



THE DEVELOPER'S CONFERENCE

Trilha Análise de Negócios – Porto Alegre 2018

**Minha (incrível) experiência na Amazon Go com os
olhos de um BA**

João Azevedo



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João Azevedo

- Agile Coach, CSPO (Certified Scrum Product Owner), Life Coach (SBC), Coach criacional (IGT).
- Co-fundador do IIBA capítulo Porto Alegre
- Experiência nos EUA com Análise de Negócios e Métodos Ágeis em equipes globais.
- Apaixonado por aviação e viagens



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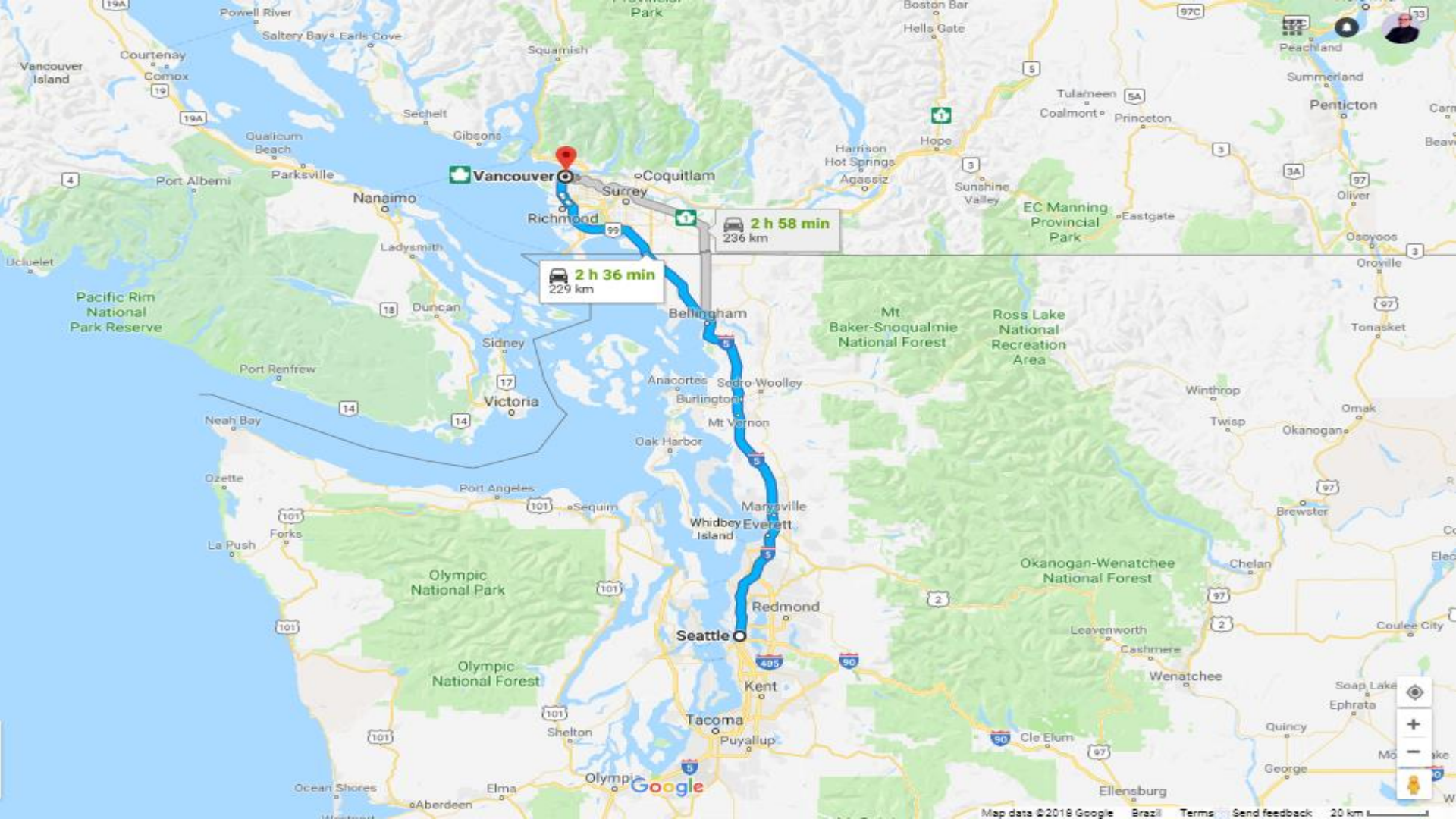
João Azevedo

