CLIENT UPDATE - AMAZON

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AI Task/Application

- **Project Document Summary:** Summarize past project documents to organize existing content.
- **Identify research priorities:** Target key trends in the Amazon shopping cart abandonment rate study.
- **A deep dive into the topic:** Give a more detailed analysis of the topic.
- **Data support:** Provide relevant statistics and sources to strengthen the basis for research.

Methodology

- **AI Summarization:** Used Claude.ai to process previous interviews and client update notes, creating a summarized foundation on Amazon cart abandonment.
- **Research Expansion:** Fed the summary into ChatGPT, which identified personalized recommendations as a key factor and led to the confirmation of a new hypothesis about personalized recommendations and reducing shopping cart abandonment.

Summary of Findings

New Hypothesis
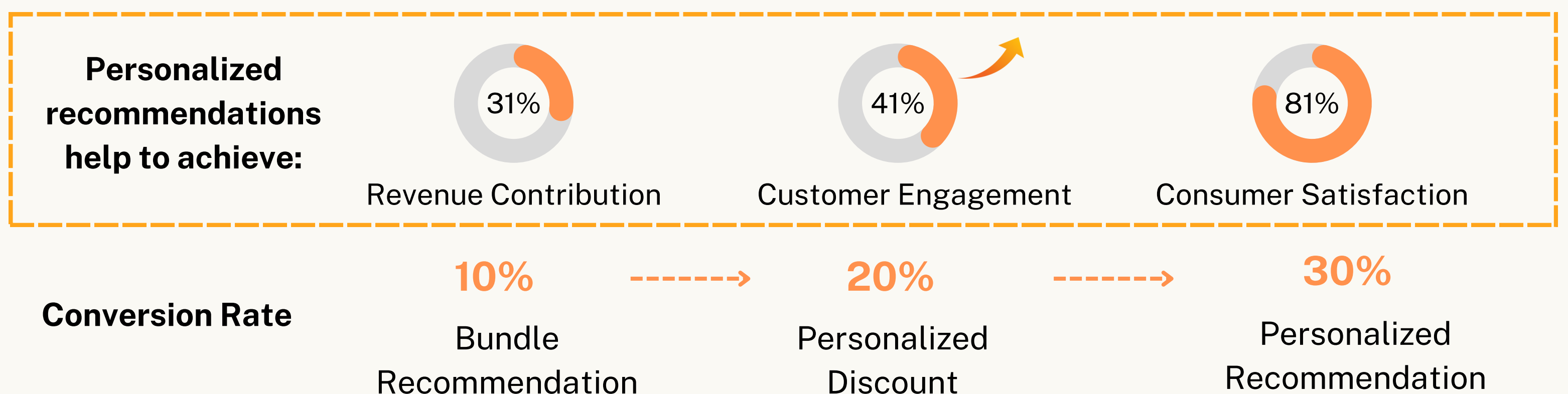
Personalized recommendations reduce shopping cart abandonment by making the shopping experience more relevant and engaging for consumers.

Investigation

E-commerce platforms are increasingly adopting personalized recommendations to create more engaging and relevant shopping experiences.

- **Multiple approaches:** personalized recommendations based on behavioral history, bundled recommendations and dynamic pricing with personalized discounts.
- **Different moments:** personalized search, recommendations during the checkout process, reminders after abandoning the cart

Data Analysis & Synthesis for Personalized Recommendations

Personalized recommendations help to achieve:

	Revenue Contribution	Customer Engagement	Consumer Satisfaction
	31%	41%	81%

Conversion Rate	10%	20%	30%
	Bundle Recommendation	Personalized Discount	Personalized Recommendation

AI: Plusses and Issues

- **Plusses**: Enabled quick idea generation and access to updated trends, saving time on preliminary research.
- **Issues**: The AI provided general insights, but further refinement was necessary to tailor the output to specific scenarios like high-priced or non-essential items.