

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Email Improvement Tool

The Capstone Experience

Team Amazon

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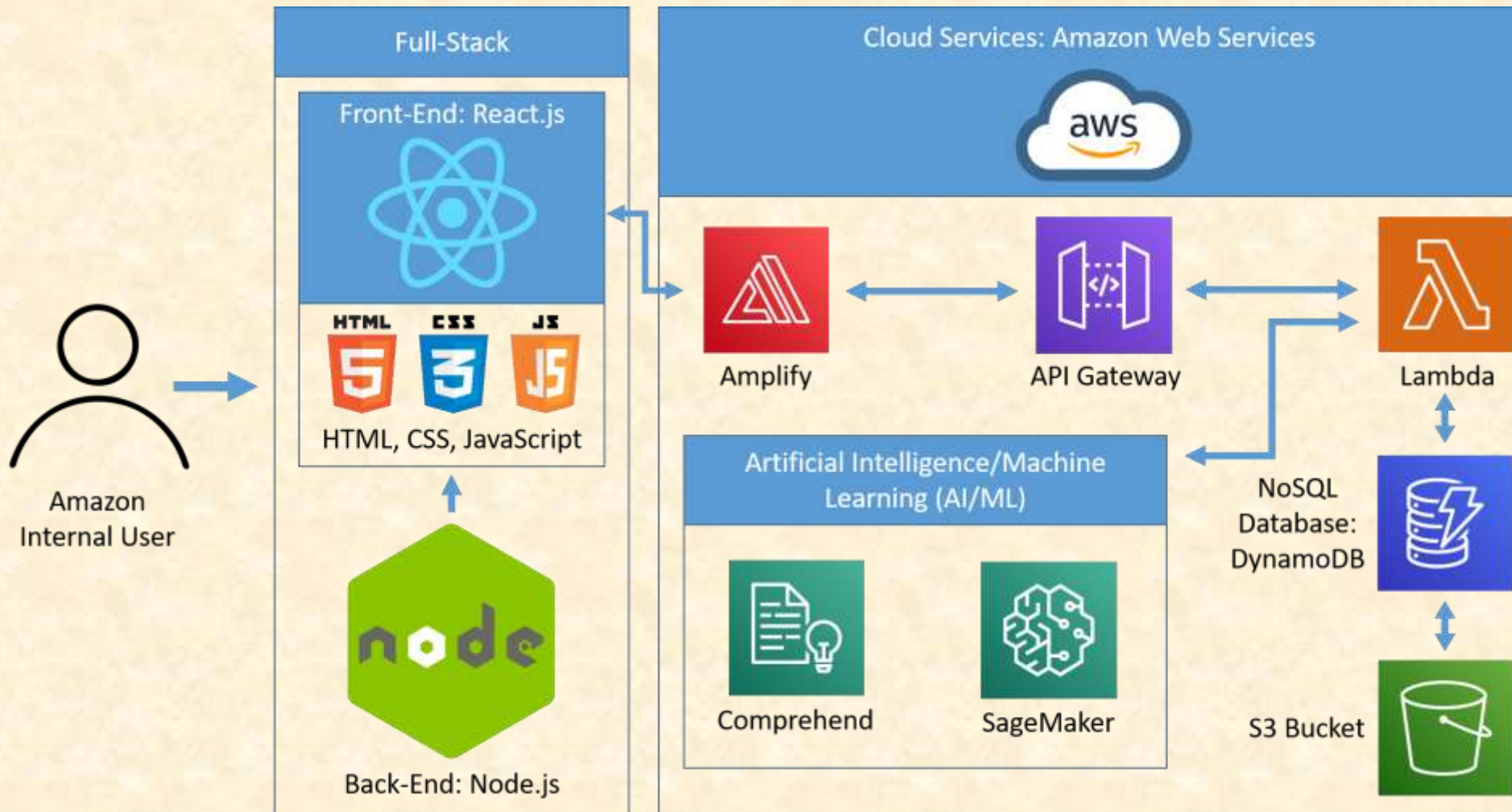
*From Students...
...to Professionals*

Project Overview

- Goal: Improve quality of Amazon emails
- Compare new emails to pre-existing email templates
- Provide instant feedback on email objective, clarity, and empathy
- Provide email summary and possible duplicates



System Architecture



Home Page

amazon

Email Improvement Tool Home

Paste in the body of your email to get started!