The image shows the exterior of an Amazon Go store. The building has a modern glass facade. The 'amazon go' logo is prominently displayed above the entrance. The entrance doors are open, revealing the interior where a person in an orange shirt is standing. A sign inside lists various food items available for purchase. A green circular logo with a white bicycle icon is visible on the left door. A sign on the right door says 'NO LINES. NO CHECKOUT.' A large black text box with yellow text is overlaid on the right side of the image. A small sign in the bottom right corner says 'Get the app'.

amazon go

Porquê
Amazon go?

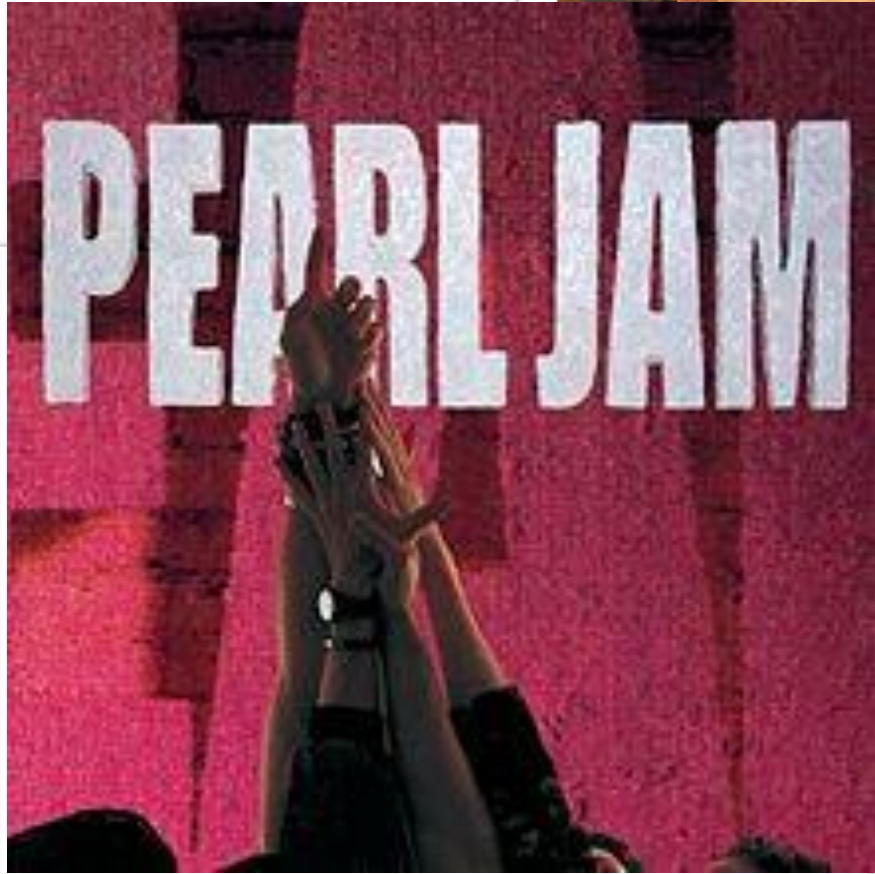






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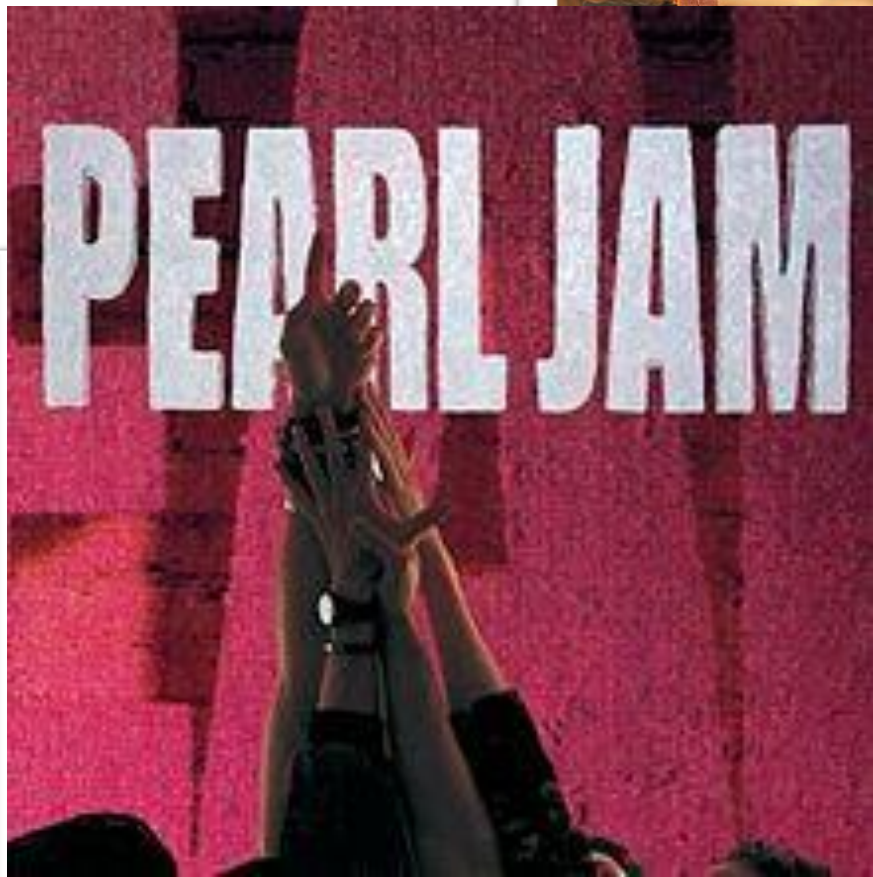


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THE



