

Simplifying Recommender Systems:

Amazon Personalize & Data Wrangler

MSBA 6331
Team 15



Amazon Personalize

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

N SERIES
QUARTERBACK

48 of 51m

Resume

More Like This

8 Episodes

TITLETOWN HIGH

TV-14 | 2021

+ Match

1h 12m

UNTOLD JOHNNY FOOTBALL

72% Match

TV-MA | 2023

+ Match

5 Parts

LAST CHANCE

TV-MA | 2020

+ Match

10 Episodes

THE LAST DANCE

93% Match

TV-MA | 2020

+ Match

8 Episodes

FULL SWING

TV-MA | 2023

+ Match

4 Episodes

UNTOLD SWAMP KINGS

90% Match

TV-MA | 2023

+ Match

Similar items you might like

Based on what customers bought

+ Add

\$29.99

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

3+ day shipping

+ Add

Sponsored

\$26.99

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

★★★★★ 12

2-day shipping

+ Add

\$49.95

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

★★★★★

3+ day shipping

+ Add

\$49.99

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

3+ day shipping

Relevant Recommendations Are Crucial

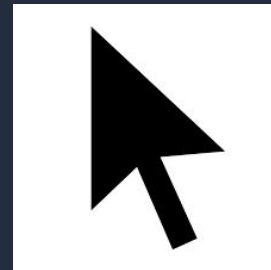
Relevant recommendations lead to:



Higher order volumes
and conversion rate



Increased satisfaction,
loyalty, and retention



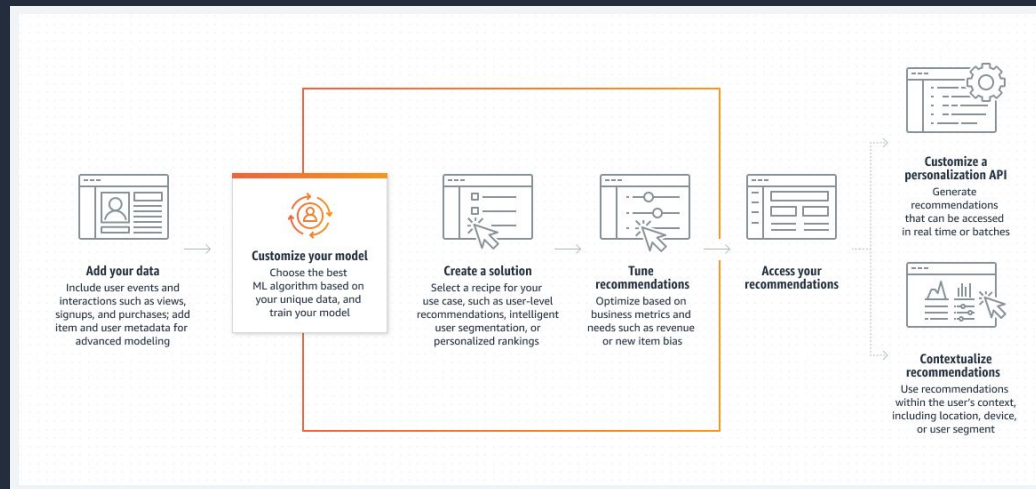
Increased customer
engagement

Amazon Personalize & Data Wrangler Can Help!

Introduction to Amazon Personalize

Amazon Personalize

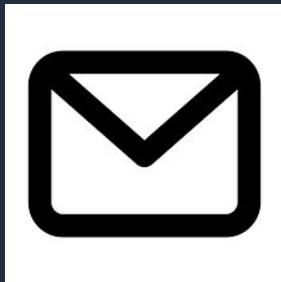
- Machine Learning-Powered Personalization tool
 - Currently uses Hierarchical Recurrent Neural Network (HRNN) algorithm
 - Utilize your data and choose the best algorithm (recipes) available on Personalize
- Rapid implementation
 - No coding needed!



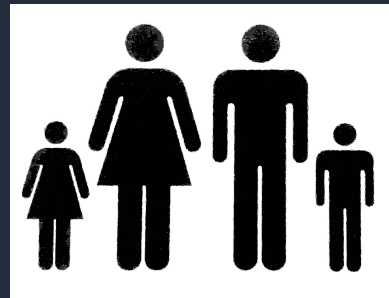
Amazon Personalize Goes Beyond Algorithms



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



Generate **batch**
recommendations to
send out marketing emails

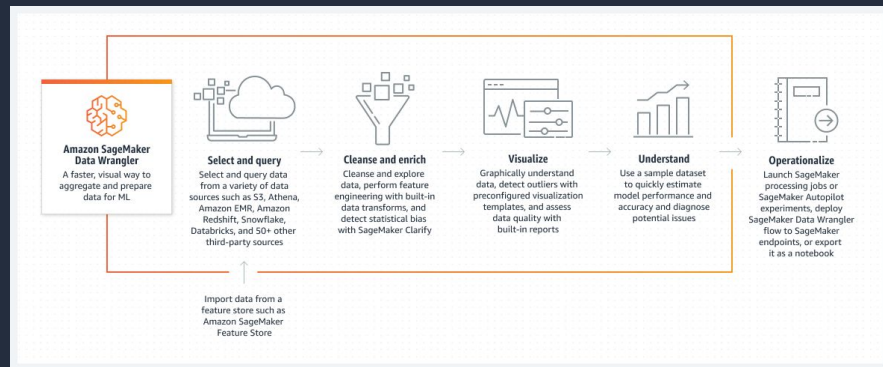


Dive into **customer**
segmentation based on
probability of interacting
with products

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>