**Project Initialization and Planning Phase**

| Date |  |
| --- | --- |
| Team ID | LTVIP2024TMID24974 |
| Project Name | Analysis Of Amazon Cell Phone Reviews |
| 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.

**Example:**

**I AM**

A data analyst reviewing Amazon cell phone reviews

**WHICH MAKES ME FEEL**

Motivated to extract meaningful insights from the data

**BECAUSE**

Reviews are often lengthy, unstructured and it’s hard to extract useful insights from them

**BUT**

The dataset contains a large volume of text and unstructured data

**I WANT TO**

Analyze the sentiment of the reviews (positive, negative, neutral)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem**  **Statement (PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A customer seeking to purchase a cell phone on Amazon. | Decide which phone to buy based on customer reviews. | The reviews are overwhelming, and it’s difficult to discern which are helpful or relevant. | There are too many reviews, with varied sentiments, making it hard to determine the phone's actual quality. | Confused and uncertain about the best purchasing decision. |