

ThunderBolt

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Amazon Making Selling fun

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Project Infinity

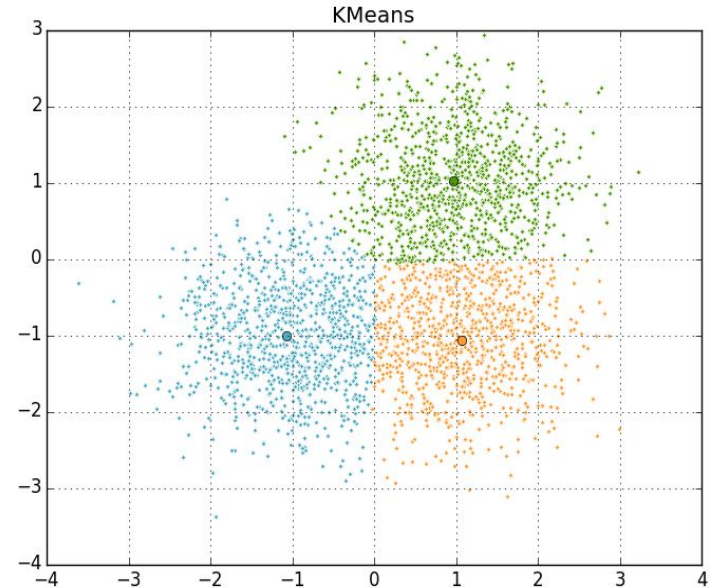
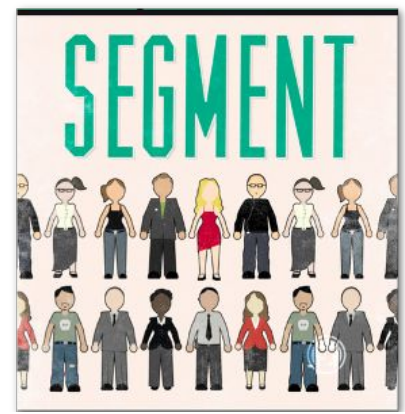
Improve Seller Experience

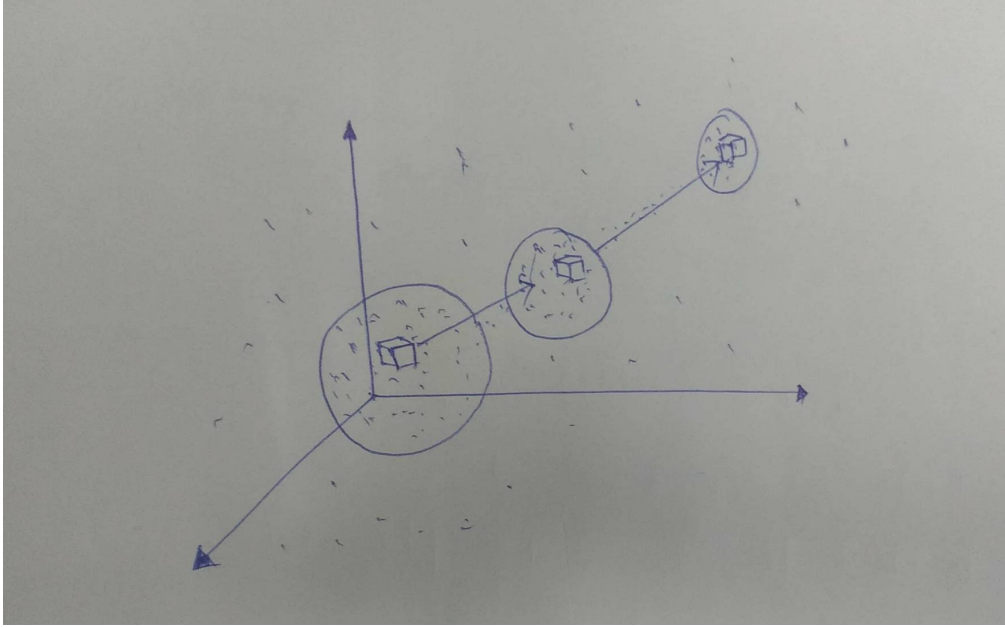
Show , Don't tell



League of sellers

- 1. Seller Segmentation
- 2. Target Maximum Profit region





3. Provide Statistical support

4. Assure exposure



Improvement

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1. Enrollment
2. Analysis till first target is achieved
3. Provide first Analysis tool
4. Keep track of performance
5. Task generation
6. Reward
7. Encourage towards Amazon Loyalty Program
8. Amazon facility for various leagues

Seller benefits

1. Listing Recommendations
2. Inventory Prediction
3. Performance analysis
4. Market Analysis
5. Publicity Manager

Suggestion and Recommendations

1. Apply modified Apriori Algorithm for list suggestion.
 - a. Remove brand names
 - b. Remove unwanted features from data like color etc... from title
 - c. Find frequently purchased items with our target item
 - d. Take best confidence and support values
2. Recommendation
 - a. Make an ensemble model for prediction of item
 - b. This ensemble will consist of models predicting monthly usage and yearly usage
 - c. Compare it with different statistical models

Let the seller decide

Seller Engagement

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1. Flash Sale

Help seller to dispose off items quickly with minimum hassle.

2. Amazon Loyalty Program

Adding to Amazons FBA

Conducting flash sales

Keeping partial items at discount rates for sale

Graphs

1. Amount VS Price
2. Sales VS Price

Tools

1. Prediction
2. Regression models....

Implementation so far

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Git link

<https://github.com/mohammedujjainwala/AmazonHackathon>