Business Analytics Strategies of Amazon

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Abstract-This paper aims to present the Amazon business analytic strategies.Since the objective of the Company is to become the best place to buy,find and discover any product or service available online. Amazon.comwill continue to enhance and broaden its brand, customer base andelectronic commerce expertise with the goal of creating customers'preferred online shopping destination, in the United States and aroundtheworld.Internet became more powerful and basic tool for every person's needand the way people work. By integrating various online informationmanagement tools using Internet, various innovative companies haveset up systems for taking customer orders, facilitate making ofpayments, customer service, collection of marketing data, and onlinefeedback respectively. These activities have collectively known as e-commerceorInternetcommerce.

Keywords- Text Here Your Keywords.

I. INTRODUCTION

Amazon is the world's largest online retailer and is indeed a pioneer in the online retailing space. Though it started as an online bookstore, its success in its venture spurred it to diversify into selling anything that can be sold online. Further, Amazon has also expanded globally and now operates around the world through a combination of localized portals and globalized delivery and logistics platforms.

The way in which Amazon has leveraged technology as a source of competitive advantage and reaped the benefits of the economies of scale in addition to leveraging the synergies between its internal resources and external drivers has spawned many rivals who aim to imitate and better its business model.

II. LITERATURE REVIEW AND THEORITICAL PHRASES

It's well documented that Amazon collects data on everything from website clicks to Alexa voice commands to biometric data, and that's just on the consumer retail side of the house. Behind the scenes, Amazon also collects ample data on its employees, AWS clients and 3rd party sellers. It even submitted a patent a few years back for a "surveillance as a service" product that would allow people to schedule drones to keep tabs on their property and, as an added bonus, enable Amazon to collect massive amounts of aerial footage on roads, topography, etc.

With over 175 fulfilment centres around the world, over 1 million employees and close to 200 million website visitors per month, Amazon has one of the largest and complex data footprints out there.

However, how does Amazon wrangle this massive amount of data into actionable insights?That is where Business Analytics comes in the play.

Miyazaki and Fernandez (2001) substantiated that the prior experience was found to affect the intention and behaviour significantly and in a variety of ways. The results of this study imply that the technology acceptance model should be applied to electronic commerce research with caution. In order to develop a successful and profitable web shop, understanding customers' needs is essential. It has to be ensured that products are as cheap in a web shop as purchased from traditional channels.

According to Sharma and Mittal (2009) in their study "prospects of e-commerce in India", mentions that India is showing tremendous growth in the e- commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e-commerce portals provide goods and services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewellery, audio, video, entertainment, goods, gift articles, real estate and services.

Abhijit mitra. (2013), "e-commerce in India-a review", international journal of marketing, financial services &management research.Concluded that the e-commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.

D.K. gangeshwar. (2013) "e-commerce or internet marketing: a business review from Indian context", international journal of u- and e- service, science and technology. Concluded that the e-commerce has a very bright future in India although security, privacy and dependency on technology are some of the drawbacks of ecommerce but still there is a bright future to e-commerce.

III. ABOUT COMPANY

Amazon is the largest internet based company in the United States. Amazon.com started as an online bookstore, but soon diversified, selling DVD's, vhss, cd, video and mp3downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewellery. The company also produces consumer electronics notably, kindle, fire tablets, fire tv and phone and is a major provider of cloud computing services.

Amazon has separate retail websites for united states, United Kingdom & Ireland, France, canada, Germany, the Netherlands, Italy, Spain, Australia, brazil, japan, china, India and Mexico, with sites for Sri lanka and south east Asian countries coming soon. Amazon also offers international shipping to certain other countries for some of its products. In the year 2011, it had professed an intention to launch its websites in Poland, and Sweden. In early June 2013, Amazon.com had launched their Amazon India marketplace without any marketing campaigns. In July, 2013, Amazon had announced to invest $2 billion (Rs 12,000 crores) in India to expand business, after its largest Indian rival Flipkart too had announced to invest$1 billion.

