## **Project Initialization and Planning Phase**

<u>Date</u>	8 July <u>202</u> 4
Team ID	740074
<u>Project Name</u>	Rhythmic Revenue: Unveiling The Future Of Music Sales With Machine Learning
<u>Maximum Marks</u>	3 <u>Marks</u>

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

am: a music industry executive

I'm trying to: accurately predict future music sales and optimize our marketing strategies to increase revenue

But: the data we have is extensive and includes multiple formats and metrics, making it difficult to identify clear trends and actionable insights

Because: our current analytical tools are not sophisticated enough to handle the complexity and volume of the data effectively

Which makes me feel: frustrated and concerned about missing revenue opportunities and falling behind in the competitive music market

## **Example:**

Problem Statement	<u>I am</u> (Customer)	<u>I'm trying</u> <u>to</u>	<u>But</u>	<u>Because</u>	Which makes me feel
<u>(PS)</u>					
<u>PS-1</u>	a music	accurately	the data we have	our current	frustrated and
	industry	predict future	is extensive and	analytical	concerned about
	executive	music sales	includes multiple	tools are not	missing revenue
		and optimize	formats and	sophisticated	opportunities and
		our	metrics, making it	enough to	falling behind in
		marketing	difficult to identify	handle the	the comprtitive
		stratergies to	clear trends and	complexity	music market
		increase	actionable	and volume	
		revenue	insights	of the data	
				effectively	