

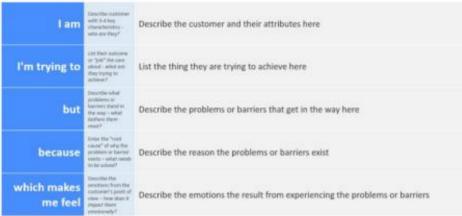


## **Project Initialization and Planning Phase**

Date	May 2025		
Team ID	Team-739774		
Project Name	Amazon Kindle Store Review Analysis		
Maximum Marks	3 Marks		

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

The Amazon Kindle Store receives a vast number of customer reviews daily, reflecting readers' opinions, experiences, and preferences regarding various books. Analyzing these reviews can provide valuable insights into customer sentiment, emerging reading trends, and the factors influencing user satisfaction. However, the sheer volume and unstructured nature of textual data present significant.



Reference: <a href="https://miro.com/app/board/uXjVK2aqlmY=/?share-link-id=534024970903">https://miro.com/app/board/uXjVK2aqlmY=/?share-link-id=534024970903</a>

Problem Statement (PS)	I am Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Kindle reader	Choose the right book to read	Reviews are too many and often inconsistent	I want to find books that match my interests and preferences	Confused and uncertain about what to read next
PS-2	An avid book buyer	Find quality and trustworthy reviews	Many reviews seem fake or unhelpful	I rely on honest feedback before making purchases	Distrustful and frustrated