Shopping With Amazon
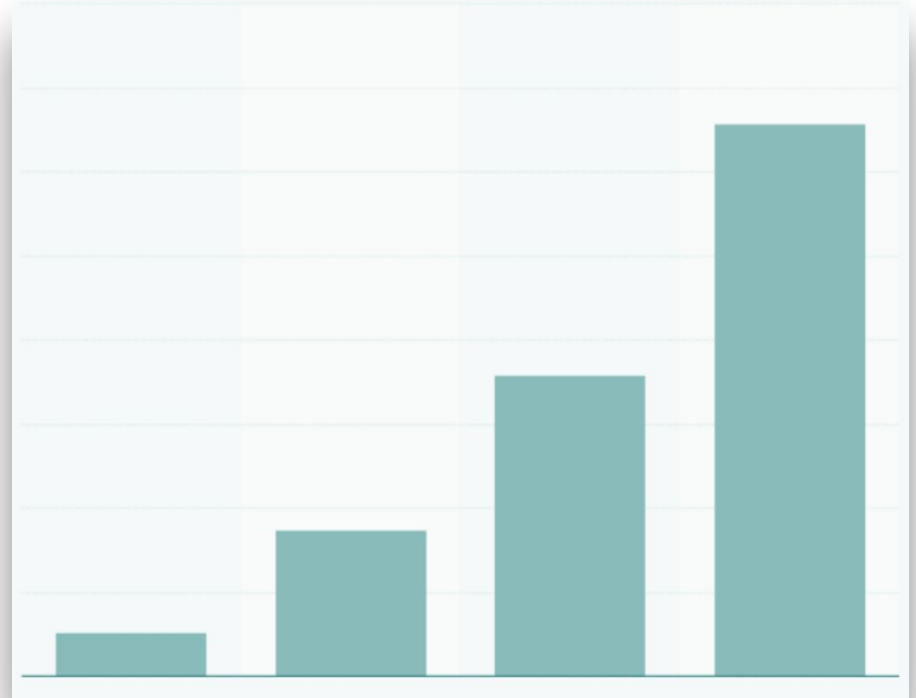*Predictive Model Implementation*

For: Amazon Inc.
By: JE Consulting

The Question

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

The Idea

- Real-time analytics

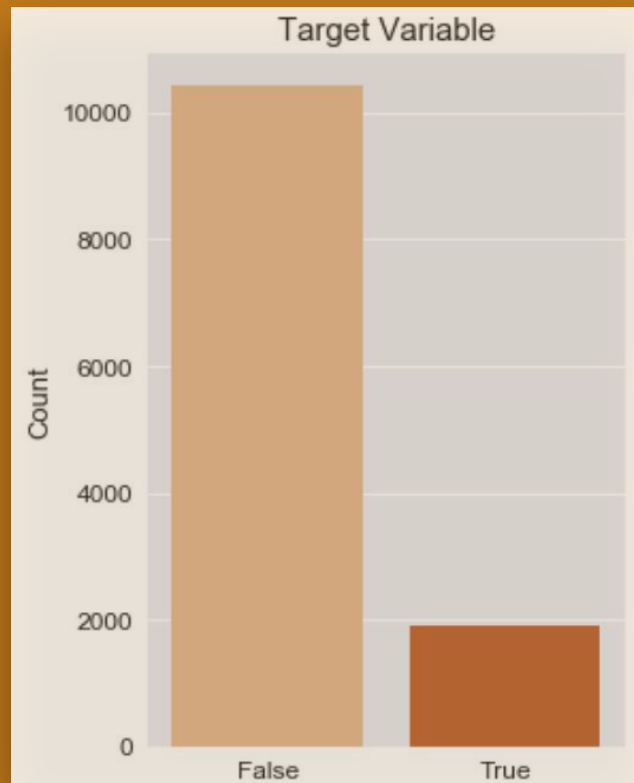- Model predictions

- Promotional Offers: Yes, No

The Data

Key Features:

- *Product Related and Product Related Duration*
- *Special Day*
- *Operating System*
- *Browser*
- *Region*
- *Visitor Type: returning or new visitors*

Target: Revenue

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The Model

Binary Classification

The Cost Benefit

We assessed Amazon Inc. will benefit from the implementation of a classification model via the following :

- $23.89 on average of additional revenue per shopping session
- Roughly $286,680 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
  - Or 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 & sex
- Returning visitors previous transaction size

Further Financial Analysis

Careful Consideration with Implementation

Run Additional Classifier Algorithms

The End
Questions?

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