

Project Initialization and Planning Phase

Date	15 June 2024
Team ID	SWTID1720434734
Project Name	Ecommerce Shipping Prediction
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

The current shipping time prediction process challenges e-commerce businesses and customers, impacting the shopping experience and overall satisfaction. Business owners face difficulties due to unreliable prediction models that do not consider various factors such as seasonal demand, carrier performance, and weather conditions. This leads to delays in shipments and increased customer service inquiries, ultimately affecting customer 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 process and implementing a more accurate prediction model, we can create an efficient, reliable experience that aligns with our customers' expectations and fosters a positive relationship with our brand.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An e-commerce business owner.	Improve shipping time accuracy.	Current models are unreliable	Current models don't consider seasonal demand, carrier performance, or weather conditions.	Frustrated due to customer dissatisfaction and increased customer service inquiries.

PS-2	I am a regular online shopper.	Receive my orders within the promised delivery time.	Deliveries are often delayed.	E-commerce platform's shipping predictions are inaccurate.	Disappointed & hesitant to buy again.
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