

Project Initialization and Planning Phase

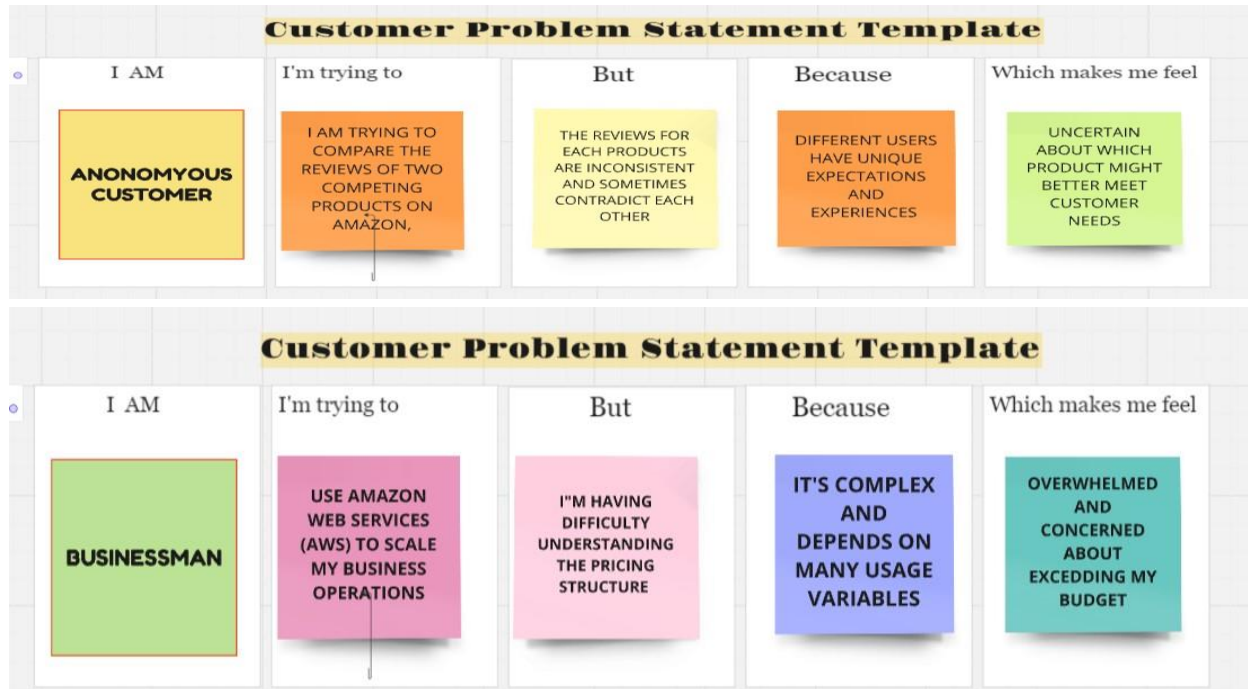
Date	5 OCTOBER 2024
Team ID	SWTID1726832093
Project Name	Analysis of Amazon Cell Phone Reviews Using NLP Technique
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for your customers' challenges. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: <https://miro.com/templates/customer-problem-statement/>

Example: PROBLEM STATEMENT DONE BY TEAM



Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel

PS-1	ANONOMYOUS CUSTOMER	I AM TRYING TO COMPARE THE REVIEWS OF TWO COMPETING PRODUCTS ON AMAZON,	THE REVIEWS FOR EACH PRODUCTS ARE INCONSISTENT AND SOMETIMES CONTRADICT EACH OTHER	DIFFERENT USERS HAVE UNIQUE EXPECTATIONS AND EXPERIENCES	UNCERTAIN ABOUT WHICH PRODUCT MIGHT BETTER MEET CUSTOMER NEEDS
PS-2	BUSINESSMAN	USE AMAZON WEB SERVICES (AWS) TO SCALE MY BUSINESS OPERATIONS	I'M HAVING DIFFICULTY UNDERSTANDING THE	IT'S COMPLEX AND DEPENDS ON MANY USAGE VARIABLES	OVERWHELMED AND CONCERNED ABOUT EXCEEDING MY BUDGET