

# Understanding a platform's strategic entry into the marketplace

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# Definitions

## Platform

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

Example: Amazon

# Definitions

## Platform

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

The screenshot displays the Amazon homepage with the following elements:

- Header:** Amazon logo, delivery location (Piscataway 08854), search bar, and navigation links (EN, Account & Lists, Returns & Orders, Cart).
- Navigation:** A horizontal menu with categories: All, Medical Care, Groceries, Best Sellers, Amazon Basics, New Releases, Prime, Music, Customer Service, Today's Deals, Amazon Home, Books, Registry, Pharmacy, Gift Cards, Luxury Stores, Fashion, Smart Home.
- Main Deal:** "Father's Day Deals" banner for the "Luna Controller" with a "Save \$20" offer. Includes a "works with alexa" badge and "Limited-time offer" text. A large image of the controller is shown.
- Product Grids:**
  - Women's fashion under \$30:** Grid of dresses, tops, shoes, and swimwear.
  - Fresh home picks:** Grid of premium items, new arrivals, trending items, and deals.
  - Fun toys for spring:** Grid of bubbles, pool & water toys, ride-on toys, and outdoor favorites.
- Sign-in Prompt:** A yellow button labeled "Sign in for the best experience" with a sub-label "Sign in securely".
- Footer:** A navigation bar with icons for home, search, and other functions.

# 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

## Platform

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


The screenshot shows an Amazon product page for a Mackenzie-Childs Enamel Tea Kettle. The product is a 3-quart capacity kettle with a black and white checkered pattern and a wooden handle. The price is \$189.00. The page includes a search bar, navigation menu, and product details such as ratings, shipping options, and color selection.

**amazon** Delivering to Piscataway 08854 [Update location](#) Home & Kitchen Search Amazon [EN](#) [Hello, sign in](#) [Account & Lists](#) [Returns & Orders](#) [Cart](#)


[All](#) [Medical Care](#) [Groceries](#) [Best Sellers](#) [Amazon Basics](#) [New Releases](#) [Prime](#) [Music](#) [Customer Service](#) [Today's Deals](#) [Amazon Home](#) [Books](#) [Registry](#) [Pharmacy](#) [Gift Cards](#) [Luxury Stores](#) [Fashion](#) [Smart Home](#)

[Amazon Home](#) [Shop by Room](#) [Discover](#) [Shop by Style](#) [Home Décor](#) [Furniture](#) [Kitchen & Dining](#) [Bed & Bath](#) [Garden & Outdoor](#) [Home Improvement](#)

Home & Kitchen > Kitchen & Dining > Cookware > Tea Kettles



**MACKENZIE-CHILDS Enamel Tea Kettle, Cute Kitchen Kettle for Stovetop, 3-Quart Capacity, Black-and-White Courty Check**

Visit the MACKENZIE-CHILDS Store  
4.7  1,330 ratings  
50+ bought in past months

**\$189<sup>00</sup>**

**FREE Returns**


Get \$10 off instantly: Pay \$179.00 \$189.00 upon approval for the Amazon Store Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Size: **3 Quart**

2 Quart **3 Quart**

Color: **Courty Check**



Color **Courty Check**

**prime**

Enjoy fast, free delivery, exclusive deals, and award-winning movies & TV shows with Prime

Try Prime and start saving today with **fast, free delivery**


**\$189<sup>00</sup>**

**FREE Returns**

**FREE delivery Sunday, June 9**

Or fastest delivery **Wednesday, June 5**. Order within 9 hrs 8 mins

**Arrives before Father's Day**

 Delivering to Piscataway 08854 - [Update location](#)

**In Stock**

Quantity: 1

[Add to Cart](#)

[Buy Now](#)

Roll over image to zoom in

# Definitions

## Platform

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

The screenshot shows the Amazon product page for an Amazon Basics Stainless Steel Tea Kettle, 2.4-Quart, Teal. The page layout includes a navigation bar at the top with the Amazon logo, delivery location (Piscataway 08854), search bar, and account/order links. Below the navigation bar, there are category links for Home & Kitchen, Shop by Room, Discover, Shop by Style, Home Décor, Furniture, Kitchen & Dining, Bed & Bath, Garden & Outdoor, and Home Improvement. The product image is a teal kettle with a black handle and spout. The product title is "Amazon Basics Stainless Steel Tea Kettle, 2.4-Quart, Teal". The price is \$25.63. The product has a 4.4-star rating from 2,023 ratings. The page also features a "Buy new" section with a price of \$25.63 and a "FREE delivery" section. The product specifications are listed below the price.

