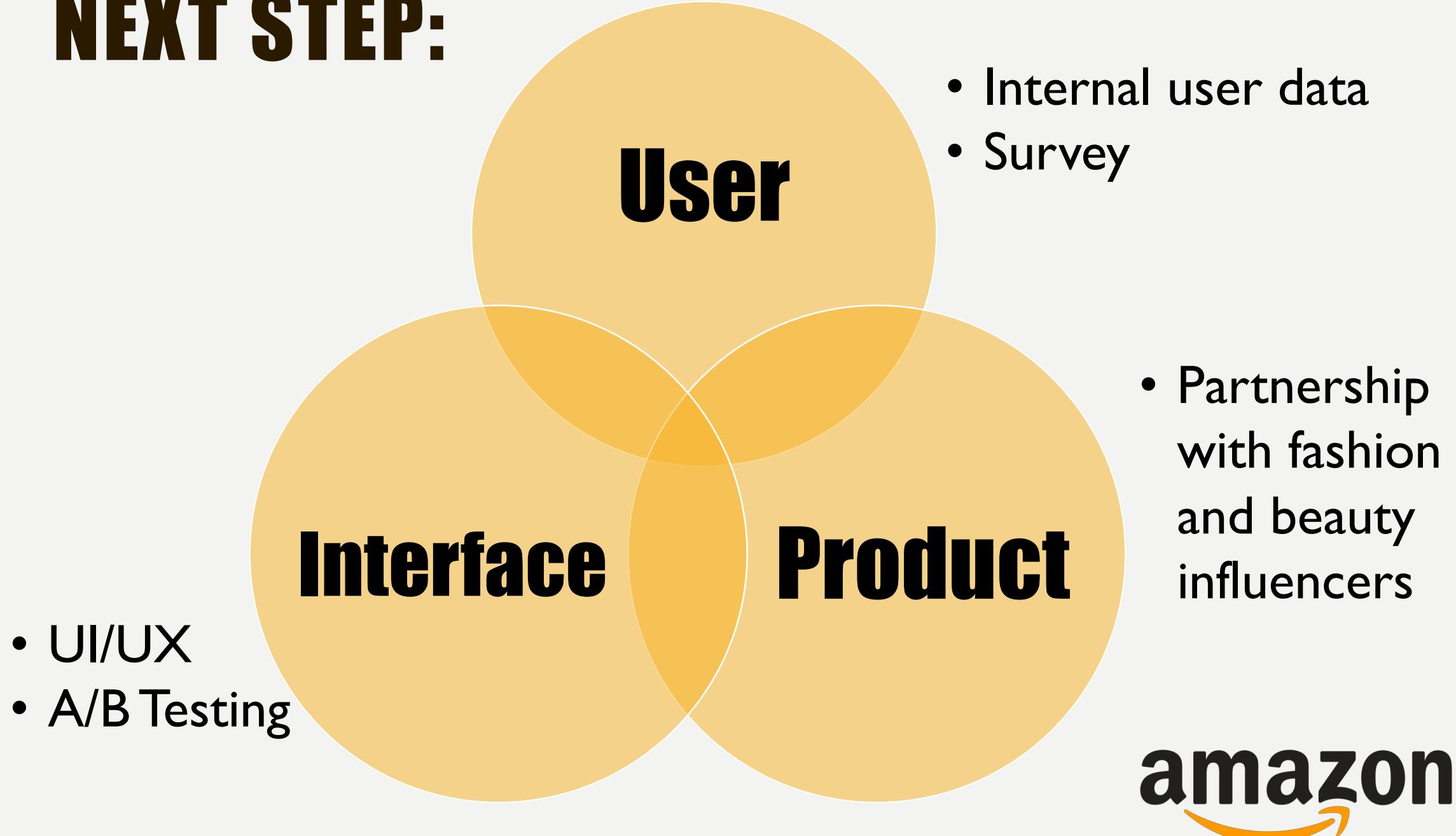


eMarket Online Shopping Survey:
Which devices do you typically use when online
shopping? (Please select all that apply.)



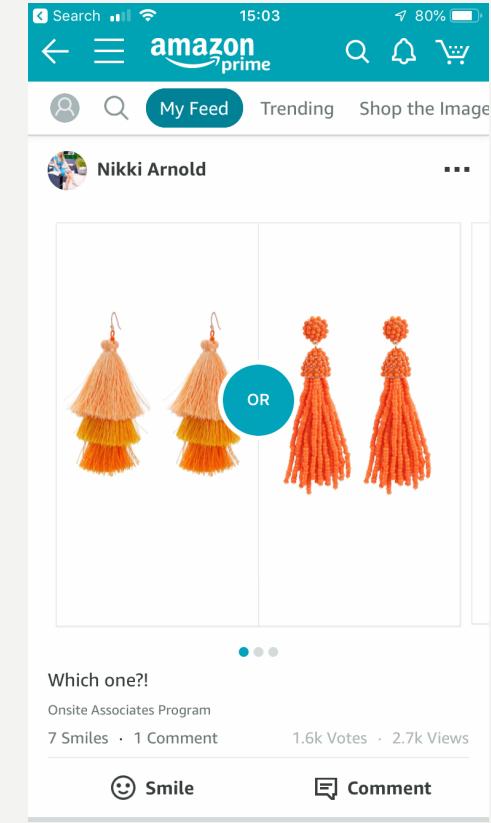
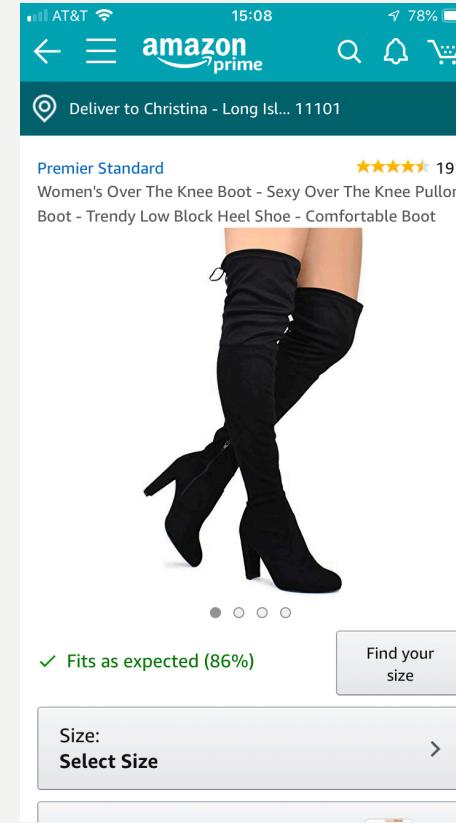
amazon

NEXT STEP:



amazon

BEFORE (WOMEN'S FASHION SECTION):



AFTER (REDESIGN CONCEPT) :

