

\* Reduced costs: Automation can help Amazon to reduce its costs by eliminating the need for manual labor. This can translate into lower prices for customers and higher profits for the company.

\* Improved customer experience: Automation can help Amazon to improve the customer experience by providing faster and more accurate service. For example, automated chatbots can answer customer questions 24/7, and automated warehouses can pick and pack orders more quickly and efficiently.

**\*\*Negative impacts:\*\***