### **Social Or Business Impact**

**Social Impact :-** Improved end user Interface: By providing accurate and up-to-date information on the latest product as per end user search history. Amazon project can help end user to make more informed decisions about selecting the products, leading to improved end user interface.

Convenience and Accessibility:

* Amazon has redefined convenience in shopping, allowing users to browse and purchase a vast array of products from the comfort of their homes. This has had a profound impact on individuals with mobility challenges or those living in remote areas.

Job Creation:

* Amazon's growth has led to the creation of a substantial number of jobs, both within the company and across its extensive supply chain. This includes warehouse workers, delivery drivers, and support staff.

Global Market Access:

* The Amazon application has facilitated global commerce, enabling businesses of all sizes to reach a worldwide audience. This has particularly benefited small and medium-sized enterprises (SMEs) looking to expand their market reach.

Technological Influence:

* Amazon's use of advanced technologies, such as artificial intelligence and machine learning, has influenced and set trends in the e-commerce industry. This technological innovation has a broader impact on the tech landscape.

Consumer Behavior Shift:

* Amazon has played a pivotal role in shaping consumer behavior, fostering an expectation for fast shipping, a wide product selection, and seamless online shopping experiences. This shift has influenced other retailers to adapt and innovate.

**Business Impact**: By providing information about availability of latest products in different ways, an Amazon project can assist end user by new notifications as per end user search history.

* E-commerce Dominance:
  + Amazon's application has established the company as a dominant force in the e-commerce sector, with a vast market share. This has disrupted traditional retail models and compelled competitors to adapt to the digital landscape.
* Marketplace Model Success:
  + Amazon's marketplace model allows third-party sellers to reach a broad audience, contributing to the growth of sellers and the overall ecosystem. This model has been emulated by other e-commerce platforms.
* Subscription Services and Loyalty Programs:
  + Amazon Prime, a subscription service offering benefits like fast shipping and access to entertainment content, has fostered customer loyalty. The success of such programs has influenced other businesses to explore similar models.