

Amazon Shoppers: Predictive Model Implementation

For: Amazon Inc.

By: JE Consulting

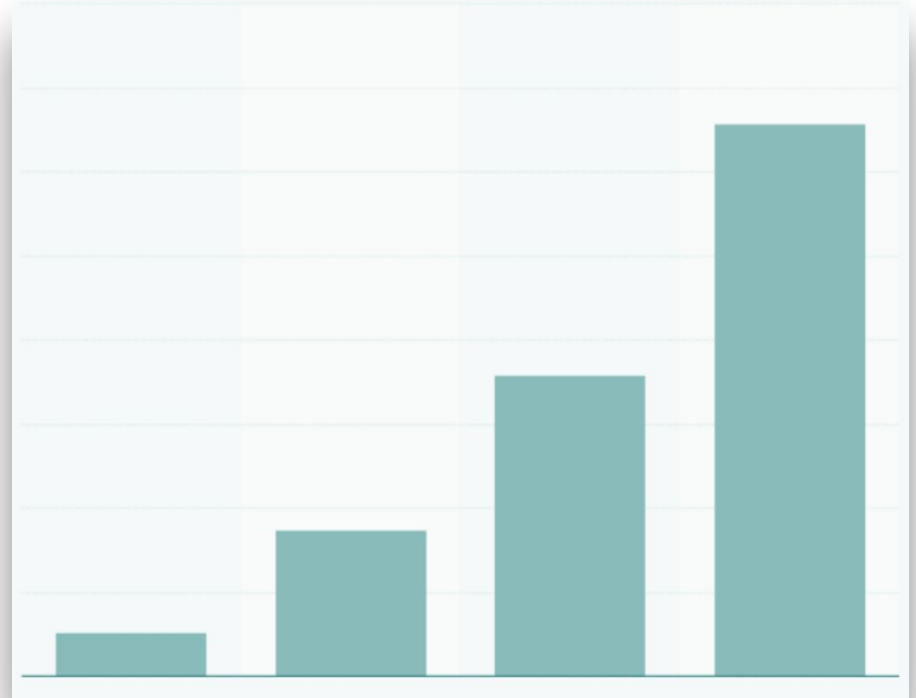


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The Question

Can Amazon further maximize revenue with the implementation of a classifier algorithm?





The Idea

- Real-time analytics
- Model predictions
- Promotional Offers: Yes, No

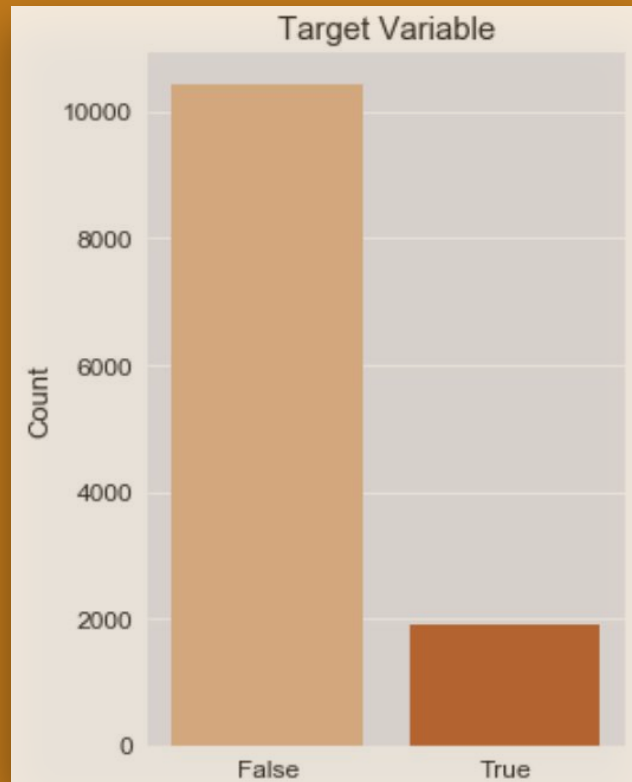


The Data

Features:

- *Product Related" and "Product Related Duration*
- *Special Day*
- *Operating System*
- *Browser*
- *Region*
- *Traffic type: visitor type as returning or new visitor*

Target: Revenue



The Model



Binary Classification



The Cost Benefit

We assess Amazon Inc. will benefit from the implementation of our model via the following :

- \$26.71 on average of additional revenue per shopping session
- Roughly \$320,520 of additional revenue per the next 12,000 shopping sessions

Caveats:

- Above figures do not factor in development and implementation costs
- Above figures are based upon loose financial analysis
- Above figures are based on provided training data



The Recommendations

Extract Further Visitor Data:

- Visitor location based on IP address
- Visitor zip codes
- Visitor purchase history, i.e., has this user made purchases in the past X number of days, weeks, months
- Visitor login history
- Visitor age

Further Financial Analysis

Careful Consideration with Implementation

Run Additional Classifier Algorithms



The End Questions?



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