**Capstone 2 Proposal: Predicting Amazon Fine Food Ratings Based on Reviews**

1. **What is the problem you want to solve?**

Having delved into naive bayes algorithms as well as other models that help in predicting rating based on reviews, I am interested in looking at a dataset focused on fine foods released by Amazon. The problem I want to solve is predicting the ratings based on reviews. This can be beneficial to companies in developing/improving their products and increasing revenue in the long run if done successfully.

**2. Who is your client and why do they care about this problem? In other words, what will your client DO or DECIDE based on your analysis that they wouldn’t have otherwise?**

The clients involved are all the companies that advertise and sell their products on Amazon. By sharing insightful information regarding reviews and ratings, it can be beneficial in how they market, develop and sell their products to customers.

**3. What data are you going to use for this? How will you acquire this data?**

I will be using the data released by Amazon and this dataset is publicly available to all for data analysis and use.

**4. In brief, outline your approach to solving this problem (knowing that this might change later).**

The approach I plan on taking for this project is:

**Approach:**

1. Extract the data and:
2. Check for missing values and clean the data so that it can be used for further analysis
3. Analyze and decipher new insights that have not previously been uncovered And/Or confirm findings from previous studies.
4. Create visualizations and models to show the trajectory of overdose
5. Provide conclusions and insights and their level of importance

**5. What are your deliverables? Typically, this would include code, along with a paper and/or a slide deck.**

1. Code - Jupiter notebooks
2. A report
3. Slide deck
4. Personal blog post on process of performing analyses