

# REVOLUTIONIZING BUSINESSES WITH AMAZON PERSONALIZE





# AGENDA

**Introduction to Recommender Systems**

**Introduction to Amazon Personalize**

**Introduction to Amazon SageMaker Data Wrangler**

**Personalize and Data Wrangler Demo**

**Conclusion**

# INTRODUCTION TO RECOMMENDER SYSTEMS



**QUARTERBACK**

48 of 51m

Resume

More Like This

**TITLETOWN HIGH** 8 Episodes  
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.

**UNTOLD JOHNNY FOOTBALL** 1h 12m  
72% Match 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.

**LAST CHANCE** 5 Parts  
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 dreams.

**THE LAST DANCE** 10 Episodes  
93% Match 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.

**FULL SWING** 8 Episodes  
90% Match TV-MA 2023  
This immersive documentary series follows a diverse group of professional golfers — on and off the course — during a relentless season of competition.

SWAMP KINGS 4 Episodes

## Similar items you might like

Based on what customers bought



+ Add



+ Add



+ Add



+ Add

Sponsored

\$29.99

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

3+ day shipping

2-day shipping

\$26.99

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

★★★★★ 12

3+ day shipping

\$49.95

Classic Pilsner, 16 oz. Crystal Beer Glass, Set of 6 "ZomMog 5-Pack Original Beer Glass Chalice, 33cl"

3+ day shipping



# RELEVANT RECOMMENDER SYSTEM HELPS BUSINESSES



HIGHER VOLUMES & INCREASED  
CONVERSION RATE



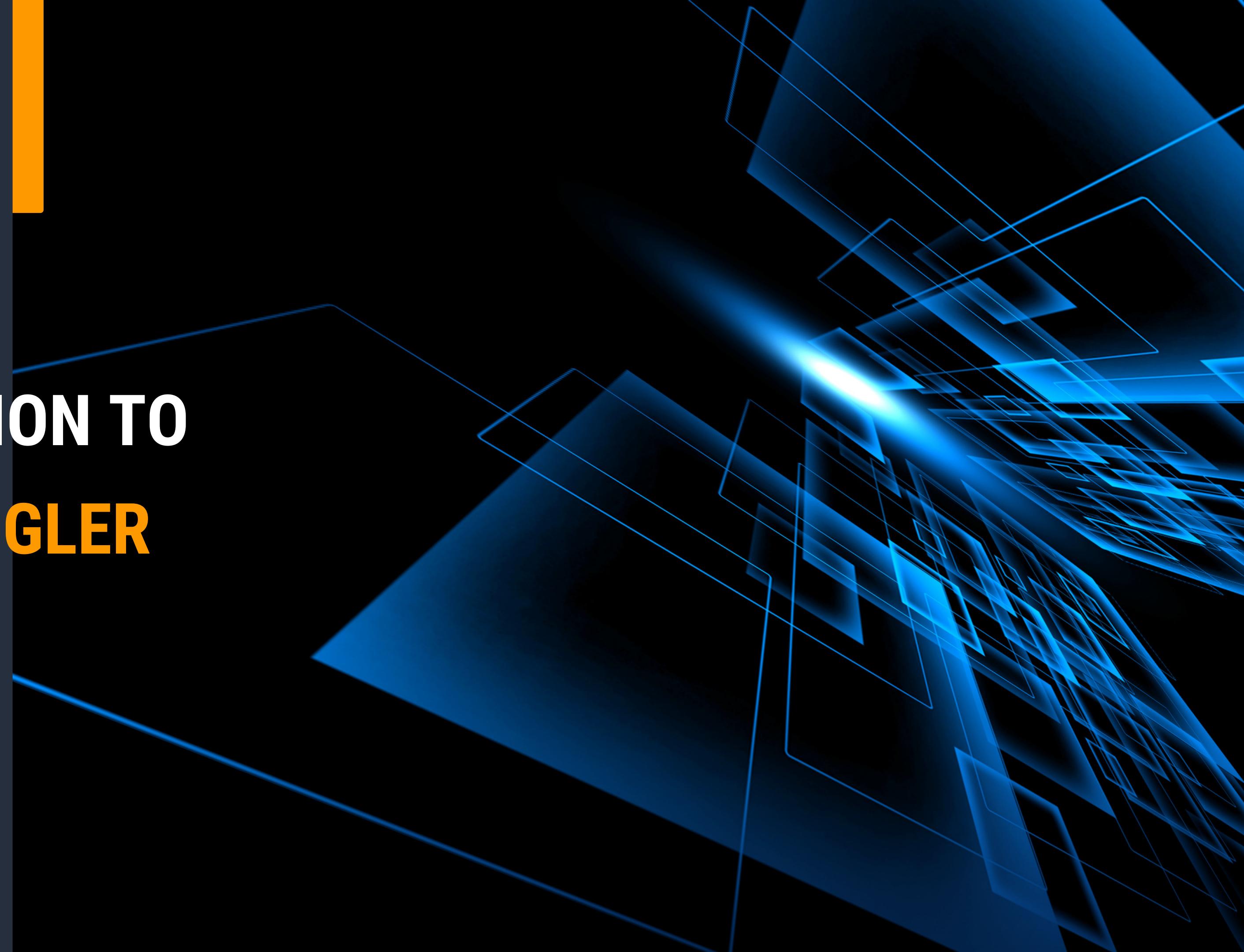
ENHANCE CUSTOMER  
LOYALTY



BOOST CUSTOMER  
ENGAGEMENT

Amazon Personalize & Data Wrangler Can Help!

