Ideation Phase
Define the Problem Statements

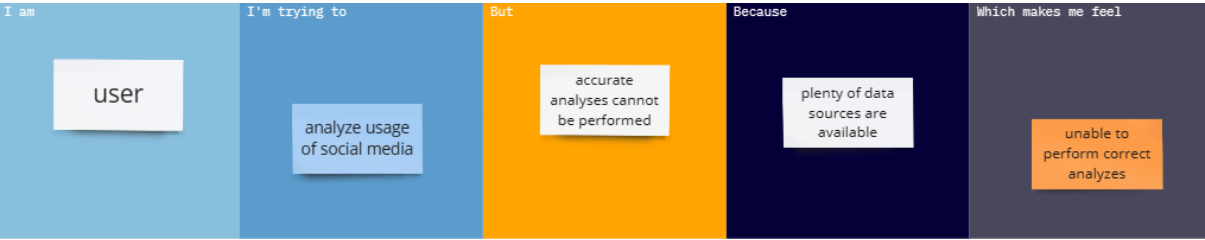|	
Date	29 April 2023
Team ID	NM2023TMID20068
Project Name	Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media
Maximum Marks	2 Marks

Customer Problem Statement Template:

The proliferation of the internet and social media has changed the way people express their views and opinions, with many people now using platforms like Facebook, Twitter, and Instagram to share their thoughts, emotions, and experiences. As a result, social media generates a large volume of data in the form of tweets, comments, reviews, and other types of content. By analyzing this data, it is possible to understand the performance of social media platforms like Twitter, including trends and patterns in the way people use the platform and the types of content they engage with. This data can be especially useful for businesses and organizations that want to understand how their brand is perceived on social media, and make informed decisions about how to engage with their audience.

I am	User.	Who use social media.
I am trying to	Analyze the usage of social media.	Analyze data to know the current trend and patterns.
but	Accurate analysis cannot be performed.	Large volume of data like tweets,comments review are found as a barrier.
because	Plenty of data sources are available.	This problem of plenty of data is due to more number of user on social media which also includes multiple accounts for single user.
Which makes me feel	Unable to perform correct analysis.	As a result unable to take to the correct data which is used to obtain new informations.

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

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Coca cola	to track conversations and sentiment around their brand and products	one of the challenges they may face is the vast amount of data that they need to analyze, which can be overwhelming.	The data are overhelming due to duplication and some unwanted data.	This can lead to feelings of frustration or stress among employees tasked with managing the data.
PS-2	Dell	They monitor their social media channels 24/7 and respond to customer inquiries and complaints within minutes, helping to improve customer satisfaction and loyalty.	One of the challenges they may face is managing the volume of customer inquiries they receive on social media.	Due to lot of unwanted spam comments made by the user.	which can lead to feelings of frustration or burnout among employees.