

Peer Review

Review of: "The Impact of Data-Driven Decision Making on the Annual Net Sales Revenue and Stock Price of Amazon: A Study from 2004 to 2022"

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The topic is interesting, and the paper is easy to read, but it promises more than it delivers right now. You frame this as an “impact” study, yet the analysis mostly shows that Amazon’s revenue and stock price increased over time, which would be true even without linking it to data-driven decision making.

The biggest gap is measurement and method clarity. You do not actually measure “data-driven decision making” in the data, and the paper mentions time series and data mining without showing a clear model, tests, or variables a reader can replicate.

Also, the wording sometimes slides into causal claims, like saying data-driven decision making is the key driver. With secondary data and no controls for big factors like Prime, acquisitions, competition, macro shocks, or COVID, the safest conclusion is association, not cause.

Declarations

Potential competing interests: No potential competing interests to declare.