

## Project Initialization and Planning Phase

Date	15 March 2024
Team ID	SWTID1720530286
Project Name	Ecommerce Shipping Prediction Using Machine Learning
Maximum Marks	3 Marks

### Define Problem Statements (Customer Problem Statement Template):

The current e-commerce shipping process challenges customers, impacting their journey and overall satisfaction. Small business owners, particularly those relying on accurate delivery estimates, encounter hurdles such as inefficient logistics and inaccurate delivery times. These challenges lead to a less-than-optimal customer experience, potentially affecting trust and satisfaction.

To enhance our services and improve customer perceptions, we aim to address these pain points. By understanding customers' specific frustrations during the shipping journey and implementing solutions, we can create an efficient, user-friendly experience that aligns with our customers' expectations and fosters a positive relationship with our brand.

### Example:

Customer Problem Statement Template

I am

I'm trying to

But

Because

Which makes me feel

A small business owner.

to ensure timely delivery of my products.

I received inaccurate delivery estimates.

inefficient logistics.

Unsure.

Customer Problem Statement Template

I am

I'm trying to

But

Because

Which makes me feel

A student.

To buy a Book.

The shipping delivery time is unpredictable.

lack of real-time tracking information.

Frustrated.