



# Building your personalization engine just got easier with Amazon Personalize

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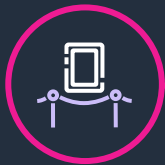
# Agenda



**Amazon Personalize use cases**



**Data preparation for Amazon Personalize**



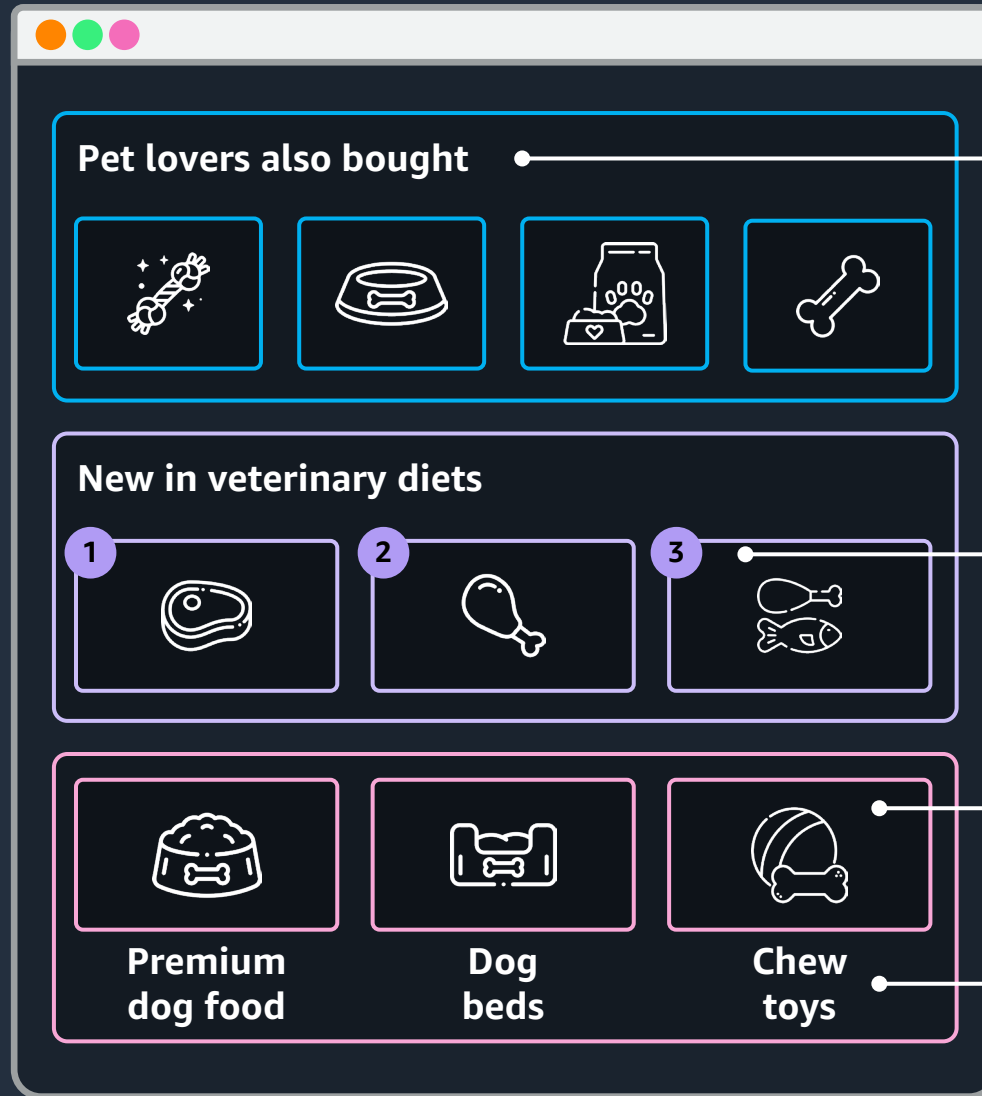
**Demo**



**How to get started**



# Every touchpoint is personal



Promotions

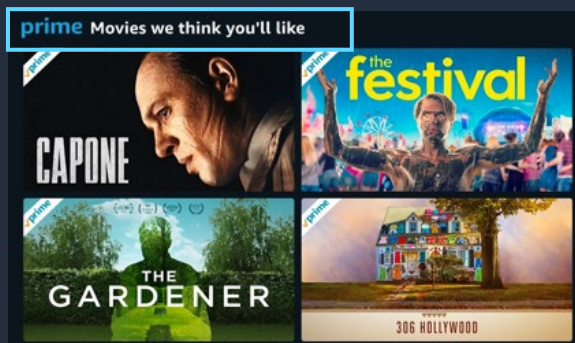
Item ranking

Photos & order of sections

Categories & order of content

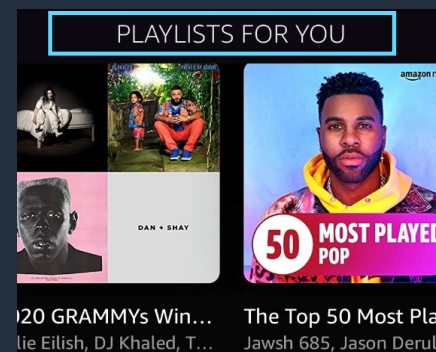
# Foundational use cases for Amazon Personalize