NIRVANA



amazon go

**Visitando a
Amazon go**



NO LINES.
NO CHECKOUT.

NO LINE
BREAKFAST
LUNCH
SNACKS
DINNER
MEAL KITS
GROCERY
ESSENTIALS
amazon go

Get the app

A woman with long brown hair, wearing a black jacket over a white shirt, stands in front of an Amazon Go store entrance. She has sunglasses on her head and is smiling slightly. The background is a black wall with a grid of yellow circular perforations. The Amazon Go logo is visible on the wall to her left.

amazon go

amazon go



NO LINE

BREAKFAST

LUNCH

SNACKS

DINNER

MEAL KITS

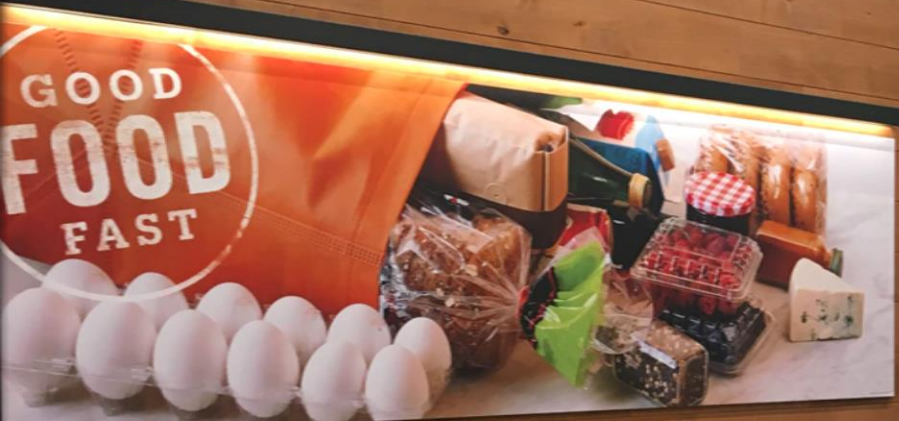
GROCER

ESSENTIALS



O que tem de incrível nesta loja?

amazon go



Porque a loja?

EST

TÉC

Como eles fazem?

Como foi?

EXP

amazon go



Porque a
loja?

EST

TÉC

Como
eles
fazem?

Como
foi?

