**Capstone Project 2:**

### **02\_ Project Proposal**

**What is the problem?**

* Our client is a big e-commerce company. They receive a great number of reviews from different sources every day. Some of them are classified with rating scores and some of them are not. There are two main reason for non-classifying, the first reason, they are submitted from applications which has no rating options. Second reason, although application has the rating option this option is not used.
* In conclusion, the company wants to classify the non-classified reviews.

**Our client and their purpose?**

* Our client is a big e-commerce company. They want to classify the non-classified reviews in order to use for their further analyses. Some of purposes of the company are below:
  + Get a current general idea of the customers about a specific product.
  + Use this general idea in decision making process about the future of this specific product.
  + Extract the complaining points from negative reviews, and powerful points from positive reviews
  + Use these extractions to give a quick response to emergency (danger not detected before or any kind of weakness of the product) or reinforce the powerful aspects of the product.

**Data**

* We will use a data set which is belong to the company. It contains classified review texts and some related information including the user and time of review information.
* The Company will provide our data set.

**Approach**

* Understand the business problem
* Obtain and understand the data
* Apply text-preprocessing
* Applying EDA for better understanding
* Apply feature extraction and NLP techniques
* Modeling
* Testing

**Deliverables**

* Codes in Jupyter Notebooks
* Final Report in pdf
* Presentation in ppt