Simplifying Recommender Systems: Amazon Personalize & Data Wrangler

MSBA 6331 Team 15



Agenda

- 1. Introduction to Recommender Systems
- 2. Introduction to Amazon Personalize
- 3. Introduction to Amazon SageMaker Data Wrangler
- 4. Personalize and Data Wrangler Demo
- 5. Conclusion

Introduction to Recommender Systems



More Like This



TITLETOWN HIGH

TV-14 2021

In a Georgia town where football rules and winning is paramount. a high school team tackles romance, rivalries and real life while vying for a title.

10 Episodes



TV-MA 2020

This docuseries chronicles the rise of superstar Michael Jordan and the 1990s Chicago Bulls, with unaired footage from an unforgettable 1997-98 season.



\oplus TV-MA 2023

This documentary traces the meteoric rise and precipitous fall of football star Johnny Manziel via interviews with friends, coaches and Manziel himself.



TV-MA 2020

Elite athletes with difficult pasts turn to junior college football for a last shot at turning their lives around and achieving their



TV-MA 2023

This immersive documentary series follows a diverse group of professional golfers — on and relentless season of



TV-MA 2023

This docuseries explores how legendarily ruthless football coach Urban Meyer turned the ragtag 2000s-era Florida Gators into a ferocious winning machine.

 (\pm)

Similar items you might like

Based on what customers bought



\$29.99

Blue Moon XL 23 Oz Wheat Beer Glass | Set of 2 Bar Edition Glasses

3+ day shipping



Sponsored

\$26.99

8 Pack Beer Glass Cups with Bamboo Lids and Glass Straws 16oz Beer Can...

**** 12

2-day shipping



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\$49.95

Classic Pilsner, 16 oz. Crystal Beer Glass, Set of 6

3+ day shipping



\$49.99

"ZomMog 5-Pack Original Beer Glass Chalice, 33cl"

3+ day shipping

Relevant Recommendations Are Crucial

Relevant recommendations lead to:



Higher order volumes and conversion rate



Increased satisfaction, loyalty, and retention



Increased customer engagement

Amazon Personalize & Data Wrangler Can Help!

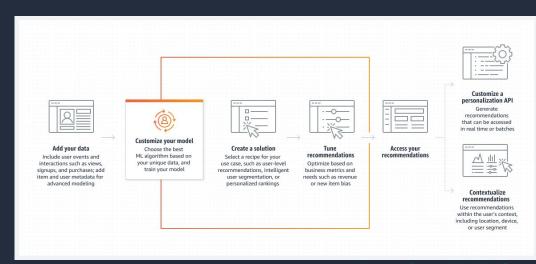
Introduction to Amazon Personalize

Amazon Personalize

- Machine Learning-Powered Personalization tool
 - Currently uses Hierarchical Recurrent Neural Network (HRNN) algorithm
- Utilize your data and choose the best algorithm (recipes) available on

Personalize

- Rapid implementation
- No coding needed!



Amazon Personalize Goes Beyond Algorithms



Add **personalization** to video streaming services (e.g., Top Picks for You)



Generate batch
recommendations to
send out marketing emails



Dive into customer
segmentation based on
probability of interacting
with products

Introduction to Data Wrangler

Amazon SageMaker Data Wrangler

- Data preprocessing tool with a visual interface
 - Selection, exploration, transformation, visualization made easy with just a few clicks
 - 300+ built-in transformations and code snippets
 - Customize as needed
- Easily prepare data to meet the requirements of Personalize
- No coding needed!



Personalize & Data Wrangler Demo

Conclusion

Personalize & Data Wrangler Simplifie Recommender Systems

- Quality recommender systems are crucial to your business
- Amazon Personalize gives you one-stop shop for recommender algorithms and putting the recommendations to use
- Data Wrangler will help prepare your data for Personalize and any other machine learning algorithms in just a few minutes

Thank you!

https://github.com/mandylly/trendsmarket-g15