IDEATION PHASE
Define the Problem Statements

Date	14 Oct 2023
Team Id	NM2023TMID00678
Project Name	Dissecting the digital landscape :comprehensive analysis of social media
Maximum Marks	2 Marks

Customer Problem Statement Template:

- ✓ In the age of digital communication, social media has emerged as a powerful platform that shapes public discourse, influences consumer behavior, and drives societal trends.
- ✓ However, the landscape of social media is vast and ever-changing, making it challenging for individuals, businesses, and policymakers to comprehend its complexities and harness its potential effectively.
- ✓ Therefore, the problem at hand is to conduct a comprehensive analysis of social media, dissecting its various platforms, algorithms, user behaviors, and impacts, in order to provide actionable insights.
- ✓ To develop a comprehensive analysis for facebook datas to achieve the goal of identifying trends, patterns,and user behaviour,essential for Facebook to optimize its media-related features, as well as to enhance user engagement and satisfaction on the platform.
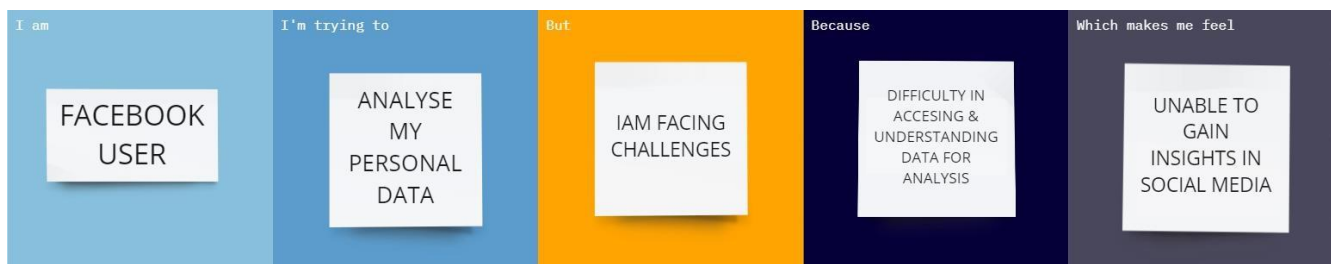
Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	FACEBOOK USER	ANALYSE MY PERSONAL DATA	IAM FACING CHALLENGES	THERE IS DIFFICULTY IN ACCESING & UNDERSTANDING DATA FOR ANALYSIS	UNABLE TO GAIN INSIGHTS IN SOCIAL MEDIA
PS-2	FACEBOOK USER	ANALYZE THE REACH AND ENGAGEMENT OF MY BUSINESS PAGE POSTS	IAM FACING CHALLENGES	THE ANALYTICS DASHBOARD DOES NOT PROVIDE COMPREHENSIVE AND DETAILED INSIGHTS INTO POST PERFORMANCE	UNABLE TO ASSESS THE EFFECTIVENESS OF CONTENT STRATEGY & IDENTIFY AREAS FOR IMPROVEMENT