# INTRODUCTION TO DATA WRANGLER



# AMAZON SAGEMAKER DATA WRANGLER

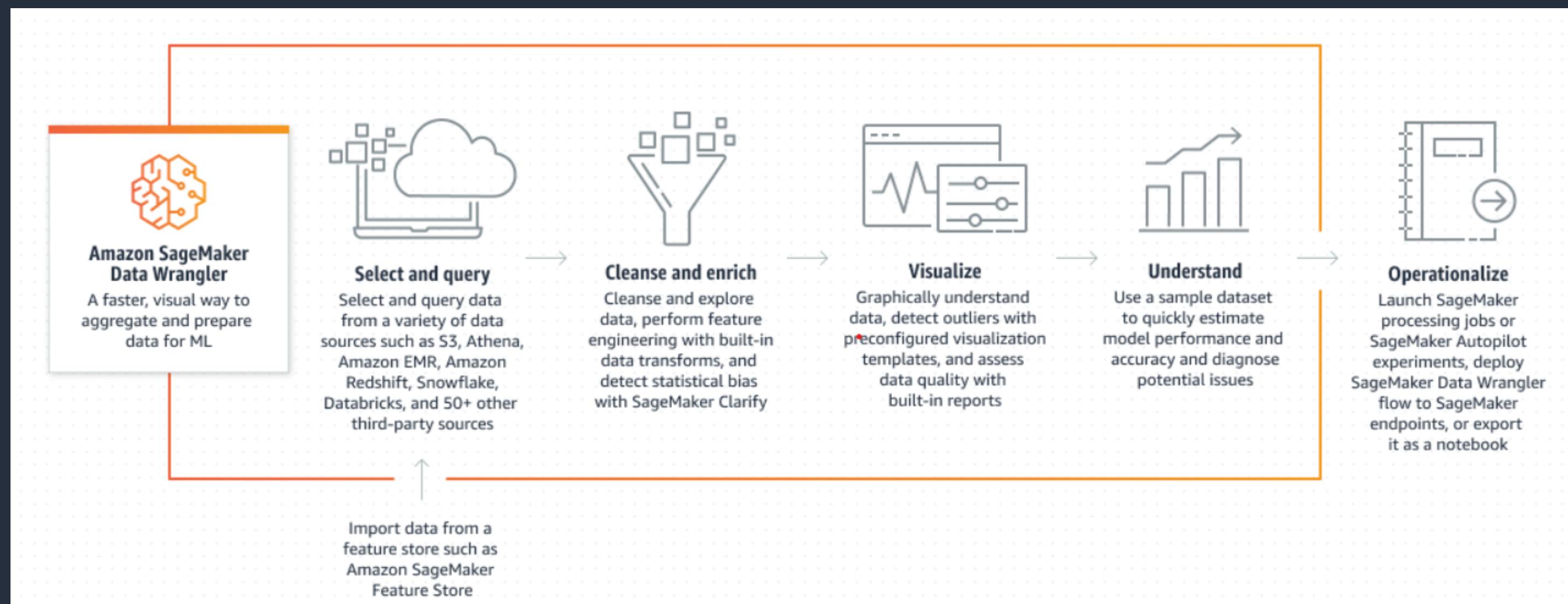
Data Wrangler makes it quick and easy for you to prepare your data. It is a preprocessing tool with a visual interface and predefined transformations

Selection, exploration, transformation, and visualization made easy with  
just a few clicks

300+ built-in transformations and code snippets

Customize as needed

# AMAZON SAGEMAKER DATA WRANGLER



# AMAZON PERSONALIZE

A ready recommender system that harnesses the power of  
Hierarchical Recurrent Neural Network (HRNN)

Easy & rapid implementation. No deep expertise in machine learning required. Allows businesses to deploy a customized personalization engine quickly.