Dear [Your Name],

We are delighted to inform you that your recent request for additional capacity in US Oversize from October 1, 2022, to February 28, 2023, has been granted. This means that an extra 100 cubic feet of capacity will be added to your FBA capacity limit for the specified period. You will not be charged the reservation fee at this time; it will be billed at the end of the specified period. The fee may be reduced under the following circumstances: In accordance with our lowest reservation fee guarantee, if other requests are granted later at a lower reservation fee for the same storage type and period, we'll lower your fee to match it. You have the opportunity to offset up to 100% of the reservation fee by using the additional capacity to drive sales. You'll earn performance credits for every sale generated from using the extra space. To view your request and get more information, please visit Capacity Manager.

Thank you for choosing Fulfillment by Amazon.

Best regards, The Fulfillment by Amazon Team

Click submit to analyze your email and receive instant feedback.

Submit



Analysis Page

The screenshot displays a web browser window with the Amazon logo and the title "Email Improvement Tool". The main content is divided into two columns. The left column, titled "Email", shows a preview of an email with the following text:

Dear [Your Name],

We are delighted to inform you that your recent request for additional capacity in US Oversize from October 1, 2022, to February 28, 2023, has been granted. This means that an extra 100 cubic feet of capacity will be added to your FBA capacity limit for the specified period. You will not be charged the reservation fee at this time; it will be billed at the end of the specified period. The fee may be reduced under the following circumstances: In accordance with our lowest reservation fee guarantee, if other requests are granted later at a lower reservation fee for the same storage type and period, we'll lower your fee to match it. You have the opportunity to offset up to 100% of the reservation fee by using the additional capacity to drive sales. You'll earn performance credits for every sale generated from using the extra space. To view your request and get more information, please visit Capacity Manager.

Thank you for choosing Fulfillment by Amazon.

Best regards, The Fulfillment by Amazon Team

The right column displays analysis results in a blue sidebar:

- Empathy: NEUTRAL
- Clarity: expert
- Summary
- Possible Duplicates: 1

At the bottom of the left column, there is a "Category:" label.



Analysis Page - Clarity

amazon

Email Improvement Tool Home

Email

Dear [Your Name],

We are delighted to inform you that your recent request for additional capacity in US Oversize from October 1, 2022, to February 28, 2023, has been granted. This means that an extra 100 cubic feet of capacity will be added to your FBA capacity limit for the specified period. You will not be charged the reservation fee at this time; it will be billed at the end of the specified period. The fee may be reduced under the following circumstances: In accordance with our lowest reservation fee guarantee, if other requests are granted later at a lower reservation fee for the same storage type and period, we'll lower your fee to match it. You have the opportunity to offset up to 100% of the reservation fee by using the additional capacity to drive sales. You'll earn performance credits for every sale generated from using the extra space. To view your request and get more information, please visit Capacity Manager.

Thank you for choosing Fulfillment by Amazon.

Best regards, The Fulfillment by Amazon Team

Category:

Empathy: NEUTRAL

Clarity: expert

0.9549076557159424

Summary

Possible Duplicates: 1



Analysis Page - Summary

The screenshot displays the Amazon Email Improvement Tool interface. At the top, the Amazon logo is on the left, and "Email Improvement Tool" and "Home" are on the right. The main content is divided into two columns. The left column shows a preview of an email with the following text:

Email

Dear [Your Name],

We are delighted to inform you that your recent request for additional capacity in US Oversize from October 1, 2022, to February 28, 2023, has been granted. This means that an extra 100 cubic feet of capacity will be added to your FBA capacity limit for the specified period. You will not be charged the reservation fee at this time; it will be billed at the end of the specified period. The fee may be reduced under the following circumstances: In accordance with our lowest reservation fee guarantee, if other requests are granted later at a lower reservation fee for the same storage type and period, we'll lower your fee to match it. You have the opportunity to offset up to 100% of the reservation fee by using the additional capacity to drive sales. You'll earn performance credits for every sale generated from using the extra space. To view your request and get more information, please visit Capacity Manager.