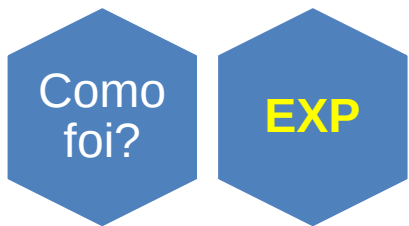
EXP



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- Simplificação máxima para comprar
 - 1 – Baixar o App da Amazon Go
 - 2 – Passar o QR code no leitor ao entrar na loja

- Produtos pronto para consumo
 - Novos com baixo estoque
 - Os mais vendidos com maior destaque e disponibilidade



- Produtos de qualidade em todas as seções
- Uso de embalagens ecológicas (não utiliza sacola plástica)
- Preços dentro da média dos outros estabelecimentos



CHOCOLATE

CHOCOLATE - CANDY - GUM

CHOCOLATE - CANDY - GUM

CHOCOLATE - CANDY - GUM

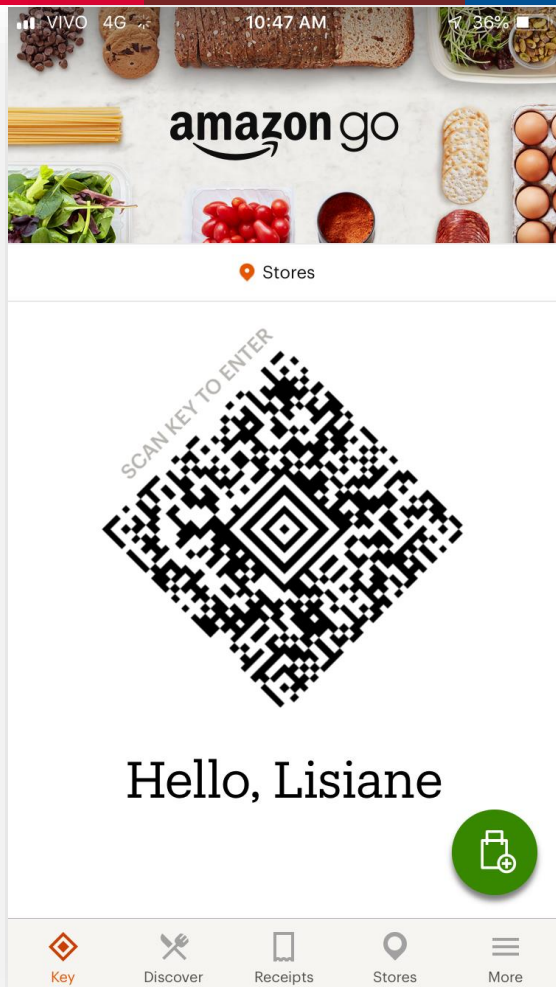
REAL KIDS
PARENT - HOME
FRESH

amazon
WE DO THE PREP, YOU DO THE COOK

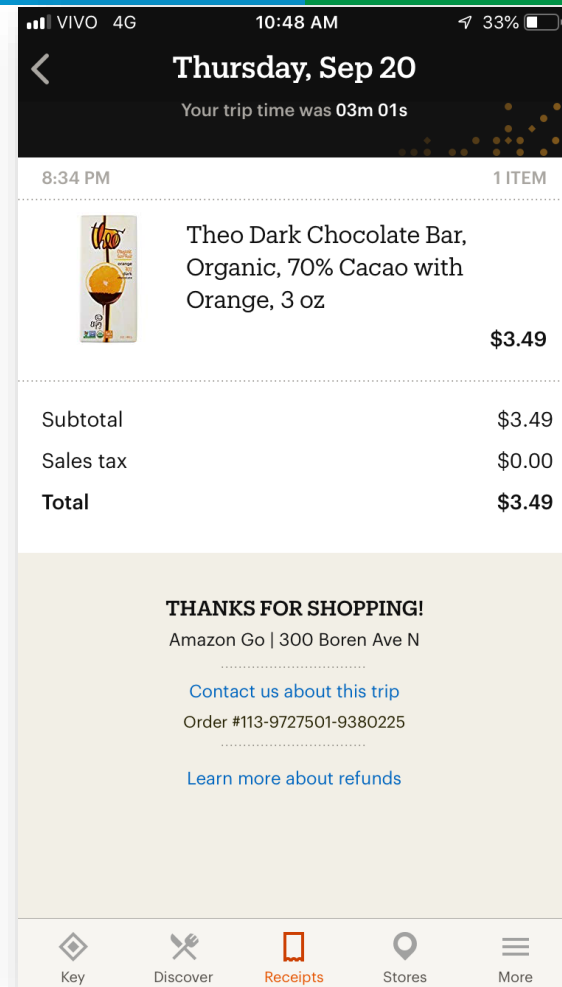
Como
foi?

EXP

QR code “Chave de
entrada”



Recibo de compra



amazon go



Porque a loja?

