LAVAZZA
TORINO, ITALIA, 1895
Lavazza Project

Project Value Proposition

For **marketers** seeking deeper **insights** on product launches, our **analytics software** transforms raw online data into **actionable metrics**.

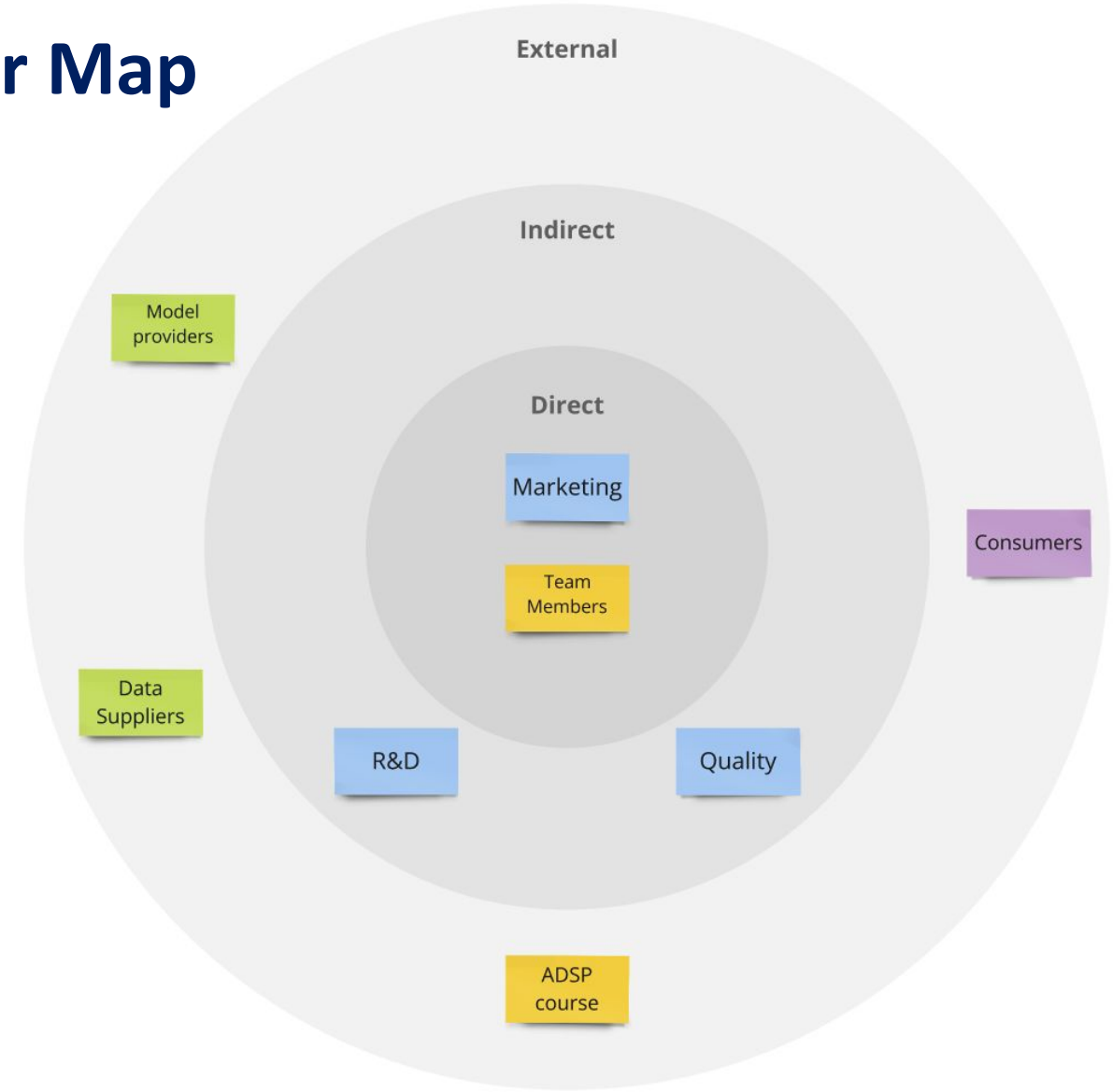
Project Goal

Developing an **application software** in order to understand the **real impact of a product launch**, in terms of **consumers sentiment** crossing social media **comments** and third-party **reviews**.

Sustainable Development Goal

Responsible consumption and production

Stakeholder Map



Model providers include:

- Hugging Face
- Pytorch

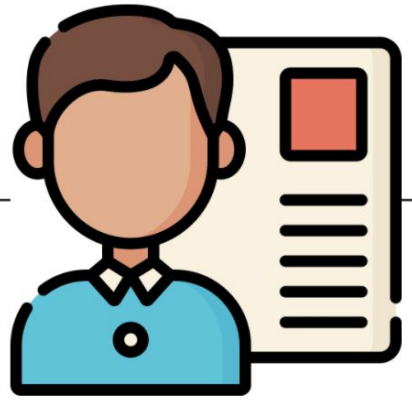
Data suppliers include:

- Wonderflow
- Digimind
- X
- Meta
- Youtube

User Persona

Francesco

Marketing Manager



Demographics

41 years old, works at Lavazza

Behaviors & Habits

Frequently monitors social media to gauge public opinion on new product launches.

