Stratably

How to Build an Amazon Data Pipeline

By Russ Dieringer // December 22, 2022 //

May 24, 2023 @ 2pm EST

Insightful dashboards and analytics are crucial for success on Amazon.

But savvy brands know that DIRECT DATA ACCESS unlocks potential for omnichannel analytics, better forecasting models, machine learning, and more.

Join Russ Dieringer and guest presenter Andrew Hamada to learn

- Pipeline components and key attributes including source, processing, and destination
- Amazon's APIs: vendor, seller, advertising, and marketing data capabilities
- What the APIs don't have -- and how to get it

Attendees will leave with a clear understanding of the potential and limitations of Amazon's APIs and the power in direct data access.

This session is designed for intermediate to advanced eCommerce practioners that have experience with accessing and analyzing Amazon data.

Presenter: Andrew Hamada, Co-Founder & CEO, Reason Automation

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 20 minutes of Q&A

Learn more about Reason Automation

Reason Automation transforms the labor intensive, error prone process of extracting data out of Amazon's system into an automated, reliable managed database service. The company serves over five hundred brands with over $5 billion in Amazon annual revenue, mostly in consumables and apparel, and has bootstrapped its way to profitability.

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