

Review of: "The Impact of Data-Driven Decision Making on the Annual Net Sales Revenue and Stock Price of Amazon: A Study from 2004 to 2022"

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Potential competing interests: No potential competing interests to declare.

This is an interesting topic with a common concern.

Introduction:

The author needs to describe the "problem" in the context of data-driven analysis.

There are some grammatical errors.

It should be "The main objective of this paper is to examine the impact...."

Literature Review

This sentence is grammatically incorrect.

Holmlund et al (2020) noted in discussions of online selling that the usefulness of data analytics in guiding and improving strategic decisions is emphasized together with the ways it can actually simplify clients' experiences and thus significantly affect the retailer's own productivity.

The paragraph in the Literature Review section is too long. There should be only four to five sentences in the paragraph. The author gave too many points in one paragraph. One paragraph should contain only one point.

The Literature Review section should report how other authors solved the problem.

Analysis and Findings:

It is unclear how authors derive the following explanations.

What follows is a deeper analysis to support the fact that Amazon's data-driven decision making is the key factor in its revenue growth and market performance. Amazon has all its eggs in one basket because of its strategic investments in data analytics, machine learning, and artificial intelligence, which have resulted in actionable insights, optimized operational efficiencies, and improved consumer experience across its diverse product portfolio (Ajah et al, 2019).

It is unclear how the authors derive the explanations.



Finally, the graph of Amazon's Yearly Sales Revenue and Stocks from 2004 to 2022 presents a different scenario that suggests stable growth, strategic resilience, and market leadership. Amazon's path in the e-commerce market evolution mirrors the way data-driven decision making and technological innovation reorganize the perception of the e-market.