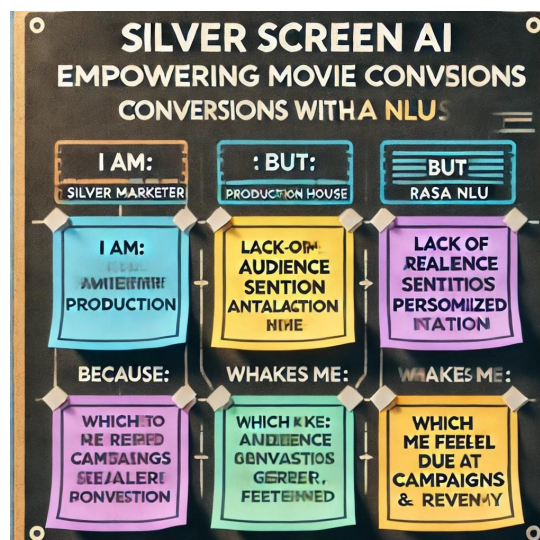


Project Initialization and Planning Phase

Date	28 November 2024
Team ID	739684
Project Name	Silver screen AI :Empoweing movie conversations with RASA NLU
Maximum Marks	3 Marks

Define Problem Statements (Problem Statement Template):“In the entertainment industry, understanding audience preferences and enhancing engagement during movie release promotions is crucial for production houses, distributors, and marketers to achieve commercial success. Silver Screen AI aims to revolutionize movie marketing by empowering conversational experiences using Rasa NLU. Factors such as genre popularity, audience sentiment, feedback on trailers, and engagement levels during campaigns significantly influence conversion rates. Production houses face challenges in capturing audience interest in real-time and personalizing interactions effectively.

I am	I'm trying to	But	Because	Which makes me feel
Movie marketers and production houses	Accurately understand audience preferences and enhance engagement to maximize movie conversions.	A lack of real-time audience sentiment analysis and personalized interactions makes this difficult.	Audience preferences are diverse and influenced by factors like genre, trailer feedback, and sentiment trends.	Frustrated and under pressure because missed insights can lead to ineffective campaigns and lost revenue opportunities.



Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A movie marketer	Increase audience engagement and maximize movie conversions	I can't analyze audience sentiment in real-time	I don't have tools to process diverse audience feedback effectively.	Frustrated about missing opportunities to improve engagement.
PS - 2	A production house representative	A production house representative	I can't personalize campaigns to cater to varied audience tastes	I lack insights on audience preferences and behavior trends.	Concerned about the effectiveness of my promotional strategies.
Ps-3	A moviegoer	Get personalized movie recommendations that match my preferences	I don't receive recommendations that align with my interests	The current promotional methods don't consider my specific likes and viewing habits.	Disconnected from promotions and less likely to engage with movie ads.