AIDUX

AI Driven User Experience

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# **Project Title**

AIDUX: AI Driven User Experience

# **Brief problem statement**

Businesses face the challenge of understanding and improving customer sa�sfac�on, purchase experiences, and trust levels. The lack of efficient tools to analyze customer feedback, issues, and percep�ons hinders their ability to make informed decisions. Marke�ng execu�ves also struggle to grasp nuanced product dynamics and compare them with compe�tors, leading to poten�al missed opportuni�es for growth and engagement.

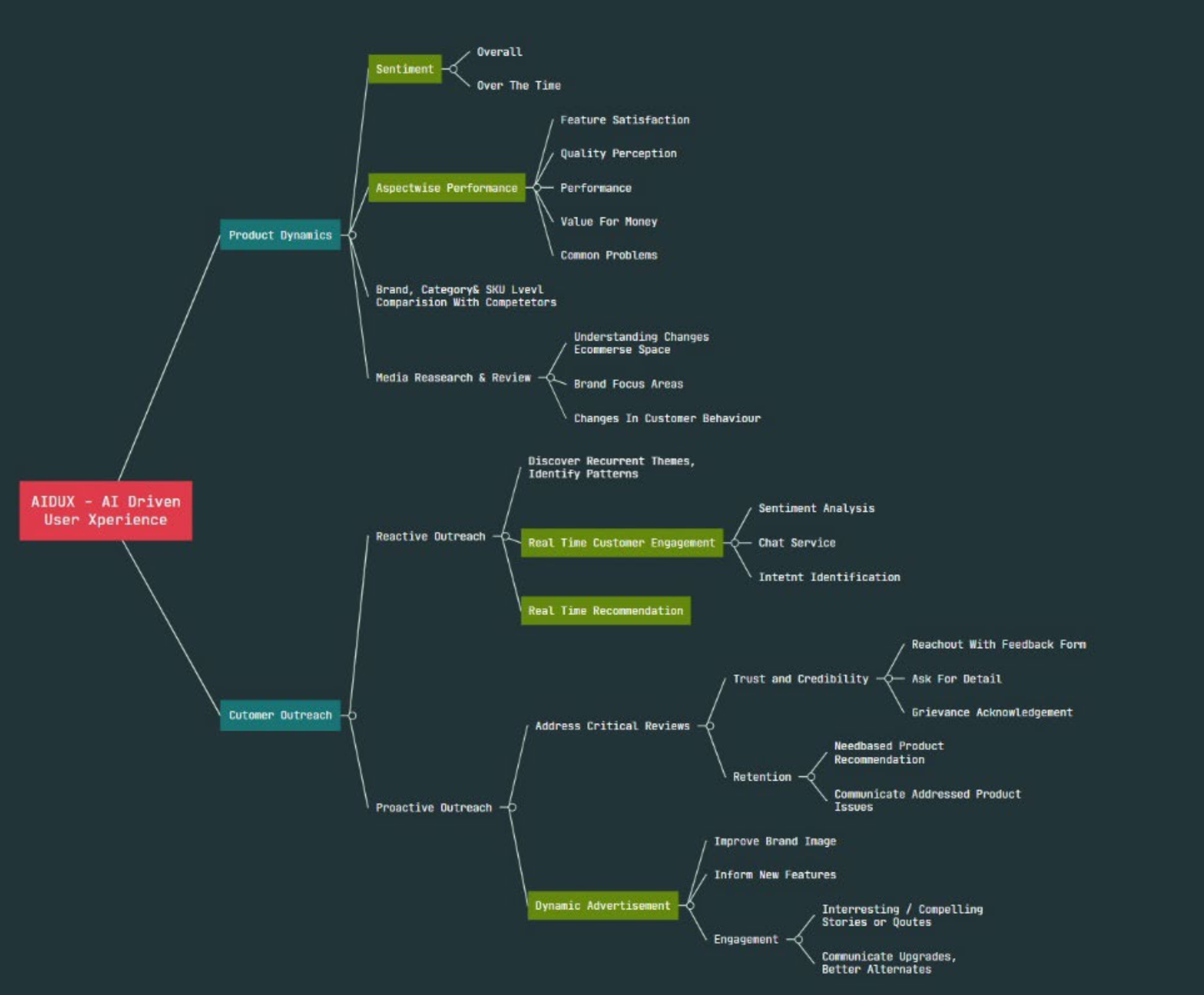
# **Background information: Include domain information, problem description and analysis, possible applications**

Introducing AIDUX, an AI-powered, fully automated, and scalable solu�on designed to delve into the intricacies of customer feedback. AIDUX serves as a comprehensive tool to discern customer sen�ments, iden�fy their needs, pinpoint issues, and gauge percep�ons. Its primary goal is to elevate customer sa�sfac�on, enhance the purchasing experience, and foster trust between businesses and their clientele.

AIDUX operates on a founda�on of customer reviews, real-�me feedback, and other forms of communica�on. This enables proac�ve and reac�ve engagement with customers, facilita�ng a deeper understanding of their concerns. The pla�orm aims to streamline the purchasing process, making it more user-friendly, while also informing customers about new product features or alterna�ves that align with their needs.  
Moreover, AIDUX empowers marke�ng execu�ves by providing a nuanced understanding of product dynamics from various perspec�ves. It facilitates compara�ve analysis of product percep�on against compe�tors and tracks shi�s in customer sen�ment throughout the product life cycle.

With AIDUX, businesses are equipped to not only address customer concerns effec�vely but also stay ahead of the curve in product development and marke�ng strategies.

<https://drive.google.com/file/d/10uqSAa4XoDbSmyxRnFG255vK9Z05ED_Z/view?usp=drive_link>



# **Motivation for selection of the project**

<TBD>

# **Detailed dataset description and dataset source**

* 1. <https://www.kaggle.com/datasets/bittlingmayer/amazonreviews>
  2. <https://nijianmo.github.io/amazon/>
  3. <https://huggingface.co/datasets/amazon_us_reviews>
  4. **From TS team:**
     1. <https://www.kaggle.com/datasets/veeralakrishna/relational-strategies-in-customer-servicersics>
     2. <https://www.kaggle.com/datasets/kreeshrajani/3k-conversations-dataset-for-chatbot>
     3. <https://www.kaggle.com/datasets/thoughtvector/customer-support-on-twitter>
  5. If required, we will scrap from web using BS module

# **Current benchmark: provide references (if any)**

* 1. <https://www.meetyogi.com/>
  2. [www.amazon.com](http://www.amazon.com)

# **Proposed Plan:**

<TBD>

## **Define the methodology, including:**

## **Approaches**

## **Packages and tools**

## **Algorithms**

## **Metrics**

## **Outline the stages with defined deliverables.**

# **Develop a deployment plan, considering options like Gradio, Streamlit, FastAPI Spaces etc.**

Gradio + FastAPI

# **Implement MLOps tools for effective management and automation.**

<TBD>

# **Preliminary Exploratory Data Analysis**

<TBD>

# **Expected outcomes**

<TBD>

# **Project demonstration strategy (tentative plans)**

<TBD>

# **Proposed timeline of project stage executions (eg. Gantt chart): Include**

<TBD>

# **weekly progress goals for each of the 4 Capstone Project Mentored Sessions.**

<TBD>

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