Understanding a platform’s strategic entry into the marketplace

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1. Introduction
   - Definitions
   - The problem

2. Goal of the project

3. Acknowledgements
Definitions

Platform
Facilitates trade between sellers and buyers by providing a marketplace and promoting products to buyers.
Platform

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Example: Amazon
Definitions

Platform

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Definitions

**Platform**
Facilitates trade between sellers and buyers by providing a marketplace and promoting products to buyers.

**Seller**
Anyone who uses the marketplace to sell products.

**Buyer**
Anyone who uses the marketplace to buy products.
Example: You
Definitions

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Facilitates trade between sellers and buyers by providing a marketplace and promoting products to buyers.
The problem

Platform's entry into the marketplace

Platform starts selling its own products on its own marketplace.
The problem

Platform’s entry into the marketplace

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- Reasons for platform’s entry
The problem

Platform’s entry into the marketplace

Platform starts selling its own products on its own marketplace.

- Reasons for platform’s entry
  - Profit – the platform notices a lot of buyers are interested in a certain kind of product and decides to use this knowledge
The problem

Platform’s entry into the marketplace

Platform starts selling its own products on its own marketplace.

- Reasons for platform’s entry
  - Profit
  - Quality control – the platform notices that a certain type of product has only few options which are overpriced and/or of poor quality
The problem

Platform’s entry into the marketplace

Platform starts selling its own products on its own marketplace.

- Reasons for platform’s entry
  - Profit
  - Quality control
- Potential problems
The problem

Platform’s entry into the marketplace

Platform starts selling its own products on its own marketplace.

- Reasons for platform’s entry
  - Profit
  - Quality control

- Potential problems
  - Unfair advantage – the platform controls how products get recommended to buyers
Goal of the project

Our goal

Use existing data to understand Amazon’s strategy when introducing its products.
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Use existing data to understand Amazon’s strategy when introducing its products.

- Gather data
Our goal

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- Gather data – using the website Keepa.com
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Use existing data to understand Amazon’s strategy when introducing its products.

- Gather data – using the website Keepa.com (or rather its API)
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Use existing data to understand Amazon’s strategy when introducing its products.

- Gather data – using the website Keepa.com (or rather its API)
  - And pay attention to categories of products where the platform introduced its own
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Use existing data to understand Amazon’s strategy when introducing its products.

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- Analyze data
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Use existing data to understand Amazon’s strategy when introducing its products.

- Gather data – using the website Keepa.com (or rather its API)
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- Analyze data – using unsupervised learning to see which properties lead to platform’s entry
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Use existing data to understand Amazon’s strategy when introducing its products.

- Gather data – using the website Keepa.com (or rather its API)
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- Make predictions
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- Gather data – using the website Keepa.com (or rather its API)
  - And pay attention to categories of products where the platform introduced its own

- Analyze data – using unsupervised learning to see which properties lead to platform’s entry

- Make predictions – retroactively try to predict which products the platform will start selling
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Thank you for your attention!