

## Amazon and Its AI Features

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**Abstract :** One of Amazon's most crucial online systems is artificial intelligence. Amazon would not have a worldwide successful online store, an easy and secure way of payment, and other services if it weren't for artificial intelligence and machine learning. Amazon uses AI to expand its operations and enhance them by upgrading the website daily; having a strong base of artificial intelligence in a worldwide successful business can improve marketing, decision-making, feedback, and more qualities. Aiming to have a rational AI system in one's business should be the start of any process; that is why Amazon is fortunate that they keep taking care of the base of their business by using modern artificial intelligence, making sure that it is stable, reaching their organizational goals, and will continue to thrive more each and every day. Artificial intelligence is used daily in our current world and is still being amplified more each day to reach consumer satisfaction and company short and long-term goals.

**Keywords :** artificial intelligence, Amazon, business, customer, decision making

**Conference Title :** ICMLTCS 2023 : International Conference on Machine Learning Techniques and Control Systems

**Conference Location :** Rome, Italy

**Conference Dates :** June 05-06, 2023