

Address Intelligence

Addresses are the single most important customer input for Amazon to make fast and reliable deliveries to our customers. Addresses in India are highly unstructured and imbibe multiple defects – incorrect pincodes, missing critical address fields, incorrect cities, and incomplete addresses in general. A poor address often leads to a delay in delivering products to the customer and it also entails additional logistic costs leading to business waste. In Indian context, Address Intelligence is an area where we have extensively leveraged Machine Learning – from validating customer addresses, providing address suggestions to customers for building gold standard address metadata. All these applications leverage a diverse set of algorithms ranging from Sequential Models, Graphical Models to Deep Learning.