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TÉC

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Como
eles
fazem?

TÉC



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- Tecnologia utilizada
 - Visão computadorizada
 - Utilização massiva de sensores
 - Algoritmos de deep learning
- Organização das prateleiras por matrizes
 - Todos os produtos tem uma posição exata
 - Os produtos são escaneados no momento da reposição

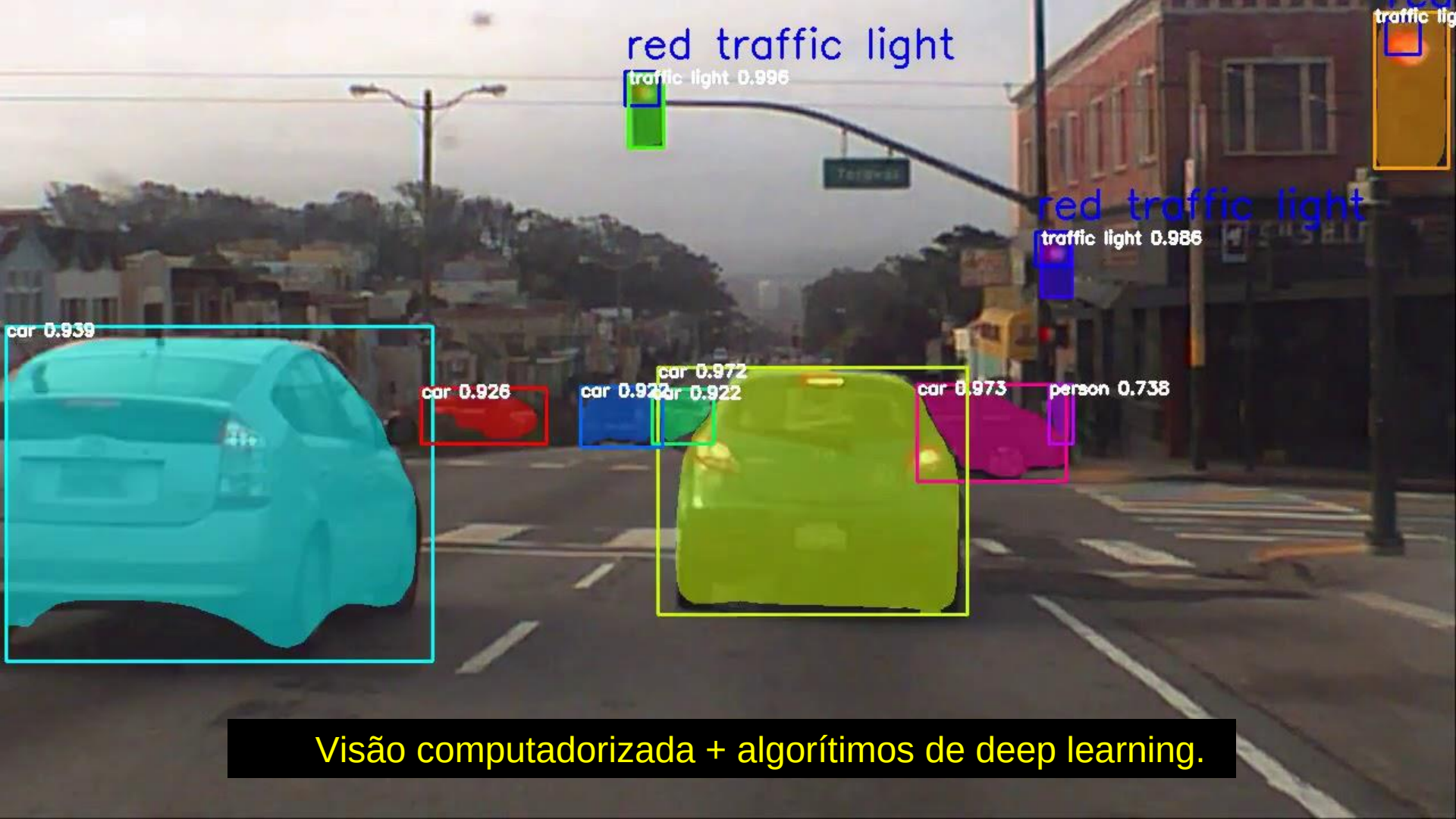


Utilização massiva de sensores



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Organização da prateleira por matrizes
Na foto ao lado, matriz 12x6.

