

Project Initialization and Planning Phase

Date	15 July 2024
Team ID	739653
Project Name	Airline Review Classification
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

In today's fast-paced aviation industry, our airline receives a high volume of customer reviews across various platforms each month. Currently, manually sorting and categorizing these reviews to identify key issues and sentiments is not only time-consuming but also highly inefficient. This delay in processing feedback means that customers often feel their concerns are not promptly addressed, leading to dissatisfaction and a negative perception of our customer service. The prolonged response times and unresolved issues highlighted in these reviews can result in decreased customer loyalty, negative word-of-mouth, and a potential loss of revenue. Additionally, operational inefficiencies identified in customer feedback remain unaddressed, adversely affecting the overall quality of service. Therefore, there is a pressing need to implement an automated review classification system that can quickly and accurately categorize and prioritize customer feedback, enabling faster and more effective responses. This system must integrate seamlessly with our existing customer service platforms and be scalable to handle the large volumes of data we receive.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An airline operations manager.	Efficiently handle and respond to customer feedback.	The volume of reviews is too large and diverse for manual processing.	Promptly addressing customer concerns is crucial for maintaining satisfaction and loyalty.	Frustrated and overwhelmed by the inefficiency of current methods.