UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT

ON :- ROLE OF BUSINESS MODEL..

Subject Name :-INTERNET ETHICS

SUBJECT CODE_HERE :-25CAT-105

SUBMITED BY: SUBMITED TO:

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UID : 25BCD10069   **D.O.SUBMITION : 5 NOV 2005**

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Group: 25BCD-2A   **Sign:_____**

Section: A

Semester : 1ST

1. **Title Page: Business model of Amazon .**
    Topic: Case Study on Amazon's E-Commerce Model

2. Aim / Introduction of the Project

Amazon is the world's largest online retailer and a pioneer of digital commerce. Founded by **Jeff Bezos (1994)**, it transformed retail by integrating cloud technology, logistics automation, and personalized digital experiences.

This project explores how Amazon's **e-commerce ecosystem functions**, the **technologies** it uses, and the **risks and innovations** driving its success.

3. Objectives of the Study

1. Understand Amazon's e-commerce and marketplace models.

2. Examine the end-to-end process flow from browsing to delivery.

3. Study the technology stack and payment mechanisms.

4. Identify key risks and security safeguards.

5. Derive insights on performance, challenges, and growth.

4. Overview of E-Commerce Concepts Used

Concept	Application in Amazon
B2C (Business to Consumer)	Direct retail sales to consumers.
Marketplace Model	Third-party sellers use Amazon as a platform.
FBA (Fulfillment by Amazon)	Amazon stores, packs, and ships for sellers.
Digital Payment Integration	Amazon Pay, UPI, and wallet systems.
Subscription Model	Amazon Prime offering free delivery, video, and music.

7. Technology and Payment Systems Used

Category	Technologies Used
Backend & Cloud	AWS, Java, Python, PostgreSQL
Frontend	React, Node.js, HTML5
AI/ML	Product recommendations, dynamic pricing
Logistics Automation	Robotics, warehouse scanners, drones (Prime Air)
Analytics	Big data dashboards for demand prediction

Payment Options:

- Amazon Pay, UPI, Net Banking, Credit/Debit Cards, Wallets, Gift Cards, and COD.

8. Risk and Security Measures

Risk	Mitigation
Data theft or breaches	AES-256 encryption, SSL/TLS protocols
Fraudulent sellers	Seller verification, AI-based fraud detection
Privacy issues	GDPR compliance, strict data policies
Transaction fraud	2-Factor authentication, OTP validation

9. Findings / Analysis

🔍 **Key Insights**

- Amazon dominates **38% of U.S. e-commerce** (2025).

- **Prime subscribers** spend roughly **2× more** than non-Prime users.

- **AWS contributes ~16%** of Amazon's total revenue, ensuring profitability.

- **AI-based recommendations** drive about **35% of total sales**.

📈 **Graph 1: Amazon Revenue Growth (2018 – 2025)**

(Line graph showing steady rise from $233 B → $640 B)

📊 **Graph 2: Revenue Distribution (2025)**

(Pie chart showing Online Stores 50%, 3P Sellers 23%, AWS 16%, Advertising 9%, Other 2%)

10. Conclusion

Amazon's ecosystem shows how **technology, logistics, and customer trust** blend to create a global e-commerce powerhouse.
Future innovations will focus on **sustainability**, **AI-driven automation**, and **seamless omnichannel experiences**.

11. Learning Outcomes

- Gained understanding of full e-commerce architecture.

- Learned integration of cloud, AI, and secure payment systems.

- Developed analytical ability through performance metrics.

- Recognized importance of cybersecurity and compliance.

12. References

Amazon Machine Learning Case Study – https://aws.amazon.com/ai

AI in E-Commerce – Journal of Retail Technology, 2024

TechCrunch (2024). AI and Automation in Amazon Warehouses.

Financial Times (2025). AWS and Amazon's Business Diversification

13. Screenshot:

For Blog Upload (LinkedIn / Medium):

- Graphs & Flowchart showing Amazon's revenue and process flow.

For GitHub Upload:

- Flowchart + analytics visualizations.

Tableau-Data-Visualization

Public

Data Visualization and Data Analytics with Tableau by solving real data analytics problems

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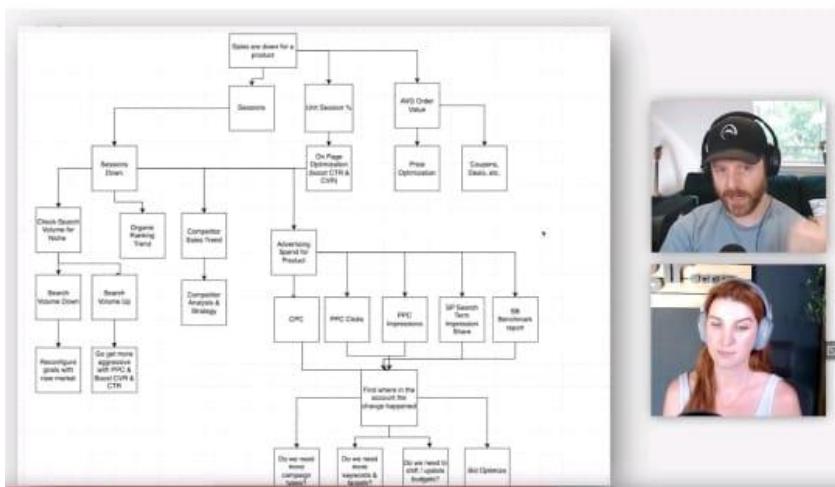I Got 99 Problems But PPC Ain't ...
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Why did your Amazon Sales go down for a product?

If you immediately jump into your PPC campaigns, you might be missing the full story.

It's why on episode 241 on the PPC Den Podcast, Elizabeth & Michael put together a flow chart you can follow. It covers things like:

1. Review your Business Reports
2. Review your Unit Session %
3. Review Brand Metrics
4. Review Organic Rankings
5. Review CPC

It's a flow chart that will give you a more comprehensive view than 99% of your competition. CHECK IT OUT.

12. **Evaluation Grid (To be created as per the SOP and Assessment guidelines by the faculty):**

Sr. No.	Parameters	Marks Obtained	Maximum Marks
1.	PROJECT TITLE		2 Marks
2.	CASE STUDY		5 Marks
3.	Github Upload Link		1 Marks
4.	Blog Upload Link		1 Marks
5.	Follow Format		1 Marks
	TOTAL		10 Marks
	AVG		6 Marks

Teacher Signature