Pain-Points & Frustrations

Lack of clear insight into consumer sentiment on new products.

Needs & Goals

Deep understanding of consumer perceptions around satisfaction, usability, and experience.

Data Can Produce/Use

Can use reviews and social media comments.

Expected Outputs

A system that analyzes third-party reviews and online comments to provide insights into consumer satisfaction and perceptions of Lavazza's new product launches.

User Journey

Politecnico di Torino

Awareness

Francesco gathers **feedbacks** on **new products** from **social media** and **reviews**, but the process is **long** and **inaccurate**

Consideration

Francesco **searches online** for **tools** capable to **analyze comments** and **reviews**, but **finding the right ones** is **not easy**.

Decision

Francesco decides to **develop** a **customized AI system** with Politecnico di Torino **students**, considering their potential **inexperience**.

Delivery and Use

Francesco **uses** the **AI system** to **analyze feedback** and **understand customer sentiments** about Lavazza products, though it requires **initial effort.**

Loyalty and Advocacy

Francesco exploits **useful insights** to drive **marketing decisions** and **boost** customer **loyalty**.

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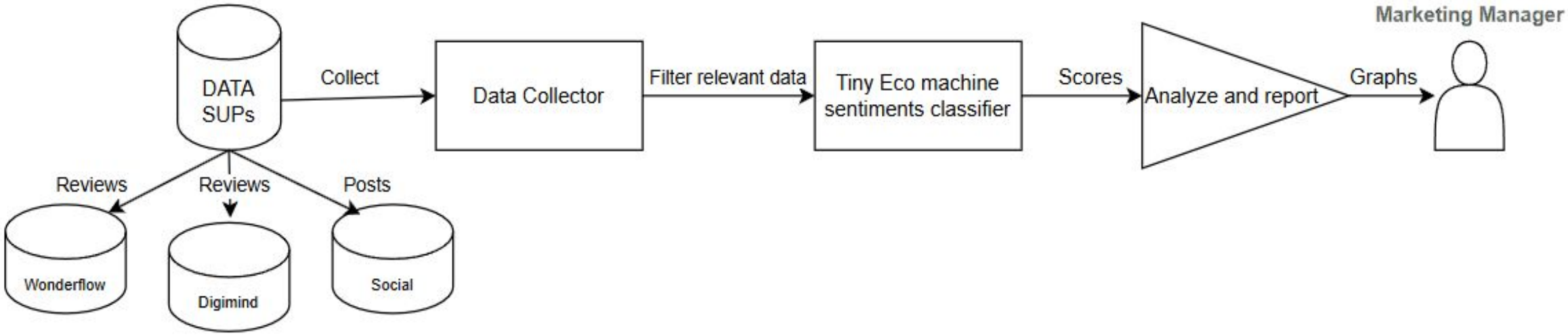
Design - User Requirements

ID	Description	Priority
FR1	Ability to collect and integrate data from different sources	Must have
FR2	Ability to infer sentiment	Must have
FR3	Ability to evaluate aspects of the products	Must have
FR4	Ability to provide reports	Must have
FR5	Ability to segment the audience	Should have
NFR1	Performance	Must have
NFR2	Reliability	Must have
NFR3	Usability	Must have

Design - System diagrams



Manage - Work breakdown structure

Work process	Start date	End date
WP1: Project Management	28/10/2024	13/11/2024
WP2: Data Preparation	14/11/2024	05/12/2024
WP3: Model Development	05/12/2024	09/01/2024
WP4: Communication	04/11/2024	09/01/2024

Manage - Work breakdown structure

WP1: **Project Management**

- T1.1: Project definition
- T1.2: Design Plan
- T1.3: Management Plan

WP2: **Data Preparation**

- T2.1: Data Collection
- T2.2: Data Cleaning

WP3: **Model Development**

- T3.1: Model Selection & Training
- T3.2: Model Evaluation

WP4: **Communication**

- T4.1: Meetings with Lavazza
- T4.2: Checkpoint Preparation
- T4.3: Final Presentation

Manage - Gantt

			NOV				DEC				JAN			
			W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
WP1	Project Managment													
T1,1	Project Definition													
T1,2	Design Plan													
T1,3	Management Plan													
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T4,2	Checkpoint Preparation													
T4,3	Final Presentation													

: **COMPLETED**

CP1 (14/11/2024)

CP2 (05/12/2024)

CP3 (09/01/2025)

Thank you

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