IV. ACHIEVEMENTS IN E- COMMERCE

On the mobile app side, Amazon had the fastest growing app download rate in 2015. In October alone, downloads increased 200 per cent.Amazon web traffic was the highest in October as per comScore data, at 30 million visitors. Amazon active customers have gone up 230 per cent year on year.

Theawards were conferred at e-tailing India's flagship conference and exhibition 2014, an event that brought together major stakeholders in the retail and e-commerce business in the country. The "path-breaking debut of the year" award went to Amazon.in.

V. FAILURE

Amazon starts using India post and screws up its delivery system in India. At the time when the competition among online shopping portals in India is at its highest level possible and each player is pooling in millions from funding's and trying to beat each other with never-before discounts and amazing services, Amazon has taken the worst step ever possible.

Amazon India has chosen India post as its primary delivery partner and all "Amazon fulfilled" orders are now being shipped through India post. Anyone who lives in India or has some experience with the postal system in India needs no introduction about India post.

VI. OBJECTIVES AND STRATEGIES

In its business model, Amazon.com has identified the following as key success factors. First of all, a strong brand name location. Then providing clients with marvellous value and a superior shopping knowledge. After that, considerable sales capacity.

Finally, Realizing economies of scope and scale (Modi et all, 2000). Amazon.com's marketing strategy is designed to strengthen the Amazon brand name, increase customer traffic to the Amazon.com Websites, build customer loyalty, encourage repeat purchases and develop incremental product and service revenue opportunities.

VII. CUSTOMER CENTRIC

Customer-centric involved asking customers what they wanted, and sorting out how their needs would be delivered to them, and in the end, delivering it to them. According to Bezos, that is the traditional term of customer-centric. And Amazon focused on this traditional view with success evidenced over the years. The other meaning for customer- centric is innovation on behalf of the customers.

According to Amazon,innovation simply means searching forwhat the customers don't know they wantand delivering it to them. The third meaning is the personalization nature of the internet. In order to suite this third meaning of customer- centric, Amazon redesigned their store to suite each customer, bylaunchinga'yourstore dseerlivviecer'.Thistranslatedthisvisioninto reality.Amazonvaluedtoconvenient, selected, services at a broadest price (Timothy et all, 2000).

VIII. SALES GROWTH

	Amazon Annual Revenue(MillionsofUS$)
2021	$469,822
2020	$386,064
2019	$280,522
2018	$232,887
2017	$177,866
2016	$135,987
2015	$107,006
2014	$88,988
2013	$74,452

Amazon Annual Revenue (Millions of US $)	
2012	$61,093
2011	$48,077
2010	$34,204
2009	$24,509

IX. USE OF BIG DATA

Big Data is a term that is applied to datasets whose size or type is way complex than traditional data sets and is beyond the ability of traditional relational databases to capture, manage, and process with efficiency.

Nowadays, since the introduction of new technologies like Artificial Intelligence, the Internet of Things, mobile applications, and the web, the amount and complexity of data has increased.

Now, talking about Big Data Analytics, it means to analyse diverse and large data sets that are structured, semi-structured, and unstructured with the help of advanced analytics techniques. Analysis of big data allows analysts, researchers, and business users to make better and faster decisions using data that was previously inaccessible or unusable.

X. CONCLUSION

Amazon has developed an unprecedented customer support only in the span of last 15 years with its unique business model of online business. This not only allows the company to have a cutting edge advantages over the competitors but also makes it a cost leader in its business. It overpasses all the supply chains to reach to the consumers through it innovative e-commerce approach. This allows the company to have a control over its distribution channel and so is able to cut down the prices of its products.

The company hires the distribution channels and warehouses in the areas where the cost of dumping inventory is extremely low and forward it's saving to the consumers in the form of the competitive prices. But, Amazon needs to keep focusing on the research and development of better and more innovative way of serving to the customer, which will not only maintain its market leadership in the online business but also allows it to be all time favourite to millions of its loyal customers around the globe.

So, these were the ways in which Amazon is collecting and implementing big data to drive more customer traffic. The process of data collection starts right from the moment a person navigates the website. Nowadays, we can see it happening so often. We search for a product on the platform and its ads start to come before us at every possible place.

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