**Project Initialization and Planning Phase**

| Date | 25 Jan 2025 |
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| 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.

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| **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 |