**Amazon**

**About Company:**

Amazon is an American multinational conglomerate which focuses on e-commerce, cloud computing, digital streaming and artificial intelligence. Jeff Bezos founded Amazon in 1994 and it started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, etc. Today, Amazon is world’s largest online marketplace, AI assistant provider, live-streaming and cloud computing provider as measured by revenue and market capitalization. As of 2020, Amazon has the highest global brand valuation

**Business Problem:**

Amazon’s website currently recommends “most popular” items to all users with the hope that users will add items to their shopping cart and increase the size of each purchase. This approach has been successful by increasing sales for the website, but other online platforms are adapting to latest cutting-edge AI based recommendation algorithms that have an edge over the “most popular” items approach. The current Chief Marketing Officer believes that there is a more intelligent solution that is more relevant to each user based on their prior purchases and relationship with the ecommerce website. Your teams have been tasked to develop a “Recommendation Engine” AI solution for a website that **can recommend users with items based on what is like their past purchases or purchases of similar users**

**Contribution to Business Strategy:**

* Increase revenue
* Decrease cost
* Better user experience
* More activity on the website
* Competitive edge over competitors

**Priority:**

Highest

**Stakeholders:**

Chief Marketing Officer at Amazon

**Success Metrics:**

Increase revenue, decrease cost and compare against previous “most popular” items approach

**Risks:**

How will you manage “cold-start” problem? Do not flood the user with hundreds of items or irrelevant items that hamper their user experience

**Value Estimation:**

Calculate the value estimation of doing this project