

VIETNAM NATIONAL UNIVERSITY HO CHI MINH CITY
UNIVERSITY OF ECONOMICS AND LAW



THE FINAL PROJECT

BUSINESS ANALYTICS
amazon

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Subject: Management Information System

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Ho Chi Minh City, May 18, 2021

APPENDIX

1. Sources

[1]. Tara Johnson, “How the Amazon Supply Chain Strategy Works” , Feb 19, 2020

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<<https://www.linkedin.com/pulse/amazons-customer-relationship-management-strategy-atul-chakrawarty>>

[3]. Salesforce, “Discover how Amazon Web Services keeps their customers flying high”, 2020

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[4]. John Dudovskiy, “Amazon Value Chain Analysis”, April 2, 2020

<<https://research-methodology.net/amazon-value-chain-analysis-2/>>

[5]. Nupur Pal, “How Amazon’s UI UX design has made it one of the most glorified online shopping destinations?”, Oct 10,2020

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[6]. Bernard Marr, “How Amazon uses Big Data in practice”,2020

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[7]. Amazon, “What is Business Analytics?”, 2020

<<https://aws.amazon.com/vi/business-analytics/>>

[8]. Rahul Sachdeva, "Prescriptive Analytics: The Next Leap", Aug 29, 2014

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[9]. Christopher McFadden, “A Very Brief History of Amazon: The Everything Store”, Feb 17, 2021

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[10]. Gary Fox, “Amazon Business Model”, February 4, 2020.

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[11]. Roberta Greenspan, “Amazon.com Inc. Five Forces Analysis & Recommendations (Porter’s Model)”, Feb 24,2019

< <http://panmore.com/amazon-com-inc-five-forces-analysis-recommendations-porters-model> >

[12]. Marketing10, “Porter’s Five Forces Analysis of Amazon”, July 4, 2020

< <https://www.marketing10.in/porters-five-forces-analysis-of-amazon/> >

2. Notification

- For more content about our presentation, please open the notes we wrote under the slide (we have attached all the notes in the ppt file)
 - For example:

The screenshot shows a PowerPoint presentation slide titled "About Amazon" with the subtitle "THE HISTORY OF AMAZON". The slide features a central diagram of a triangle with "MISSION" at the top, "CUSTOMER FOCUS" in the center, and "CONTENT, MERCHANTS" at the bottom left and "FIND, DISCOVER & BUY" at the bottom right. The triangle is flanked by "Technology" on the left and "Customer Experience" on the right. Below the triangle are icons for a house, a shopping cart, a bar chart, and a gear. A large red arrow points from the diagram to the text below it. The text reads: "The figure above reflects that amazon.com wants to be global leader in e-retailing business by providing the quality products at affordable price using latest technology to build the customer database and gain their loyalty towards the brand; thereby generating profits to the company." The PowerPoint interface is visible, showing the ribbon with tabs like File, Home, Insert, Design, Transitions, Animations, Slide Show, Review, View, Add-ins, and Help. The status bar at the bottom indicates "Slide 11 of 45" and "English (United States)".

- The Gant model and Pert model are designed by the website <Monday.com>. For more detailed information, please click at the link below:

< <https://thanh595172.monday.com/boards/1297089363/> >

The screenshot shows a Monday.com workspace for 'MIS Project'. The board is in 'Main Table' view and lists 13 tasks. All tasks are marked as 'Done'. The tasks are ordered sequentially from 1 to 9, with the last two tasks (10 and 11) having no order assigned. The tasks are performed by various team members, including 'All', 'Vân', 'Mai', 'Duyên', and 'Thanh'. The timeline for each task is indicated by a blue bar with the dates.

Task Title	Performer	Status	Timeline	Order	Relationship
Choose the topic: Business Analytics	All	Done	Mar 29	1	
Find out about BA and choose company: Amaz...	All	Done	Mar 30 - Apr 4	2	1
Assigned work for members + Content	Vân	Done	Apr 3 - 7	3	2
Introduction about team and project	Mai	Done	Apr 8 - 10	3A.1	3
About the company: Amazon	Duyên	Done	Apr 10 - 13	3A.2	3
Analyze Porter' 5 competitive forces	Vân	Done	Apr 13 - 16	3A.3	3
General MIS implementation in Amazon	Thanh	Done	Apr 16 - 21	3A.4	3
4 Strategies to deal with competitive forces	Duyên	Done	Apr 16 - 19	3A.5	3
UX/UI of Amazon	Mai	Done	Apr 19 - 20	3A.6	3
Analyze Business analytics in Amazon	Vân, Mai	Done	Apr 20 - 28	3A.7	3
Business value chain model	Duyên, Thanh	Done	Apr 28 - 30	3A.8	3
Project evaluation process	All	Done	May 2 - 5	3A.9	3
Review content and aggregate in one file word	Vân	Done	May 5 - 16	3B	3A

-THANKS FOR READING-