CREATE INDIVIDUALLY TAILORED USER EXPERIENCES THROUGH RELEVANT RECOMMENDATIONS



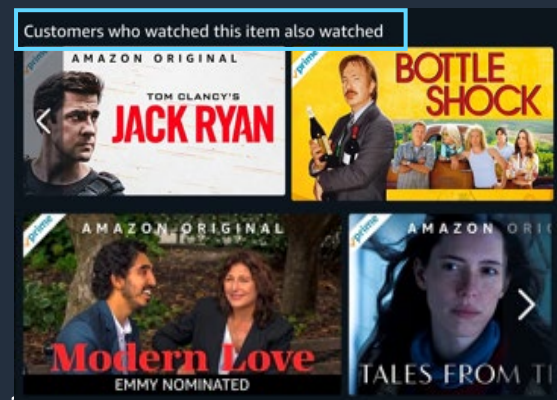
## User personalization

Recommendations tailored to a user's profile and interests



## Personalized ranking

Items re-ranked in a category or search response based on user preference or history



## Similar items

Recommend related items to encourage exploration and upsell



## User segmentation

Target messaging and notifications to the users most interested in an item or category



# Amazon Personalize customers

OVER 1,600 CUSTOMERS GLOBALLY, ACROSS ALL INDUSTRIES, USE AMAZON PERSONALIZE

INTUIT

FOX



Calm

EQUINOX



traveloka

RAZER™



THOMSON REUTERS



chewy

Pomelo.

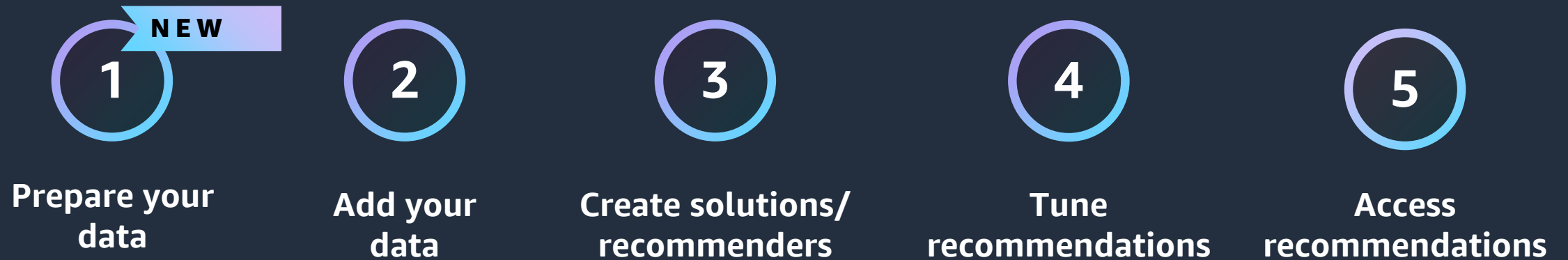
CRACKLE

ZOLA

paytm



# How it works



# How to prepare your data using Amazon SageMaker DataWrangler

- 1 Identify data requirements
- 2 Pull your data
- 3 Clean your data
- 4 Import to Amazon Personalize



**User interactions**  
(views, sign-ups, conversions, etc.)



**Item metadata**  
(details of articles, products, videos, etc.)

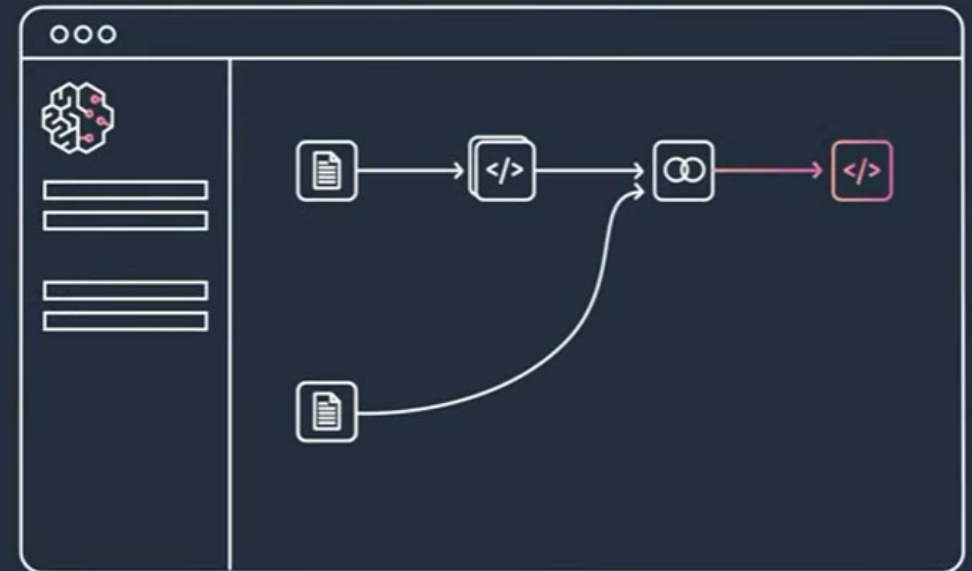


**User metadata**  
(age, location, etc.)

# Prepare your data easily with the Data Wrangler Integration

The quality of data used for model training affects the quality of the recommendations.

With the [Data Wrangler integration](#), you can now rapidly import and prepare your users, items or interactions dataset using Data Wrangler by leveraging Amazon Personalize-specific and generic 300+ built-in data transformations, retrieving data insights on all data, and quickly iterating by fixing any data issues early.





# Demo



# Voice of the customer

*“Here at Obviyo, we use Amazon Personalize to enable a diverse range of clients on the Shopify platform. The Data Wrangler integration helps us to identify subtle yet impactful issues that are otherwise difficult to find in our clients' data. It highlights potential data collection problems as well as unexpected outlier values. It also recommends several examples of how we could consolidate data and simplify our model. We are super excited about this new feature and will continue to use it going forward to improve our client's recommendation results.”*

**- Jeff McKelvey, Principal Development Lead, Obviyo**



# Getting started with Amazon Personalize



## GET STARTED FOR FREE

Try it out with the 2-month AWS Free Tier



## ADDITIONAL RESOURCES

Data Wrangler integration guide





# Thank you!

Pranav Agarwal