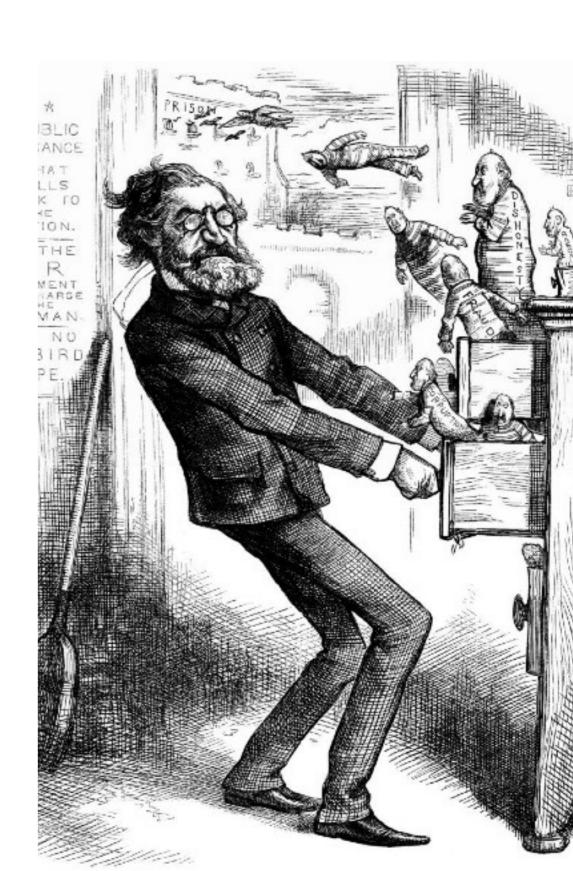# THE PROBLEM

- ➤ Amazon's Fake Review Problem Is Now Worse Than Ever, Study Suggests
  - Forbes
- ➤ How merchants use Facebook to flood Amazon with fake reviews
  - Washington Post
- ➤ Scammers elude Amazon crackdown on fake reviews with new tricks
  - New York Post

THE MISSION

➤ Step one: determine whether given reviews are helpful.

➤ The starting point will be Amazon book reviews.

➤ A new metric must be created to classify helpful reviews.

➤ The metric will be used later to determine helpful reviewers.

➤ Identifying helpful reviewers help protect consumers from fraud.