### Business Objective

\*\*Enhance Customer Insights through Sentiment Analysis of Movie Reviews\*\*

The goal is to analyze movie reviews to gain insights into audience sentiment, enabling studios and marketers to better understand viewer preferences and improve movie marketing strategies.

### Business Constraints

1. \*\*Data Quality:\*\* Ensure the dataset used for training and testing the model is clean and representative of diverse viewer opinions to avoid bias in sentiment analysis.

2. \*\*Computational Resources:\*\* Consider the computational limitations when training deep learning models, especially with larger datasets.

3. \*\*Interpretability:\*\* Maintain transparency in how sentiment predictions are made to facilitate understanding among stakeholders who may not be familiar with machine learning techniques.

### Success Criteria

1. \*\*Business Success Criteria:\*\* Achieve at least 85% accuracy in classifying movie reviews as positive or negative, providing reliable insights for decision-making in marketing and production.

2. \*\*Model Performance Success Criteria:\*\* Monitor and report metrics such as loss and accuracy during training, ensuring that the model converges with a loss below 0.3 and achieves validation accuracy above 90% during testing.

3. \*\*Outcome Reporting Success Criteria:\*\* Present findings through comprehensive written reports, detailing model performance metrics and insights derived from the sentiment analysis, without reliance on visual aids.