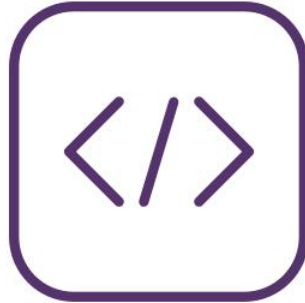


Visão computadorizada + algoritmos de deep learning.

Technologies used in Amazon Go



Computer vision



Deep learning
algorithms

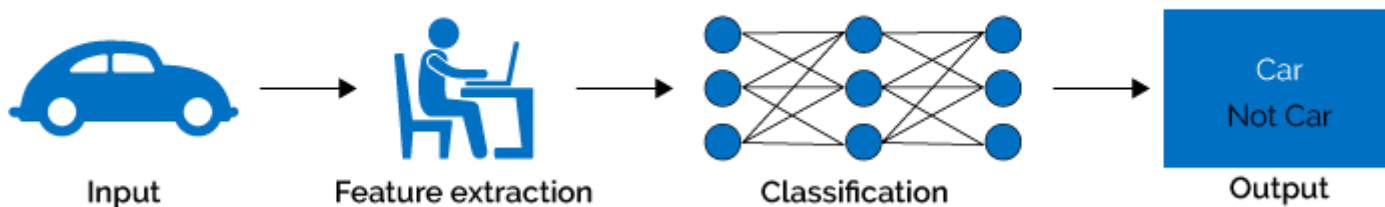


Sensor fusion

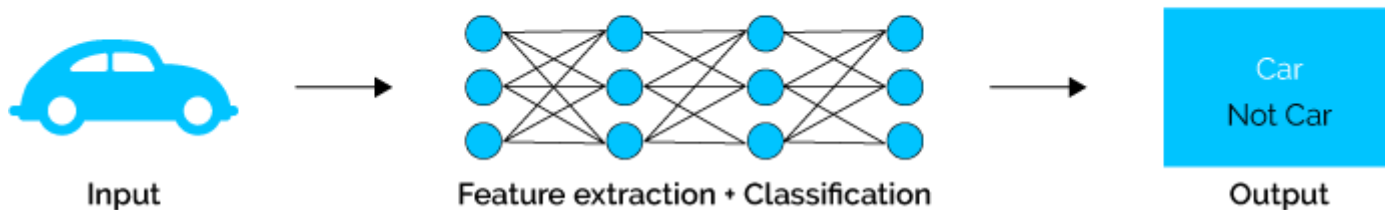


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Machine Learning



Deep Learning



amazon go



Porque a loja?

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TÉC

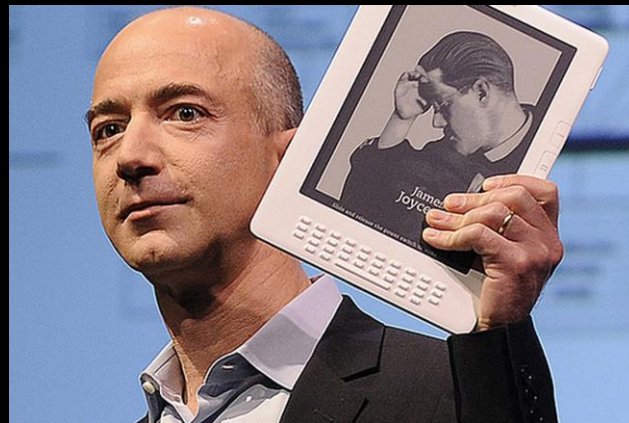
Como eles fazem?

Como foi?

EXP

“O pensamento de longo prazo fecha o círculo. Atrair de forma proativa os clientes, gera confiança. O que gera mais negócios desses clientes, mesmo em novas áreas de negócios. Adote uma visão de longo prazo e os interesses dos clientes e acionistas se alinham.”

amazon.com®



Jeff Bezos, 2013 –
Comunicado para os
investidores

Fonte -

<https://www.sec.gov/Archives/edgar/data/1018724/000119312513151836/d511111dex991.htm>

Porque
a loja?

EST



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➤ Omnichannel marketing

➤ Engajamento, encantamento do consumidor em todos os canais possíveis (varejo era um gap nesta estratégia).