**Amazon Basics Stainless Steel Tea Kettle, 2.4-Quart, Teal**

Visit the Amazon Basics Store  
4.4 ★★★★★ - 2,023 ratings  
Amazon's Choice in Tea Kettles by Amazon Basics  
300+ bought in past month

**\$25<sup>63</sup>**

Get Fast, Free Shipping with Amazon Prime  
FREE Returns

Get \$10 off instantly. Pay \$15.63 \$25.63 upon approval for the Amazon Store Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Size: 2.4-Quart

Color	Teal
Material	Stainless Steel
Brand	Amazon Basics
Item Weight	1.21 Pounds
Product Dimensions	8.7"D x 8.7"W x 7.4"H

**About this item**

Roll over image to zoom in

Buy new: \$25<sup>63</sup>

Get Fast, Free Shipping with Amazon Prime  
FREE Returns

FREE delivery Sunday, June 9 on orders shipped by Amazon over \$35

Or fastest delivery Wednesday, June 5. Order within 9 hrs 9 mins

Arrives before Father's Day  
Delivering to Piscataway 08854 - Update location



# The problem

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## Platform's entry into the marketplace

Platform starts selling its own products on its own marketplace.

# The problem

## Platform's entry into the marketplace

Platform starts selling its own products on its own marketplace.

The screenshot shows the Amazon product page for an Amazon Basics Stainless Steel Tea Kettle, 2.4-Quart, Teal. The product is highlighted as an Amazon's Choice item. The price is \$25.63, with a promotional offer of \$15.63 upon approval for the Amazon Store Card. The product specifications are as follows:

Size:	2.4-Quart
Color:	Teal
Material:	Stainless Steel
Brand:	Amazon Basics
Item Weight:	1.21 Pounds
Product Dimensions:	8.7"D x 8.7"W x 7.4"H

The page also features a Prime delivery badge, a 'Buy now' button showing the price \$25.63, and a delivery schedule for Sunday, June 9. The Amazon logo and navigation menu are visible at the top of the page.

# The problem

## Platform's entry into the marketplace

Platform starts selling its own products on its own marketplace.

- 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

## 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

## 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.

# Goal of the project

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

- Gather data

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The screenshot shows the Keepa website interface. The top navigation bar includes 'Keapa' and icons for Deals, Track, Apps, Data, Information, Comment, and Search. The user is logged in as 'platform\_proj'. Below the navigation bar, there are tabs for 'Product Finder', 'Product Viewer', 'Product Best Sellers', 'Top Seller List', 'Seller Lookup', 'Category Tree', and 'Keapa API'. The main content area displays a table of product data. The first row is highlighted with a red box and shows the following information:

Image	Title	Current	90 days avg.	Drops last 90 da...	Reference	Subcategory Sales Ranks	Bought in pas...	Rating	Review Count	Rating - Form...	Review Count - Fo...	Last
	Amazon Basics Stainless Steel Tea Kettle	-	-	-	-	# 43 Top 0.02% Tea Kettles	-	?	?	-	-	26 n
	MACKENZIE-CHILDS Enamel Tea Kettle, Cube Kitchen Kettle for Stovetop, 3-Quart Capacity, Black...	# 10,664	# 9,250	105	Kitchen & Dining	# 10,664 Top 0.02% Kitchen & Dining # 13 Top 0.01% Tea Kettles	50+	★★★★☆ 4.7	1,329	190	39	14 H

# Goal of the project

## Our goal

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

The screenshot shows the Keepa Amazon product tracker interface. The top navigation bar includes icons for Deals, Track, Apps, Data, Information, Comment, and Search. The main navigation bar lists various product analysis tools like Product Finder, Product Viewer, Product Best Sellers, Top Seller List, Seller Lookup, Category Tree, and Keepa API. The interface displays a list of products, with the following columns: Image, Title, Manufacturer, Current price, 90 days avg. price, 90 days drop %, Drops last 90 da..., Reference, Subcategory Sales Rank, Bought in pas..., Rating, Review Count, and Review C...