Thank you for choosing Fulfillment by Amazon.

Best regards, The Fulfillment by Amazon Team

Category:

The right column displays analysis results in blue and white boxes:

- Empathy: NEUTRAL** (with a dropdown arrow)
- Clarity: expert** (with a dropdown arrow)
- Summary** (with an upward arrow) containing the text: "An extra 100 cubic feet of capacity will be added to your FBA capacity limit for the specified period. You have the opportunity to offset up to 100% of the reservation fee by using the additional capacity to drive sales. You'll earn performance credits for every sale generated from using the extra space."
- Possible Duplicates: 1** (with a dropdown arrow)



Analysis Page - Duplicates

The screenshot shows a web browser window displaying the Amazon Email Improvement Tool. The page is titled "Email Improvement Tool" and has a "Home" link in the top right. The main content is divided into two columns. The left column shows an email preview with the following text:

Email

Dear [Your Name],

We are delighted to inform you that your recent request for additional capacity in US Oversize from October 1, 2022, to February 28, 2023, has been granted. This means that an extra 100 cubic feet of capacity will be added to your FBA capacity limit for the specified period. You will not be charged the reservation fee at this time; it will be billed at the end of the specified period. The fee may be reduced under the following circumstances: In accordance with our lowest reservation fee guarantee, if other requests are granted later at a lower reservation fee for the same storage type and period, we'll lower your fee to match it. You have the opportunity to offset up to 100% of the reservation fee by using the additional capacity to drive sales. You'll earn performance credits for every sale generated from using the extra space. To view your request and get more information, please visit Capacity Manager.

Thank you for choosing Fulfillment by Amazon.

Best regards, The Fulfillment by Amazon Team

Category:

The right column shows the analysis results:

- Empathy:** NEUTRAL
- Clarity:** expert
- Summary**
- Possible Duplicates:** 1

The "Possible Duplicates" section shows a preview of a duplicate email with the following text:

Hello, Congratulations! Your request for more capacity in US Oversize from Oct 1, 2022 to Feb 28, 2023 has been granted. Status of request: Storage type: Period: Requested volume (cubic feet): Submitted maximum reservation fee (per cubic foot): Current reservation fee (per cubic foot): Granted Oversize Oct 1, 2022 to Feb 28, 2023: 100 200.99 The extra 100 cubic feet of capacity that you requested will be added to your FBA capacity limit for the period. To view your request, go



Analysis Page – Zoomed In

Summary ^

An extra 100 cubic feet of capacity will be added to your FBA capacity limit for the specified period . You have the opportunity to offset up to 100% of the reservation fee by using the additional capacity to drive sales . You'll earn performance credits for every sale generated from using the extra space .

Possible Duplicates: 1 ^

Hello, Congratulations! Your request for more capacity in US Oversize from Oct 1, 2022 to Feb 28, 2023 has been granted. Status of request

Storage type	Period	Requested volume (cubic feet)	Submitted maximum reservation fee (per cubic foot)	Current reservation fee (per cubic foot)
Granted Oversize	Oct 1, 2022 to Feb 28, 2023	100	200	99

The extra 100 cubic feet of capacity that you requested will be added to your FBA capacity limit for the period. To view your request, go



What's left to do?

- Implement Categorization
 - Train ML model on email data received this week
 - Filter for duplicate detection
- Improve Feature Functionality
 - Work with Amazon ML experts
 - Expand feedback
- Scalability & Security
 - Efficiency
 - Authorization
- Improve UI
- Assess Stretch Goals



Questions?

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