

Specified Business Problem

The specified business problem for the Amazon project involves optimizing the provision of flexible and prominent services to end users, particularly in the context of searching for items and making orders based on their wish lists.

1. User Engagement: There might be challenges in engaging users effectively, especially if the search and ordering processes are not intuitive or prominently featured. Users may become frustrated or disinterested if they encounter obstacles while trying to find items or access their wish lists, leading to decreased engagement and potentially lower conversion rates.

2. Conversion Rates: Difficulty in locating desired items or navigating through the platform to access wish lists could impact conversion rates negatively. If users struggle to complete orders based on their wish lists, they may abandon their carts or opt to shop elsewhere, resulting in lost sales opportunities for Amazon.

3. Personalization and Recommendation: Insufficient personalization and recommendation features may hinder the ability to tailor the shopping experience to individual user preferences effectively. If users do not receive relevant recommendations based on their wish lists and browsing history, they may be less likely to make purchases or explore additional products, limiting potential upselling and cross-selling opportunities.

4. Competitive Advantage: In the highly competitive e-commerce landscape, providing a seamless and personalized shopping experience is crucial for maintaining a competitive edge. If Amazon fails to deliver flexible and prominent services for searching and ordering items as per users' wish lists, it may risk losing market share to competitors who excel in these areas.

Addressing these business problems requires implementing strategic solutions aimed at enhancing user engagement, improving conversion rates, refining personalization and recommendation algorithms, and continually

innovating to stay ahead of competitors. By effectively addressing these challenges, the Amazon project can strengthen its position in the market and drive sustainable growth and profitability.