➤ Testar e aprimorar “em casa” o produto antes de comercializar

➤ Transformação de AI no varejo

Amazon Omnichannel



Grande Armée
(Bonaparte)

Symbol guide

Bessieres

Bernadotte

Soult

Davout

Murat

Lannes

Bagration

Constantine

A grande batalha

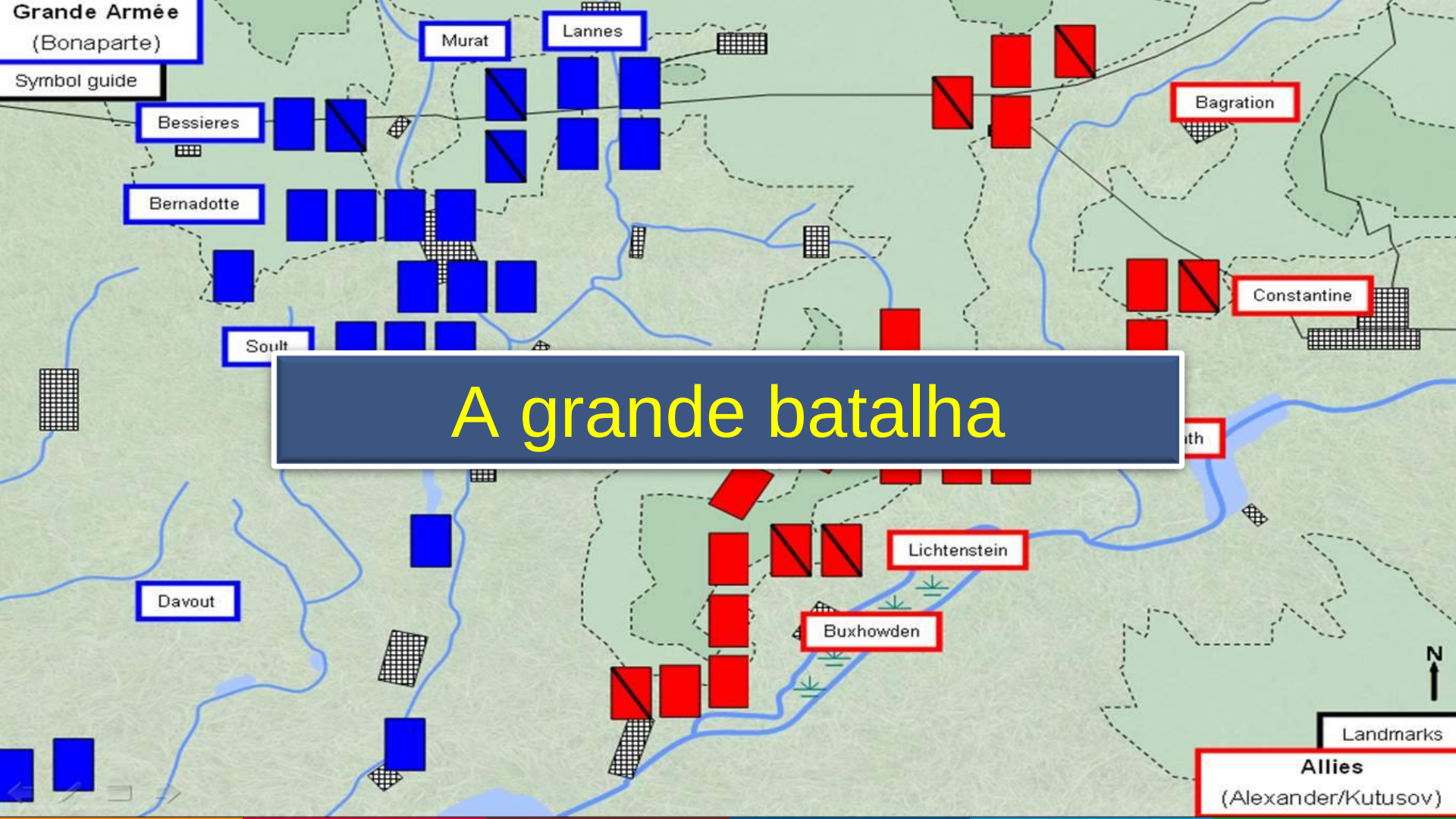
Lichtenstein

Buxhowden

Landmarks

Allies

(Alexander/Kutusov)

