

Improving promotion process with insights collected from Amazon Selling Portal using analytics solution on Cloud



Business Challenges and Objectives

- The client uses Amazon Selling Partner APIs as their current data source.
- The Amazon Selling Partner API has a complex architecture and strict rules related to authorization, and data retrieval.
- The API is still undergoing modifications, and hence has certain issues like duplication of data coming in for certain vendors.
- The client required TekLink to identify and handle these errors dynamically
- The API has constraints, that if not followed results in a failed response
- The client wanted an automated solution to extract the reports from the Amazon Selling Partner API to help increase the selling efficiency, improve promotion performance, and grow the business.

Client

- Our client is an American worldwide manufacturer, marketer, and distributor of consumer and commercial products with an extensive portfolio of brands. They employ over 3,000 people across the globe with a distribution network that caters to the world.

Industry

- CPG

Function

- E-Commerce

Technology

- Microsoft Azure, Amazon Selling Partner API



The Solution

- The TekLink Team suggested and implemented a Cloud-based solution as per the requirement of the client.
- The Azure Function Apps pull data from the Amazon Selling Partner API to handle the authentication and data retrieval process.
- The data movement and orchestration has been accomplished with the help of Azure Data Factory (ADF).
- The Azure Data Factory Pipeline also allows to 'restate' data. The restatement can be done for specific accounts or even specific dates as required.
- The Data Duplication issues were also addressed in the solution with the help of Azure Databricks.
- Promotions data from Amazon Selling Partner API was stored in Azure Datalake, which was then used to load into the Azure Data Warehouse



Outcomes and Benefits

- Achieved 60% cost savings by deploying an in-house solution to fetch the Amazon API Data.
- Helped the business users to gather insightful information to increase sales efficiency, reduce response time, and grow the business.
- Provided a platform for faster ad-hoc analysis for a good ROI.
- The client can now better manage the performance of promotions by providing a detailed view of historical and ongoing promotions.
- The solution is highly scalable and flexible guiding the business to address multiple types of reports using the same pipeline