Image	Title	Manufacturer	Current	90 days avg.	90 days drop %	Drops last 90 da...	Reference	Subcategory Sales Rank	Bought in pas...	Rating	Review Count	Review C...
	Primula Stewart Whistling Stovetop Tea Kettle Food Grade Stainless Steel, Hot Water Fast to Boil, Cool...	Epoca	# 177	# 329	46 %	106	Kitchen & Dining	# 177 Top 0.01% # 1 Top 0.01%	Kitchen & Dining Tea Kettles	-	★★★★☆ 4.3	15,952
	Primula Stewart Whistling Stovetop Tea Kettle Food Grade Stainless Steel, Hot Water Fast to Boil, Cool...	Epoca	# 188	# 333	44 %	250	Kitchen & Dining	# 188 Top 0.01% # 1 Top 0.01%	Kitchen & Dining Tea Kettles	10,000+	★★★★☆ 4.3	16,000
	Mr. Coffee Filtrishine Stainless Steel Whistling Tea Kettle w/Nylon Handle, 1.75-Quart, Matte Black	Gibson Overseas, Inc.	# 1,263	# 1,468	14 %	154	Kitchen & Dining	# 1,263 Top 0.01% # 2 Top 0.01%	Kitchen & Dining Tea Kettles	300+	★★★★☆ 4.4	21,774
	Mr. Coffee Filtrishine Stainless Steel Whistling Tea Kettle w/Nylon Handle, 1.75-Quart, Linen	Gibson Overseas, Inc.	# 1,263	# 1,462	14 %	148	Kitchen & Dining	# 1,263 Top 0.01% # 2 Top 0.01%	Kitchen & Dining Tea Kettles	50+	★★★★☆ 4.4	21,767
	Mr. Coffee Twinning 2.1 Quart Pumpkin Shaped Stainless Steel Whistling Tea Kettle, Metallic Red	Gibson	# 1,263	# 1,468	14 %	229	Kitchen & Dining	# 1,263 Top 0.01% # 2 Top 0.01%	Kitchen & Dining Tea Kettles	300+	★★★★☆ 4.4	21,774
	Mr. Coffee Filtrishine Stainless Steel Whistling Tea Kettle w/Nylon Handle, 1.75-Quart, Metallic Royal	Gibson Overseas, Inc.	# 1,301	# 1,458	11 %	147	Kitchen & Dining	# 1,301 Top 0.01% # 2 Top 0.01%	Kitchen & Dining Tea Kettles	50+	★★★★☆ 4.4	21,767
	Mr. Coffee Filtrishine Stainless Steel Whistling Tea Kettle, 1.75-Quart, Brushed Satin	Gibson Overseas, Inc.	# 1,301	# 1,464	11 %	177	Kitchen & Dining	# 1,301 Top 0.01% # 2 Top 0.01%	Kitchen & Dining Tea Kettles	2,000+	★★★★☆ 4.4	21,774
	Mr. Coffee Filtrishine Stainless Steel Whistling Tea Kettle w/Nylon Handle, 1.75-Quart, Metallic Real...	Gibson Overseas, Inc.	# 1,301	# 1,464	11 %	144	Kitchen & Dining	# 1,301 Top 0.01% # 2 Top 0.01%	Kitchen & Dining Tea Kettles	50+	★★★★☆ 4.4	21,767
	Mr. Coffee Filtrishine Stainless Steel	Gibson Overseas, Inc.	# 1,301	# 1,465	11 %	124	Kitchen & Dining	# 1,301 Top 0.01%	Kitchen & Dining	100+	★★★★☆ 4.4	21,767

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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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## Our goal

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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## Our goal

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
- Analyze data



# Goal of the project

## Our goal

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

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- 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

# Acknowledgements

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Thank you for your attention!

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