

Project Initialization and Planning Phase

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| 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.

| | | |
|----------------------------|--|---|
| 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/app/board/uXjVK2aqlmY=?share_link_id=534024970903

| 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 |