Project Initialization and Planning Phase

Date	25 Jan 2025
Team ID	740678
Project Name	Amazon Kindle Store Review Analysis
Maximum Marks	3 Marks

Define Problem Statements :

The Amazon Kindle Store Review Analysis project aims to analyze customer reviews on the Amazon Kindle store using natural language processing and sentiment analysis. The project enables publishers, authors, and platform managers to gain insights into reader satisfaction, detect trending issues or preferences, and improve content quality or recommendation systems.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Kindle Publisher	Understand what readers think about my books	There are too many reviews to read manually	Reviews are unstructured and lengthy	Overwhelmed
PS-2	Amazon Product Manager	Improve recommendation systems	It's hard to extract themes from reviews	Manual analysis is not scalable	Ineffective
PS-3	Potential Reader	Decide whether to purchase a Kindle book	Reviews are inconsistent or biased	There's no reliable summary	Confused