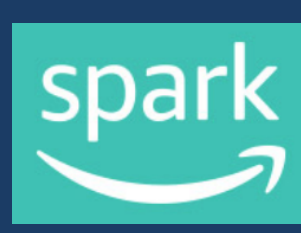


# AMAZON SPARK IS NOT DEAD, YET :)

## Spark Problem:

- Low monthly active users compared to Instagram shoppable feeds.



800M

310M

80M

- Our main challenge is how to convert more amazon users into active amazon spark users.

## Solution:

- In order to expand user base, we need to better understand shifting online shopping pattern to adjust our **strategy** and **positioning**. Based on our analysis, we found that :

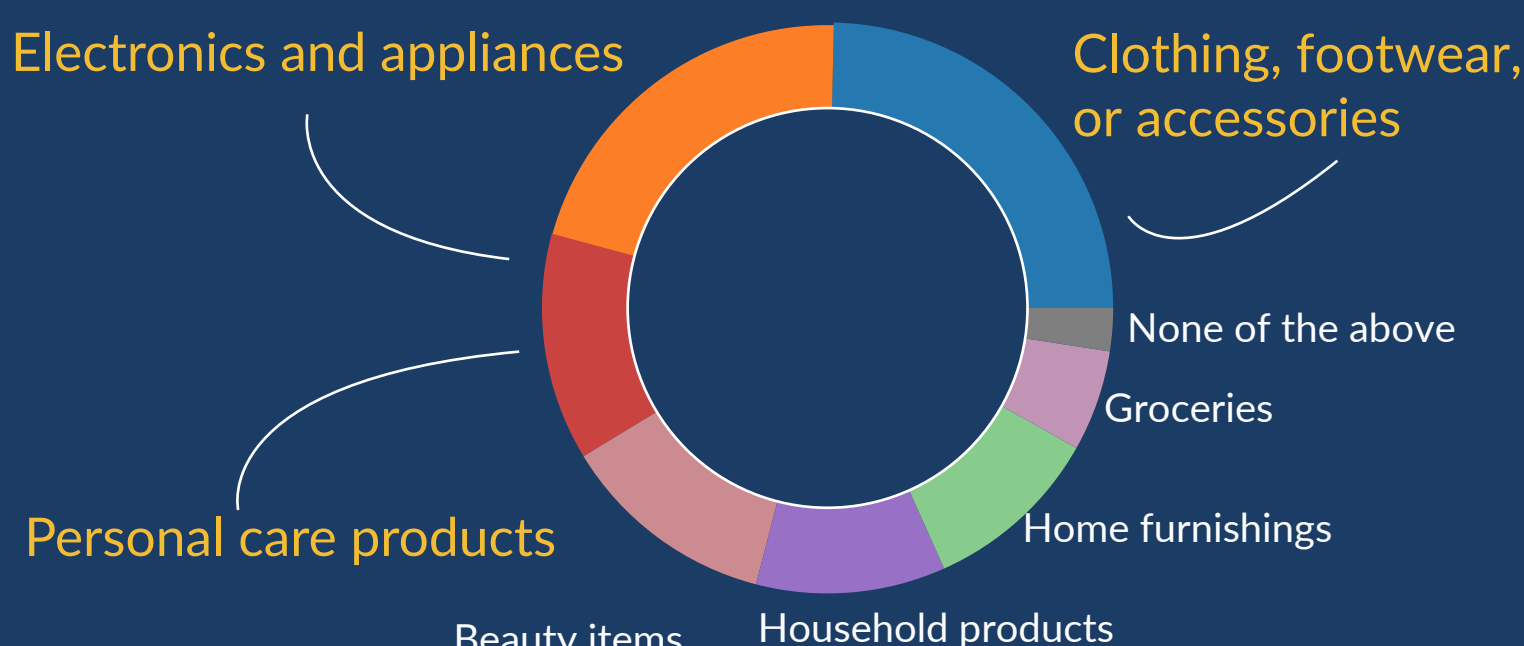
### 01 Who should we target?