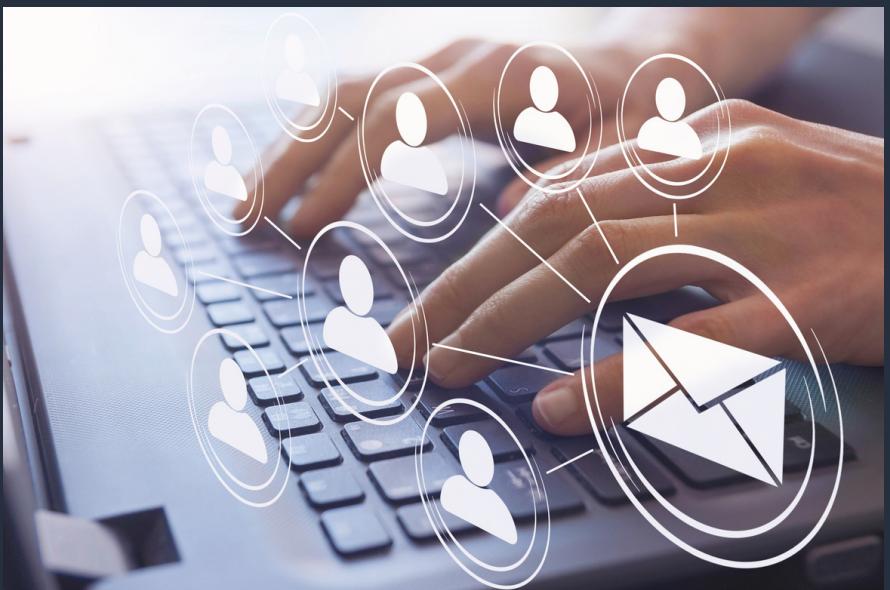
# AMAZON PERSONALIZE



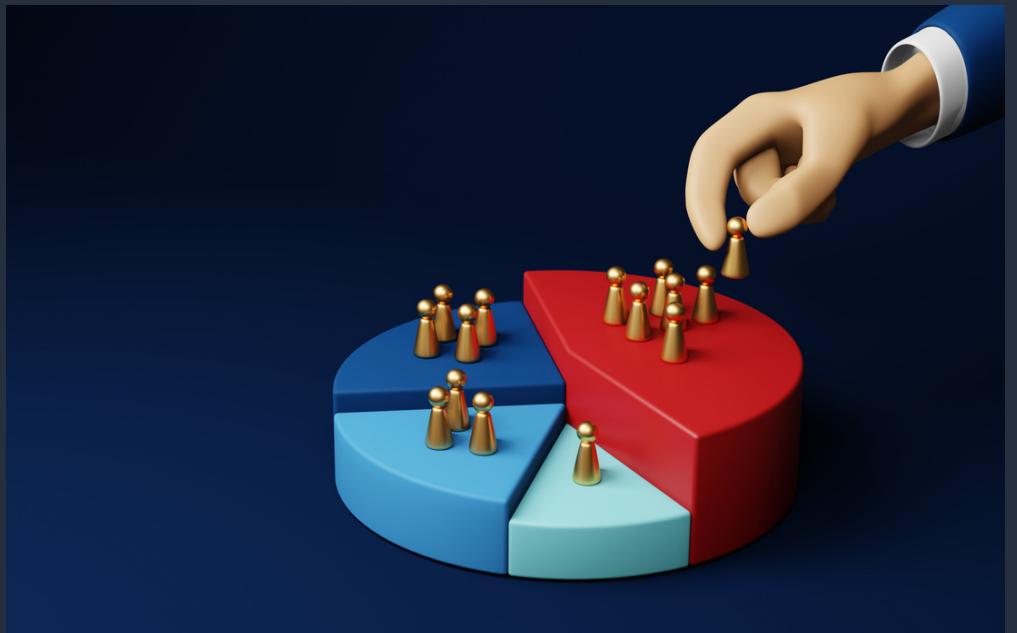
# AMAZON PERSONALIZE GOES BEYOND ALGORITHMS



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

# AMAZON PERSONALIZE HIGHLIGHTS

## AS EASY AS REMEMBERING YOUR FAVOURITE MOVIE



Easy & rapid implementation. **No deep expertise** in machine learning required. Allows businesses to deploy a customized personalization engine quickly.

**Data Wrangler** makes it quick and easy for you to prepare your data. It is a preprocessing tool with a visual interface and predefined transformations

## CUSTOMIZABLE AS PER YOUR BUSINESS

Loaded with pre-trained algorithms for **video-on-demand, e-commerce** companies and further customizable options are available as per different businesses

AWS Personalize Recipes includes **Trending Now, Similar Items** and Personalizes Actions feature

Powered with **Generative AI** to provide hyper-personalized customer experiences that identifies **thematic connections between the recommended items**. Rather than just giving generic messages for all recommendations

# AMAZON PERSONALIZE ADVANTAGES

## ML Models



Ease Of Use

DIFFICULT

MEDIUM

EASY

Business-Savvy  
Features

FEW

MEDIUM

MANY

Prior-Knowledge  
Required

HIGH

MEDIUM

LOW

# CONCLUSION



## Makes businesses thrive

Quality recommender systems are crucial to your business



## One-stop Solution

Amazon Personalize gives you one-stop shop for recommender algorithms and putting the recommendations to use



## Amazon Personalize with Data Wrangler Unleashes the best of Recommender System

Data Wrangler will help prepare your data for Personalize and any other machine learning algorithms in just a few minutes

**THANK YOU**