



# Customer Feedback Insights Report

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**Project:** AI-Driven Feedback Analysis Pipeline

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## 🔍 Overview

This report summarizes key insights extracted from customer feedback using sentiment analysis, keyword extraction, and category-level aggregation. The goal is to identify areas of improvement and highlight strengths in customer experience.

## 📈 Sentiment Distribution

- **Positive Feedback:** 62%
- **Neutral Feedback:** 18%
- **Negative Feedback:** 20%

*Sentiment analysis was performed using a fine-tuned transformer model with confidence thresholds for classification.*

## 🧠 Key Insights

### ⚠️ Negative Feedback

- Highest in '**Delivery Delay**' category
- Frequent complaints about **late shipments**, **lack of updates**, and **missed delivery slots**
- Urgent feedback often relates to **login issues** and **payment failures**

### ✓ Positive Feedback

- Customers frequently praise the **support team** and **fast delivery**
- Common keywords include: "*easy process*", "*quick response*", "*friendly staff*"
- High satisfaction in **order tracking** and **issue resolution speed**

## 📌 Urgent Feedback Detection

- 7% of feedback contains urgency indicators like "*ASAP*", "*not working*", "*immediately*"

- These are primarily linked to **technical issues** and **account access problems**
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## Category-Level Breakdown

Category	% Negative	% Positive	Notes
Delivery Delay	38%	12%	Needs process optimization
Support Quality	8%	42%	Strong positive sentiment
Login Issues	22%	5%	High urgency, needs attention
Payment Problems	18%	7%	Linked to failed transactions

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## Recommendations

- **Improve delivery logistics** and provide real-time updates
- **Enhance login and payment reliability**, especially for mobile users
- **Continue investing in support team training** and response automation
- Consider **automated escalation detection** for urgent feedback.