

Project Initialization and Planning Phase

Date	15 March 2024
Team ID	SWTID1720104754
Project Name	Cereal Analysis Based On Rating By Using Machine Learning Techniques
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

Inefficient traditional methods for analyzing cereal ratings hinder cereal manufacturers from understanding consumer preferences effectively. This project aims to employ machine learning techniques to develop a predictive model that analyzes nutritional content, consumer preferences, and various marketing factors to predict cereal ratings accurately. The objective is to provide actionable insights to cereal manufacturers, enabling them to optimize product formulations, improve marketing strategies, and enhance brand competitiveness in the market..

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the user wants - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what do they stand in the way of?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problems or barriers exist - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me feel
a consumer	buy efficient cereals	but i cannot choose correct cereals	all are of same type and no proper ratings and also cannot find better efficiency	frustrated and confused

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A consumer	Buy efficient cereals	I cannot choose correct	All are of same type and no	Frustrated and confused

			cereals	proper ratings and also cannot find better efficiency	
PS-2					