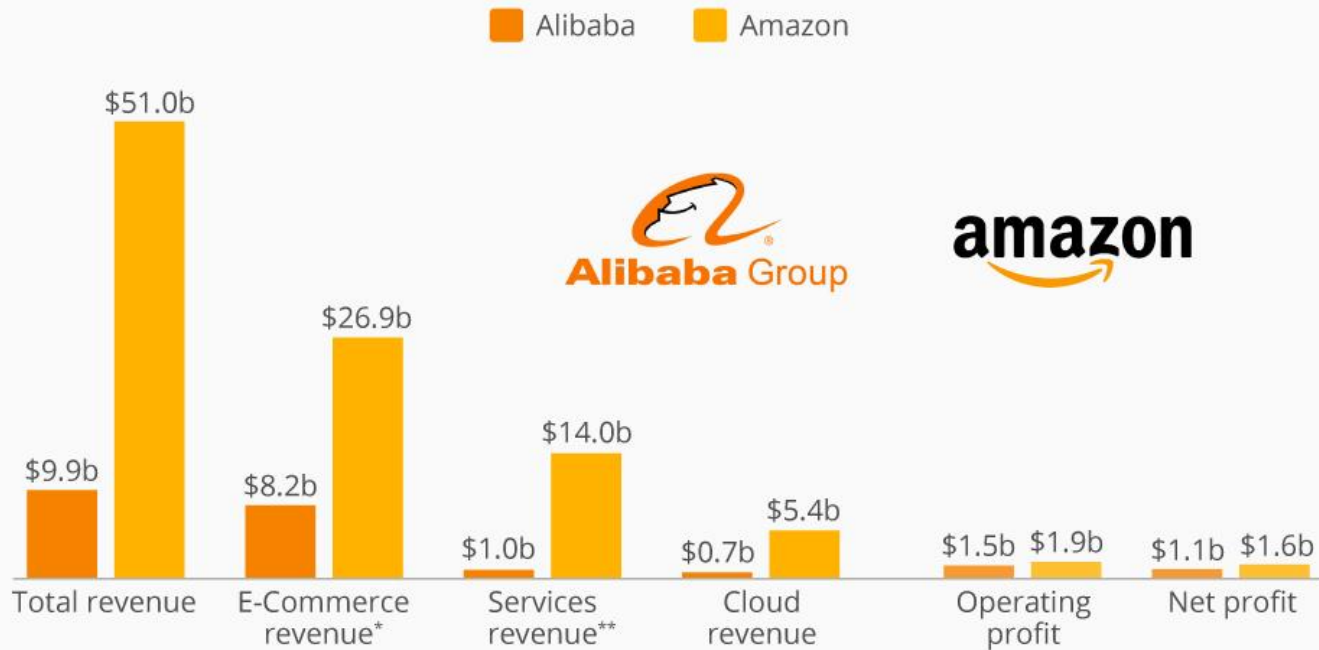


Amazon vs. Alibaba

Sector	Amazon	Alibaba
E-commerce	1994  2005 	1999  2003  2008 
Cloud services	2006  2011 	2009 
Online video/Entertainment	2006  2010  2014  2016 	2014  2015 
Hardware	2007  2011  2014  2017 	2017 
Financial services	2007  2012 	2004  2014  2015 
Gaming/Sports/eSports	2014   2017 	2014  2015 
New retail (offline)	2015  2017  2018 	2015  2016  2017  
Local services and reviews	2015 	2004 
Enterprise chat	2017 	2014 
Healthcare	2018  + J.P.Morgan BERKSHIRE HATHAWAY INC.	2014 
Online travel		2014  2016 

China's Amazon Is Not Quite Amazon Yet

Key financial results of the Alibaba Group and Amazon in the first quarter of 2018



* including transaction-based sales of digital content, excluding subscription revenues

** e.g. advertising and subscription revenue; excl. cloud services



@StatistaCharts

Sources: Alibaba, Amazon

statista

	Existing Population	Internet Users	Gross Domestic Product
 	0.325 Billion	290 Million	\$19 Trillion projected \$23T in 2021
 	1.379 Billion	772 Million	\$12 Trillion projected \$18T in 2021
Comparison	5 x bigger	2.7 x more users	US 1.7 x economy
Notes	China's population is 5x bigger and growing more rapidly.	China's internet user base is also bigger than the US, which leads to a competitive advantage in data, machine learning, AI.	The US still has a bigger economy than China, but China's economy is growing faster than the US.



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