**Social or Business Impact:**

Ensuring the smooth functioning of Amazon's e-commerce platform directly influences user satisfaction and, consequently, business success. A seamless user experience contributes to

1. Customer Satisfaction:

Users encountering fewer issues during their shopping experience are likely to be more satisfied.Positive experiences can enhance customer loyalty and encourage repeat business.

2. Brand Reputation:

A robust and error-free platform contributes to a positive brand image.A reliable and efficient e-commerce platform strengthens Amazon's position as a trustworthy and customer-centric brand.

3. Revenue Growth:

A user-friendly and bug-free website promotes increased user engagement and transactions.Ensuring a smooth ordering process can lead to revenue growth through increased sales.

4. Operational Efficiency:

Automation testing and integration with tools like Jenkins contribute to operational efficiency.Quick identification and resolution of issues streamline the development and deployment processes.