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



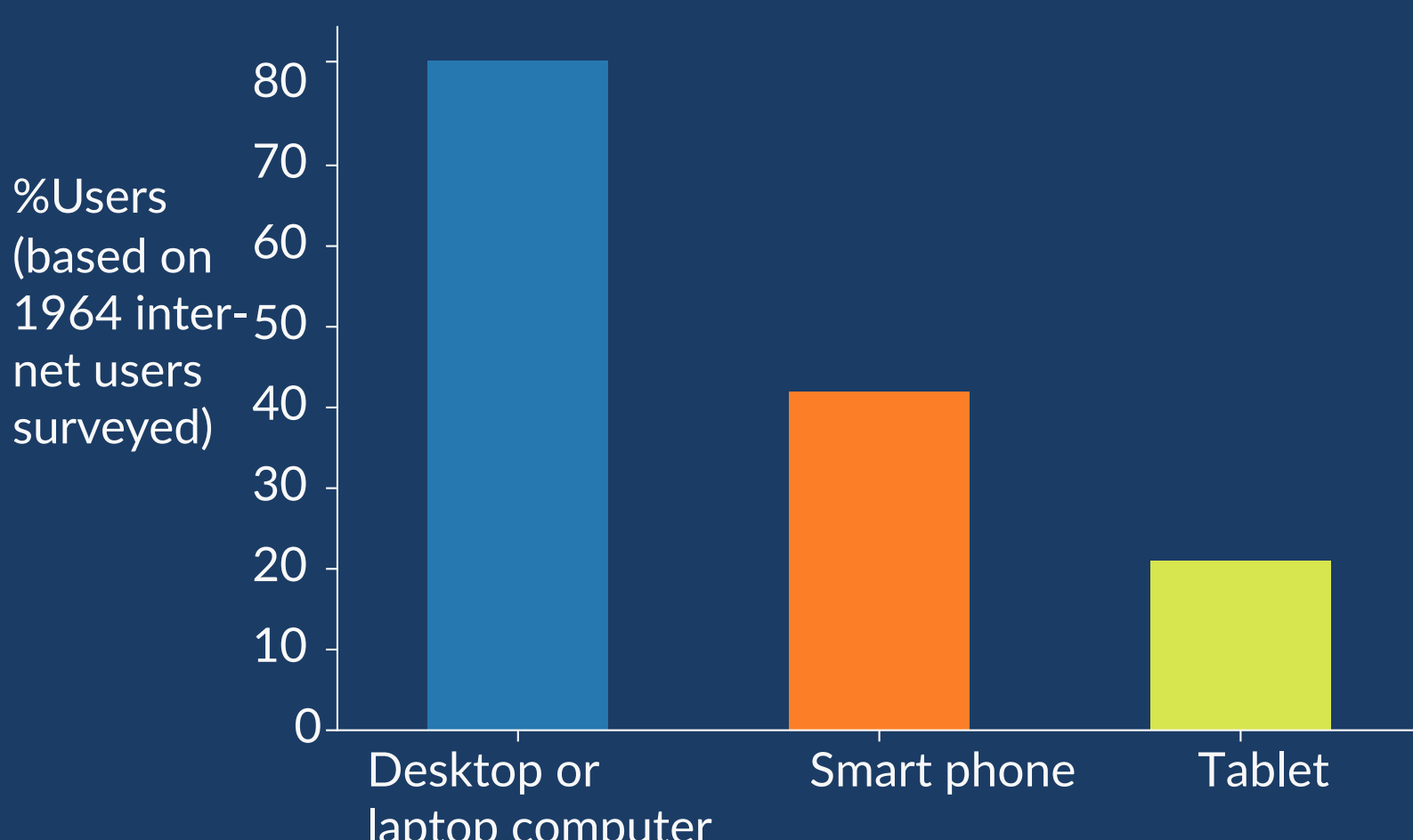
### 02 What products should we promote more often?

Mintel Online Shopping Survey:  
Which of the following do you typically buy online?  
Please select all that apply.



### 03 Multiplatform User Experience Matters.

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



## Next Step:



- Further analyze Amazon user profiles of current users to find a more efficient conversion funnel to Amazon Spark



- Build partnership with social media influencers to better approach iGeneration and millennial users



- Design more accessible, convenient, and user-friendly user interface for each devices

Contact us if you have interest in contributing to this project:  
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