

ABOUT THE PRODUCT

► WHY?

Large-scale MOOCs (**1000–2000+ students**) rely on start-of semester and mid-semester surveys to understand student needs. Open-ended responses offer valuable qualitative insights but are **challenging to analyze manually** due to their volume leading to **delayed response times** and potentially **overlooked student concerns**.

📖 WHAT?

The system is designed to streamline feedback analysis by **automating the categorization** of student concerns. It reduces manual effort, enhances instructor response times, and enables data-driven improvements in course design.

👥 WHO?

The primary users of this technology include **educators, university students, and academic institutions**. **EdTech companies** and **student support services** could also leverage this tool to personalize learning experiences.

CONTACT US



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Welcome to the **Survey Categorizer Tool**! This tool uses a **BERT model** to classify survey responses into the following categories:

- **AC:** Academic Concerns
- **PC:** Personal Concerns
- **TC:** Technical Concerns
- **NC:** No Concerns

Features:

- **Upload CSV Files:** Categorize all responses.
- **Visualize Data:** Pie charts for category distribution.
- **Sensitive Responses:** Highlight and download sensitive responses.
- **Custom Input:** Test with individual responses.

📄 Upload a CSV file with 'name', 'email', 'concerns', and 'anything else' columns



Drag and drop file here
Limit 200MB per file • CSV

Browse files



Try Manual Categorization

Enter a student response below to see its category.

Enter your response here:

Categorize Response

LINK TO GITHUB



Georgia Tech College of Sciences
School of Mathematics

CRIDC 2025

FEEDBACK FUSION

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ADVANCING QUALITY
EDUCATION

PRODUCTS & SERVICES

MARKET ENTRY & PARTNERSHIPS

Bringing this technology to market would involve partnerships with MOOC platforms like **Coursera**, **edX**, **Udacity**, **universities**, and **EdTech firms** interested in feedback analytics.

STEPS TOWARDS COMMERCIALIZATION

While this project is in its research phase, potential next steps for commercialization include **securing funding through grants, incubator programs**, or EdTech accelerators. Piloting the system with universities or online learning platforms could validate its effectiveness and guide further refinement.

EXISTING APPLICATIONS & INSIGHTS

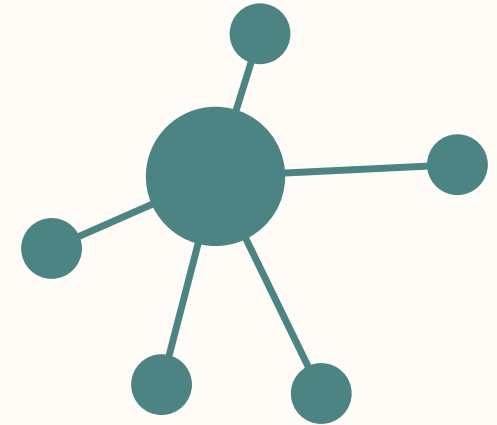
Sentiment analysis and **text classification** have been applied in customer feedback analysis, academic research, and automated helpdesk solutions. Existing NLP-based educational tools primarily focus on structured responses, whereas this project **deals with open-ended feedback**, making it more challenging.

Key takeaways include the need for robust handling of imbalanced classes, adaptation to domain-specific language, and balancing accuracy with computational efficiency for scalability.

OTHER BUSINESS USE CASES

- Higher Education & MOOCs
- Corporate HR & Employee Engagement
- Healthcare & Patient Experience
- Retail & Customer Experience (CX)
- Public Policy & Government

The growing demand in the EdTech industry for scalable and effective tools to enhance the learning experience in large-scale MOOCs makes this project highly relevant.



LET'S CONNECT!

Excited about the idea too? Please feel free to share potential improvement ideas and suggestions with us.

