Amazon tech talk

January 31, 2013

Speaker: Brent Smith

Our vision: To be earth’s most customer-centric company

Start with customer and work backwards

Our customers:

-retail customers 180M

-merchants 2M

-developers EC2, S3, Mech turk

-Contect creators

Companies:

-Retail

-Cloud Services

-Mobile

**First write the press release and then build the product**

We believe we’re in day 1

We are a flat organization

Fast iterative innovation

Software development engineer

Recommendations: Not just collecting most frequently bought items to recommend other items. Also use patterns in information.

Recommendations are based off of common items (item to item relationships), this is instead of making recommendations of classes of people