

Project Initialization and Planning Phase

Date	15 March 2024
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	I WANT TO	BUT	BECAUSE	WHICH MAKES ME FEEL
A data analyst reviewing Amazon cell phone reviews	Analyze the sentiment of the reviews (positive, negative, neutral)	The dataset contains a large volume of text and unstructured data	Reviews are often lengthy, unstructured and it's hard to extract useful insights from them	Motivated to extract meaningful insights from the data

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.