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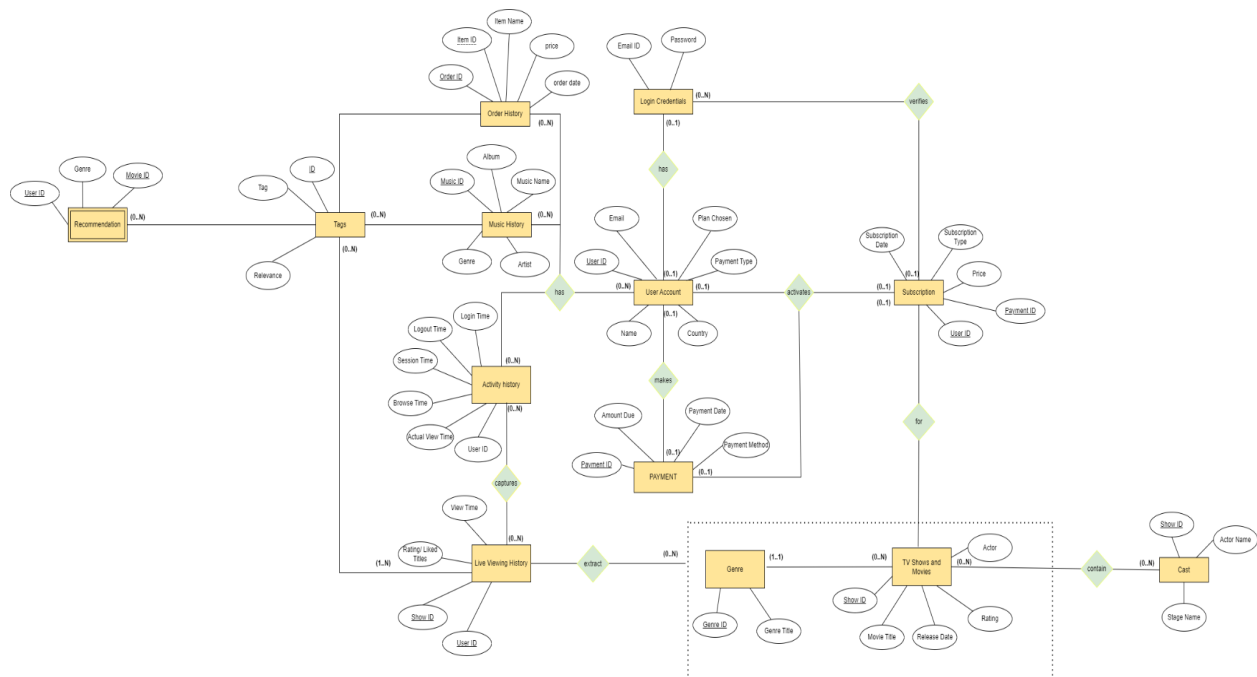
Problem Definition:

Amazon is a technology company offering e-commerce, digital streaming, music streaming, cloud, and AI services. Prime subscription enables users to access paid services such as the digital streaming platform Amazon Prime Video and Amazon Music which provides access to on-demand and over-the-top video and music streaming services.

Users of Amazon are increasingly dissatisfied with the recommendations provided by amazon prime video. The data is driven by overall popularity which leads to poor personalization, leading to an increase in customer churn rate.

Scope of Analytics:

As existing users of Amazon prime video, we have developed an understanding of the level of personalization the platform needs when compared to other major players in the streaming services. Through analytics, we seek to find the best way to recommend to customers and identify niche patterns in user behavior trends using Amazon's in-house cross-domain datasets, making the process cost-effective.



EER Diagram